



FAST FACTS



Company:
Create-A-Card, Inc.

Location:
St. James, N.Y. (New York City area)

Founded:
1986

Type of service:
marketing for print, digital, social media, website and logo design

CEO/owner:
Arthur Messina

Websites:
www.limocards.com; www.createacardinc.com

Info:
(800) 753-6867



Arthur Messina has built up a career as the leading marketing expert for the chauffeured transportation industry.

Create-A-Card Marks 25 Years of Marketing Magic

FOUNDED IN 1986 BY ARTHUR MESSINA, CREATE-A-CARD, INC. PROVIDES DISTINCTIVE AND AWARD-WINNING MARKETING AND E-MEDIA SERVICES TO THE CHAUFFEURED TRANSPORTATION INDUSTRY.

By Michael Campos

NEW YORK — Arthur Messina earned his degree in Food and Business in 1984 and worked for the Marriot Corporation right out of college. After working as a manager there for two years, he realized the industry was not for him.

“It felt impersonal,” he recalls. “You become more of a number in a big corporation like that, and you weren’t respected for your knowledge.”

Messina, who is certainly respected as an invaluable source of industry know-how among his peers, clients, and competitors, says he was more interested in the business aspect of his degree. He had a passion for photography and decided to turn it into a business idea: photo business cards.

Thus, Create-A-Card, Inc. was born. The limousine industry was a natural fit because owners needed a way to show their vehicles to the public. One of Messina’s first clients was a company down the street from his house. “We took the car to a park and shot some photos, and that was one of the first samples I had,” he says. The business took off, and as many industry members know, has expanded into a full-service marketing provider, helping operators with anything from brochures and fliers to social media to website and logo design. Whether the client is a newcomer to the industry or a 30-plus year veteran, Create-A-Card, Inc. makes sure to help them communicate messages well.

The first 10 years in the industry were the most challenging, Messina says. “It was all hard work, 24/7.” From 1986-1991, the industry started strong, and then suffered a decline in the 1990s. There was no social media then, so everything depended on

face-to-face contact. “Now that I think about it,” he says, “I find myself on the road now as much as [those early years]. The industry has come full-circle. It seems to be on a 20-25 year cycle.”

The advent of the Internet and social media added new dimensions to marketing and was a tremendous help because it allowed Messina to work the same amount and get much more done. But it doesn’t replace the importance of building strong relationships through

ARTHUR MESSINA'S CLIENTS WON FOUR OUT OF SIX LCT MARKETING AWARDS AT THE 2011 INTERNATIONAL LCT SHOW.

personal contact. He says the only way to understand a client is to know them professionally and socially. It allows you to build a trust factor that lets you know you are ready to work together.

Messina credits his personal, organic approach as the key to his success. Sending messages through LinkedIn or Facebook is convenient, but it’s not as personal. “Face-to-face contact and networking is a different experience for clients,” Messina says. “It gives them the chance to see that we have a huge knowledge base, and they’re comfortable because they know that we’ll guide them through the entire process.”

“I just want all of my clients to succeed,” Messina says. “They’re not just my clients; we’re partners.” Messina’s clients won four out of six LCT Marketing Awards on Feb. 15 at the 2011 International LCT Show. **LCT**