



2012

Chapter President Manual

Version 1.0
Effective as of January 1, 2012

Introduction

The purpose of this manual is to provide guidelines and to outline procedures in fulfilling your responsibilities. The manual is recently updated with new processes and procedures. Keep in mind that many prior forms and processes have been updated and/or changed.

Information in this manual is subject to change as we're continually working to simplify processes. When information is updated you will be notified by your State/Provincial Director.

Chapter President Responsibilities

- Work with members of your Chapter to keep operations running smoothly
 - Act as Chapter delegate to the State/Provincial Committee
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State/Provincial Committee

The Committee is comprised of each Chapter President within the state/province. A Chapter President can appoint a delegate to attend meetings on his/her behalf. If you plan to appoint a delegate to attend a meeting, notify your State/Provincial Director prior to the meeting to let him/her know who is attending on your behalf.

Each Chapter has the option to participate in the Committee. The Treasurer or any officers appointed by the Director may not be members of the Committee and do not have voting power. There is no set number of meetings required each year, as each Director will determine what is appropriate for his/her state/province.

Director Election Procedures

Directors are elected by the state/province for a two-year term. If a vacancy occurs during the Director's term, the Club may appoint a replacement for the duration of the term, or request that the state/province hold a special election for the remainder of the director's term. Note that Directors can be relieved of his/her duties at any time by the Club.

The current Director must assume leadership to see that the Election Chairperson carries out the election process correctly and efficiently. However, at no time is the Director to become involved in the election process, regardless of whether or not the current Director is running for another term.

State/Provincial Elections Held in ODD Numbered Years

Arkansas, Atlantic Canada, Colorado, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Minnesota, Nevada, New Hampshire, Ontario, Oregon, Pennsylvania, Quebec, Rhode Island, South Carolina, Tennessee, Washington, West Virginia, and Wisconsin

State/Provincial Elections Held in EVEN Numbered Years

Alabama, Alaska, Alberta, Arizona, British Columbia, Northern California, Southern California, Connecticut, Florida, Georgia, Idaho, Louisiana, Maine, Manitoba, Maryland, Massachusetts,

Michigan, Mississippi, Missouri, Montana, Nebraska, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Saskatchewan, South Dakota, Texas, Utah, Vermont, Virginia, Wyoming

During May, the Election Chairperson will receive a package that contains **6 different forms** to use in administering the election.

- 1. Postage Expense Form:** should be submitted to the Club Support Office for reimbursement following the election, in the envelope provided that contains election results. Itemized receipts must be attached to this form for reimbursement.
- 2. Chapter Nomination Forms:** must be sent to each Chapter President by June 1 and must be returned to the Election Chairperson postmarked no later than June 15. Nominations postmarked later than June 15 will be void. Each Chapter is provided three nomination forms and is allowed to nominate up to three people.
- 3. Nomination Acceptance Forms:** must be mailed to each nominated candidate by July 1 and must be returned to the Election Chairperson no later than July 15. Any forms postmarked later than July 15 will be considered void.
- 4. Nomination Announcement:** after July 15, the Election Chairperson should compile each candidate's qualifications in a document and email to each Chapter President announcing the names and qualifications of all candidates who have accepted the nomination. Chapter Presidents are then required to forward this document to Chapter members.
- 5. Official Ballots:** must be mailed to each Chapter President by August 1 and must be returned to the Election Chairperson postmarked no later than August 15. Any ballots postmarked later than August 15 will be considered void.
- 6. Tally Form:** after August 22, the Election Chairperson should tally all ballots received on the Tally Form and send, along with all other forms, in the envelope provided, to the Club Support Office postmarked no later than September 6.

Announcing Election Results

When the election is complete, the Election Chairperson is aware of election results and is respectfully expected to keep this information confidential until the Club Support Office has notified the candidates of the results. The Election Chairperson will receive notification that candidates have been notified, along with an announcement that should be distributed to all Chapter Presidents.

Process for When There is Only One Candidate for Director

In the case where there is only one candidate for the position of Director, the complete election process must be followed. Written verification that each Chapter President has had the opportunity to nominate and to vote for state/provincial Director must be submitted to the Club Support Office.

Treasurer Election Procedures

This is the only required officer and is also an elected position. Elections may be held annually or biannually. The Treasurer acts as the state/provincial Election Chairperson for the year that the Director's term in office expires.

Treasurer

The State Treasurer will be elected annually (or biannually) by a simple majority of all members of the State Committee. The Treasurer shall be elected before January 1 of each year, and shall take office on January 1. The Treasurer may not be a member of the state/provincial Director's family.

Responsibilities:

- Maintain custody of all funds, securities, and assets
- Maintain full and accurate accounts of all receipts and disbursements
- Report of accounts of all receipts and disbursements at all state/provincial Committee meetings
- Pay only those expenses, which have been approved by the state/provincial Committee. All disbursements will be made by check, co-signed by the Director and Treasurer
- Prepare and distribute quarterly itemized financial report to officers and Committee Members
- Serve as Election Chairperson to facilitate Director Election process. Please see page 11 for Director election process

Member Support

If members need support please direct them to the Member Services team located in Englewood, CO. Here's how to contact Member Services:

1-800-234-3450

Mon.-Fri. 6am-7pm MST

Sat. 8am-4:30pm MST

Also, visiting **GoodSamClub.com/contact** is a great resource for existing members to find contact information for other services such as Roadside Assistance, Extended Service Plan, Tours, Good Sam Visa, and more! Here, members can also submit questions via email directly to Member Services.

Assisting Members Who Lost Membership Card

If an existing member loses his/her permanent membership card, please refer him/her to Member Services to request a new card. If the member would like a temp card while they are awaiting the new permanent card to arrive via mail, please refer the member to GoodSamClub.com to print a temp by following these instructions:

- Sign in at GoodSamClub.com
- Click "My Profile" in upper right corner
- Find the "My Good Sam Account" section on right-hand side
- Click the "Print a Temporary Membership Card" option

Good Sam Logo Merchandise – Available at GoodSamClub.com/gear

We are excited to announce that we now have Nike branded Good Sam Logo Merchandise available for purchase via the Good Sam Club website. We are offering this merchandise online only at the most affordable price possible in order to bring you high quality Good Sam Logo Merchandise. Jackets, Hats, Golf-shirts, and more are available now!

Good Sam Club Logo Usage

The Good Sam name and logo (Sam's smiling face) are registered trademarks of Good Sam Enterprises. The Good Sam Club name and/or logo are not to be used for commercial enterprise. The official red color that represents the Club is PMS 485. This PMS color should be used as the red color in any materials you print.

The Club has given state/provincial organizations and Chapters permission to use the Good Sam name and logo on state/provincial and Chapter patches, flags, decals, etc. when these items are made up for non-commercial identification purposes only. This means that any item must include the state/provincial or Chapter name and/or logo in addition to the Good Sam name and/or logo. The Good Sam logo cannot be used alone for any state/province or Chapter purpose including stationery, business cards, notepads, t-shirts, sweatshirts, etc. for you or your staff.

We are very proud of the Good Sam Club brand and all it represents. Good Sam's smiling face is the most recognizable logo in the RV industry so it is critical that the logo be appropriately illustrated in all communications.

We ask that you adhere to these requirements whenever you use the Good Sam Club logo. Colors and styles should never be modified. If there are any questions whether your logo complies with these guidelines, or if you would like to request the latest Good Sam Logo, please contact your State/Provincial Director.

Current Logo Versions

Current logo versions are below for reference. Any new materials created and/or printed should use one of these new logo versions.

1-color Horizontal & Vertical Logo:



2-color Horizontal & Vertical Logo:



4-color Horizontal & Vertical Logo:



Chapter News

Send all Chapter News to: chapternews@goodsamfamily.com

Good Sam is working hard to promote club activities, and you can help. Please submit your latest news and photos about memorable RV outings and community service projects.

We also invite state and provincial organizations to email news and photos about regional activities, from fundraisers and service projects to just plain fun. If you produce Good Sam newsletters, eNewsletters or other communications for members, please share those with us as well. Photography plays a big part in our publications, and photos can help you promote your activities. When you email your news items, don't forget to include the best of your digital images. In addition to group shots, we're hoping to see more active photos of members making a difference and having fun doing it. Outdoor photos tend to work best.

Chapter news as well as digital photos may be submitted to [**chapternews@goodsamfamily.com**](mailto:chapternews@goodsamfamily.com) Please include your name and phone number so that we may contact you if we need additional information so that we may publish your news!

GoodSamClub.com/Chapters

This section of the site houses listings of Chapters by state/province. If you're not already, we encourage you to get familiar with this section of the site to be sure that your Chapter is listed. If not, please contact your State/Provincial Director.

Chapter Size Guidelines

As a guideline, the Club recommends that Chapters should have a minimum of six rigs. However, should a Chapter begin to fall below this guideline the State/Provincial Director has been asked to assist the Chapter President in sourcing new members, to allow a time frame to rebuild and/or by finding another Chapter the remaining members may like to join.

New Chapter Registration

Contact your State/Provincial Director in order to:

- Obtain a 'New Chapter Registration Form'
- Once completed, the State/Provincial Director will submit to the Club Support Office
- Club Support office will retain contact information for the President of the new Chapter and return the Registration Form along with the Chapter's official Charter to the State Director. The Director shall determine how the President of the new Chapter receives the Chapter Charter.

Chapter Dues

All moneys received by the Chapter from dues or any other sources shall go into the Chapter Treasury. All expenditures of moneys from the Chapter Treasury shall be ratified by the membership at a regular business meeting. All disbursements from the Chapter Treasury shall be by check, co-signed by the Treasurer and Chapter President, after ratification by the membership. These disbursements may be made from available cash on hand, but will be duly recorded in the financial records of the Chapter.

Good Sam Club Member Expiration Dates

Directors and Chapter Presidents are no longer responsible for ensuring active membership status. We'll take care of that on our end through the Club's membership renewal efforts!

De-chartering a Chapter

In order to de-charter your Chapter, email your Director with this request. Let the Director know if any Chapter members are interested in continuing the Chapter or moving into another Chapter in the area.

The Director will then initiate a 30-day period in which the Chapter Officers may appeal the request of de-chartering. If an appeal is not received within 30 days, the Director will notify the Club Support Office. The Club Support Office will proceed accordingly.

Chapter Anniversary Certificates

During the month of February, the Good Sam Club Support Office will issue an anniversary certificate via mail to the Director of any Chapters that reach years 5, 10, 15, 20, and every 5 years after 20. Directors are responsible for getting the certificates to the Chapter President.

Chapter Patches

Directors have the authority to give final approval on Chapter patches on behalf of the Club. Chapter Patch Requirements:

- Include either the text "Good Sam" or the current Good Sam Club Logo
 - If using the Good Sam name, Good Sam should not be plural
 - Second Chance Sams is ok that Sams is plural as it does not use Good Sam together
 - If using the Good Sam Club logo, the colors on the patch are limited to black, white, red and Yellow
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Cleanup Days – May 19th & 20th

The 16th annual Good Sams National Cleanup Days have been designated as May 19th - 20th 2012. This event has been scheduled for the weekend before Memorial Day weekend in an effort to prepare our public lands for the traditional camping season. Chapters across the nation are encouraged to select a campground, park, or other public land of their choosing to pick up branches and trash. This year's Cleanup Days will be sponsored by Camping World where Good Sam members now enjoy savings of up to 30% on RV accessories and installations.

Camping World encourages members to bring their full bags of trash to a Camping World SuperCenter where dumpsters will be available for trash disposal. After you've disposed of your trash, stick around for a while and enjoy fun, food (while supplies last) and other festivities that are part of Camping World's 8th annual Grillfest – a celebration offering amazing savings on everything you need to gear up for the peak cookout and camping season.

As part of this year's Cleanup Days, Chapters are eligible to enter a drawing where the members of the winning Chapter will receive a \$25 Camping World Merchandise Certificate for each family membership in the Chapter! Each Chapter that collects 10 or more bags of trash is eligible to win. Simply send a photograph of your Chapter with the filled trash bags to your state or provincial director in order to be entered. For more information please contact your, state/provincial director, or e-mail cleanupdays@goodsamclub.com.

Chapter of the Year

Guidelines

Complete the 2012 'Good Sam Club Chapter of the Year Entry Submission Form' and submit along with your entry to your State/Provincial Director by December 31, 2012. State/Provincial Director will determine a State/Provincial winner and send that entry to the Club Support Office by January 15th to be considered for the Good Sam Club Chapter of the Year. The winning chapter will be announced to the Director on March 1st. *Entry may include but is not limited to: scrapbook, essay, PowerPoint, website, and/or blog. The Good Sam Club Chapter of the Year award is the largest honor awarded to a Good Sam Club Chapter and arrangements will be made to present the award to recipient at a Good Sam Club sponsored event.

Good Sam Club Chapter of the Year Award Includes:

Chapter of the Year plaque

\$500 for Chapter treasury

Every member of the winning Chapter receives a "Chapter of the Year" patch

Highways article published in honor of winning Chapter

State/Provincial and Chapter Tax Questions

Due to the complexities of taxation in various tax jurisdictions, we cannot offer any tax advice. We encourage you to seek a local tax advisor.

State/Provincial & Chapter Constitution and By-Laws

The Good Sam Club Constitution and By-Laws are the Constitution and By-Laws for every State/Province and Chapter. States/Provinces or Chapters are not required to have separate Constitution and By-Laws as the Club's Constitution and By-Laws also apply to States/Provinces and Chapters.

Individual States/Provinces have the option of having separate Constitution and By-Laws. Should a State/Province or Chapter choose to write a separate Constitution and By-Laws in addition to the Club's, they cannot contradict the Club's Constitution and By-Laws. And, it is not necessary to submit them to the Club Support Office for initial approval or for approval of any amendments. Simply keep in mind that the Club's Constitution and By-Laws are primary and that any individual Constitution and By-Laws by the State/Province or any Chapter cannot contradict the Club's Constitution and By-Laws. If there are any contradictions, the individual State/Province or Chapter Constitution and By-Laws will become void.

To obtain a copy of the most current Good Sam Club Constitution and By-laws, please contact your State/Provincial Director.

Refer a Friend

When taking part in the Refer-a-Friend program, you can earn free nights of camping (up to \$25 value) when you refer a new member using the Refer-a-Friend invitations found at **GoodSamClub.com/friend**. When you refer a new member, you'll receive a certificate for a FREE night of camping at any Good Sam RV Park – valued at up to \$25.

Then, for every 5 new additional new members you refer using these same Refer-a-Friend invitations found online, you'll receive another certificate for a FREE night of camping – there's NO LIMIT to the number of free nights you can earn.

To find Refer-a-Friend invitations, log into your online Good Sam account and go to **GoodSamClub.com/friend**

2012 Good Sam Club Rallies

Phoenix, Arizona: March 22-25

Louisville, Kentucky: June 21-24

Daytona Beach, Florida: November 2-4

Visit **TheRally.com** for details.

Club History – The Start of Something Big

The Good Sam Club got its start back in 1966 when a small Southern California magazine, *Trail-R-News*, published a letter from a subscriber that recommended distributing decals to trustworthy RVers willing to offer assistance to fellow RVers. The publisher liked the idea and came up with the name the Good Sam Club, based on the parable of the Good Samaritan who helped a traveler in need. Bumper stickers were printed, and Good Sam got his now-familiar halo and wide grin.

In 1967, Good Sam's member publication, *Hi-Way Herald*, rolled off the presses as a four-page newsletter. As the Club grew, so did the publication, and in 1974 *Hi-Way Herald* became a monthly tabloid. In 1989, "*Herald*" was dropped from the nameplate, and *Highways* evolved into a full-color magazine recognized as an authoritative source of RV and Club information. These days, *Highways* is packed with Club and Chapter news, RV destinations and expert technical advice and is available to members both in print and online.

In 1968, *Trail-R-News* was sold to its cross-town rival, *Trailer Life* magazine, along with the Good Sam Club and its 10,000 members. Also in 1968, the Club's first regional Chapter, the Ute Salt Shakers of Utah, was chartered. Hundreds of Chapters soon followed, allowing members to enjoy the camaraderie of group RV outings while making a difference by volunteering on service projects. In 1974 Good Sam honored the first Chapter of the Year, Northern California's SAC Sams, for its outstanding volunteer efforts. The award has been bestowed on a deserving Chapter every year since then, including the latest winners, the South Georgia River Sams.

In 1969, the Club's first Directors were elected to guide members to local chapters and host regional events known as Samborees. The Club now has Directors in nearly every state and province. By the mid-1980s, Good Sam had grown to 400,000 members, in 2000 membership surpassed one million, and today 1.3 million members belong to the club.

The first Good Sam campground directory came out in 1972. The initial 700-page guide, produced by *Trailer Life*, sold for \$2. Soon the network of Good Sam RV Parks was created to offer members 10% off at top RV campgrounds and service centers, and a team of traveling RVers were hired to rate the resorts on *Trailer Life's* unique three-tiered scale. The *Trailer Life Directory* is still the Club's official campground directory, identifying more than 11,700 RV parks and 1,700+ Good Sam RV Parks in the 2012 edition and continuing to update campground ratings each year. In 2013, the *Trailer Life* and Woodall directories will unite to form a new "super directory," utilizing Trailer Life's rating system plus enhancements from Woodall's equally esteemed campground guides.

In 2000, the Club along with sister companies Camping World, Coast to Coast Resorts, Woodall's and Trailer Life, co-hosted the first annual Great North American RV Rally (now called the Good Sam Rally). The event drew more than 11,000 RVers to Gillette, Wyoming. With three Good Sam Rallies in 2012—in Phoenix, Arizona, Louisville, Kentucky and Daytona Beach, Florida—Good Sam's event program is now bigger than ever!

Good Sam offered the first legislative parking kit in 1974 to help fight anti-RV parking ordinances. Since then, the Club has influenced local, state and national legislation on RV issues ranging from parking rights to outdoor recreation on public lands. One of the people most responsible for the Club's legislative initiatives over the years is Sue Bray, who became a familiar face to members in the pages of *Highways*. She joined the company in 1976 as Chapter Activities Director, then served as Executive Director for many years before becoming Member Benefits Director.

In 1977, the Club launched its RV Tours and Caraventures program with a guided trip to the Tournament of Roses. This year marks Good Sam's 35th guided excursion to the Pasadena festivities. The Club's 2012 tours also take members from the Alaska Highway to the Albuquerque Balloon Fiesta and other must-see destinations.

Good Sam started offering RV insurance in the '70s, and in 1984 the Club's popular Roadside Assistance program was launched, followed by other programs from RV financing to extended RV service to mail-forwarding, all aimed at making life on the road safer and more enjoyable. Today, Good Sam provides Roadside Assistance to nearly half a million RV, car and truck owners.

In 1980, Dogs for the Deaf became the Club's official charity. Over the years, Good Sam Chapters have raised so much money in support of Dogs for the Deaf that the Club is now the charity's largest single donor group. Good Sam Chapters have raised money for many other worthy causes and volunteered for programs ranging from Adopt-a-Park to Adopt-a-Highway. Since 1996, Chapters have helped out during Good Sam's annual Cleanup Days, tidying up North America's public lands.

The first Action Line letter appeared in *Hi-Way Herald* in 1981, with Good Sam acting as a third-party mediator to help settle consumer disputes. More than three decades later, Action Line has petitioned businesses on behalf of tens of thousands of members to help resolve their differences.

Good Sam has answered members' technical questions in the pages of *Highways* since 1989. In 1992, renowned RV expert Bob Livingston took over the Q&A column, named it Tech Topics and developed it into one of the most comprehensive technical advice forums found in any RV magazine. Livingston continues to answer members' technical questions in *Highways*, with the remainder responded to by RV authority Ken Freund.

Today, Good Sam also communicates with members through the Club's monthly eNewsletter, *CyberSam*, monthly *Good Sam Insider* eBulletin and the newly revived *Hi-Way Herald* in select Camping World mailers. To keep up on RVs and RVing, many Good Sam members take advantage of subscription discounts on *Highways*' sister magazines, *Trailer Life*, *MotorHome* and *Camping Life*. Launched in the mid-1990s, Good Sam's website initially provided club information and simple online tools. As technology improved, so did the website, with enhanced campground search capabilities, free trip routing, a comprehensive club events calendar, an RV enthusiasts' forum and instant access to benefits and services.

Stephen Adams acquired Trailer Life Enterprises and the Good Sam Club from the Rouse family in the 1990s and moved the company's headquarters from Agoura Hills, California, to Camarillo and then Ventura. During that decade, Good Sam's parent company, Affinity Group Inc. (AGI), acquired Woodall's, an RV publisher established in 1935, and Camping World, the world's largest supplier of RV parts and accessories. In 1993, the Club's member service center moved to the company's Englewood, Colorado building, where sister company Coast to Coast Resorts is based. This highly trained team spends its days fielding calls and emails helping members get the most from Good Sam.

In late 2010, Camping World Chairman Marcus Lemonis became CEO of AGI and renamed the company Good Sam Enterprises. Lemonis is also a cofounder of FreedomRoads, a network of RV dealerships affiliated with Camping World. In 2011, Good Sam Enterprises moved its headquarters to Bowling Green, Kentucky, where Camping World was founded in 1966. At the end of 2011, the company combined the Good Sam Club and Camping World President's Club under the Good Sam name, giving the 1.3 million members the best of both Clubs, including discounts at Camping World and Good Sam RV Parks and the convenience of a single membership card.

Forty-six years after its founding, the Good Sam Club is now the world's largest organization of RV owners and one of the most recognizable brands in North America. The Club not only unites with Camping World to provide substantial member savings, it partners with Pilot Flying J to offer fuel discounts and with NASCAR events and drivers to promote the Good Sam name.

Although Good Sam has experienced tremendous growth during the past 46 years, at least one thing has remained constant—the Club's role as a good Samaritan. In a meeting with state/provincial Directors in late 2011, Lemonis stated that his goal is to return to the roots of the Club, raising the bar on community service and volunteerism and making Good Sam one of the largest philanthropic organizations in the world. Times have definitely changed since 1966, but Good Sam continues to embrace the Club's original spirit of helping others.