



Good Sam Club

2013

Chapter President Manual

Version 2.0
Effective as of 2/14/13

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 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 Director should be asked to assist the Chapter President in sourcing new members. There is no cap on the number of members a chapter can have.

Constitution and By-Laws

The Good Sam Club Constitution and By-Laws are the only Constitution and By-Laws for every State and Chapter. States or Chapters may choose to have their own Standard Operating Procedures (SOPs). However, the Chapter's SOPs must be approved by the State Director and forwarded to the Regional Director before they are valid. Nothing in the State's or Chapter's SOPs can contradict the Club's Constitution and By-Laws. Any amendments to a Chapter's SOPs must be sent to the State Director and then the Regional Director for approval of the amendments. If there are any contradictions in a Chapter's Sops to the Good Sam Constitution and By-laws, the individual Chapter's SOPs will become void.

Chapter President Responsibilities

Work with members of your Chapter to keep operations running smoothly and act as your Chapters delegate to the State/Provincial Committee

State/Provincial Committee

The Committee is comprised of each Chapter President within the State. 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, you must notify your State Director or State Secretary by mail, telephone, or e-mail 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 State Treasurer or any officers appointed by the Director may not be members of the Committee unless approved by the Club, 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.

Director Election Procedures

Directors are elected by the State 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 hold a special election for the remainder of the director's term. Note: 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 are you, as Director,

to become involved in the election process, regardless of whether or not you are 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 April or May, both the State Director and the Election Chairperson will receive additional information as to how the election should be administered.

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, only the nomination process will be followed. If there is only one candidate, then that candidate is elected by default.

Treasurer Election Procedures

This is your 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.

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 Committee meetings.
- Pay only those expenses, which have been approved by the State Director or the State Committee as per the guidelines in the State's SOPs.
- Prepare and distribute quarterly itemized financial report to officers and State Committee Members.
- Serve as Election Chairperson to facilitate Director Election process.

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. Logo versions are available to the State Director. The official red color that represents the Club is PMS 485. This PMS color should be used as the red color in any materials that are printed.
- 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. Any of these items must be approved by the State Director and then the Regional Director before these items can be manufactured or used. These items must be made up for non-commercial identification purposes only. This means that any item must include the state 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 or Chapter purpose including stationery, business cards, notepads, t-shirts, sweatshirts, etc. for members of your chapter.
- The Good Sam Club is very proud of its logo 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 you have any questions about releasing this information to any

outside party, please contact your State Director and have him/her contact us. This would include outside vendors that are not already licensed to use our logo. If you have any questions, contact your State Director.

**New Chapter Registration **

Contact your State Director in order to: Obtain a 'New Chapter Registration Form' Once completed, the State Director will submit to the Club Support Office. The 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. The Chapter shall determine what procedure it wishes to follow in the expenditures of moneys from the Chapter Treasury. It is requested that the Chapter Treasurer and Chapter President not be from the same household. It is also requested that the financial records be reported to the Chapter as prescribed in their SOPs.

De-chartering a Chapter

- In order to de-charter your Chapter, contact your Director in writing 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 Patches

- State 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.

Club History

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.

History of the Good Sams of Tennessee

The State History of the Good Sam Club began with Frank and Verta Lee Oller. Mr. Frank and Mrs. Verta Lee were on a camping trip and stopped to spend the night in Nashville on their way to the Smoky Mountains. While at the campground in Nashville, a fellow camper told them about a new camping organization. It was an organization that catered to campers, and was made up of trustworthy RVers that were willing to offer assistance to fellow RVers. The organization earned its name from the parable in the bible about the Good Samaritan and it was known as the Good Sam Club. Mr.

Frank and Mrs. Verta Lee became member of that organization and began telling their friends and fellow campers about it when they returned to their home in the Jackson, Tennessee area. It was not long before Tennessee became one of the states affiliated with the Good Sam Club, and in 1975 the Good Sam Club appointed Max Richardson as Tennessee's first state director. With the assistance of Mr. Frank and Mrs. Verta Lee the first chapter in Tennessee, The Golden Circle Sams, was organized in 1975.

Unfortunately in the fall of 1975 Tennessee's first State Director, Max Richardson was diagnosed with had terminal cancer and resigned as the State Director. Mr. Frank asked Cooper McRae if he could submit his name for State Director to finish Max's term. Cooper McRae was appointed in January, 1976 by headquarters to complete Max's term which turned out to be a 20 year reign ending in December, 1995.

In 1977 Ole Smoky Sams and Cumberland Mountain Sams became Good Sam chapters. The three chapters decided to have a state Samboree and in 1978, the first Tennessee Samboree was held in Lebanon, Tennessee. The registration fee was \$20 per rig and in the end a total of 51 RVers attended the event. When all the expenses were paid, the Good Sams of Tennessee had a profit of \$247.89.

The first Samboree was such a success and the attendees had so much fun; it was decided to have another Samboree the following year. It was decided to move the location from Lebanon to Nashville and called it the Tennessee Grand Ole Opry Samboree, most likely in honor of the Grand Ole Opry in Nashville. It was held at the Holiday Travel Park just outside of Nashville and near the present day Opryland Hotel and current Grand Ole Opry Auditorium - Rumor has it that several of the attendees spent their Saturday afternoons at the Grand Ole Opry enjoying the matinee.

For 5 years the Tennessee Samboree was held in Nashville at the Holiday Travel Park with tents being used for all of the Samboree activities. During those first years of Samborees, it was decided to have a permanent time for the Spring Samboree to be held. It was decided to have the third week of May for the Samboree so they would not interfere with Mother's Day.

During those five years, more chapters were chartered. Mid-Ten Sams and Scenic City Sams were chartered in 1978, Music City Sams and River M Sams came on board in 1979, and a retiree chapter, the Golden Square Sams received its charter in 1980.

The Tennessee Good Sams were having such a great time with their Spring Samboree, they decided to have a fall Samboree. The first Tennessee fall Samboree was held at a campground on Land Between the Lakes. However, the attendance was not as good as they hoped. Because of the low attendance, it was decided to have mini Samborees in the future during the Fall. The first mini Samboree was held in East Tennessee at Rockwood, Tennessee. The following year it was decided to continue with the mini fall Samborees and rotate them to the three different regions of the state – East, Middle, and West.

During the 80's, the Good Sams of Tennessee added more chapters to their list, and three of them are still active today. They are Bluff City Sams, Davy Crockett Sams, and K-town Sams.

As the number of Tennessee chapters grew, something special happened. The very first Tennessee chapter, Golden Circle Sams was named the Good Sam Chapter of the Year for 1980 -1981. They received their award in 1982. It was the first of two Tennessee chapters to win the coveted award. In 1997, the Cherokee Trails followed the footsteps of the Golden Circle Sams and took the prestigious award.

In 1996, Tennessee had a new State Director. Billy Jones and his lovely wife Juanita took the reins from the McRae's. The McRae's had guided the Good Sams of Tennessee for 20 consecutive years. Being a member of the state staff was nothing new to Billy since he had served as the state treasurer for the past 10 years.

Billy and Juanita went about the business of leading the Good Sams of Tennessee and continued in that position for the next 8 years. By the end on their tenure, Tennessee had a total of 25 Chapters. However, some had fallen along the wayside and turned in their charters.

In 1985, Tennessee started keeping a record of their Spring Samboree themes with the first one being recorded as Hillbilly Day. Some of the other interesting ones were Tennessee Homecoming, Old Time Country, Fantasy Land, Christmas in May, and Off to the Races. In 1997, Tennessee celebrated its 20th Anniversary, and in 2002 they celebrated their 25th Anniversary.

An interesting note was that in 1987, the Good Sams of Tennessee started having their Spring Samborees in Lebanon at the Wilson County Fairgrounds and continued there for 25 years. It is also interesting to note that Good Sams of Tennessee called its Samboree the Grand Ole Opry Samboree until 1994 when they officially changed its name to the Tennessee State Samboree.

In 2004, Terry and Betty Minger became the 4th Tennessee State Director. Their first Samboree's theme was Going to the Circus and a lot of the attendees got to dress up like clowns and other assorted circus characters and act silly. Terry and Betty continued their tenure for 6 years and added 10 more chapters to the Good Sams of Tennessee list. Terry and Betty continued having the spring Samboree in Lebanon but started moving the Fall Samboree to other locations in East, Middle, or West Tennessee. One of the more interesting fall Samborees was the one in Lawrenceburg where the attendees' rigs were parked in close proximity to each other. Regardless of the parking, it was a great Samboree with wonderful facilities for the attendees and vendors.

In 2008 Terry and Betty announced that it would be their last two year term and Ron and Loretta Masterson were picked by the chapters in the fall of 2009 and appointed by the Good Sam Club to become only the 5th State Director for Tennessee. Ron and Loretta took over January 1, 2010, and are the current State Directors. They are in their second year of their second two year term. Since becoming State Director, four new chapters have joined the list of active chapters which brings the number of active chapters to 22 out of the 39 that have been chartered over the last 35 years.

After Ron and Loretta became State Director, some memorable and somewhat different things have happened at the Samborees. Who will forget the moving opening ceremony in the spring of 2010 when the theme was Salute to the Troops? The memories stirred by that Samboree, along with some hard work by several Tennessee's Veterans led to the forming of the Sam' Tennessee Veterans chapter, Chapter 37. Currently, members of that chapter have visited other states and helping them form veteran's chapters of their own.

How about the fall Samboree in 2010 when a group of pirates from Florida took over the stage and captured first lady Loretta? Captain Ron was forced to walk the plank to get her back. It was a lot of fun for everyone.

In the spring of 2011 the flavor of the Samboree took on a south of the border theme and a great time was had by all. The Three Amigos entertained the crowd with their own brand of singing and dancing. Some are still having trouble losing their Mexican accents.

In the fall of 2011 the attendees were able to reminisce wonderful days gone by as the Fabulous 50s were celebrated. Several unsuspecting members of the audience were brought on stage and they helped entertain the rest with their antics. They were great sports and were able to laugh with everyone. The topper was the real wedding that was performed with Jim Lusk and Teresa Head getting married by State Director Ron. Ron is a County Commissioner who has the power vested in him by the State of Tennessee to perform real weddings.

In October 2011, the State Committee voted to go to only one Samboree in 2012. That Samboree was held at the James E. Ward Ag Center. The theme was "Birthday Party" and a total of 193 rigs were registered. The lack of a Fall Samboree in 2012 caused several chapter members to request their presidents to go back to two Samboree in 2013. The State Committee passed the motion and Good Sams of Tennessee have two Samborees planned for 2013. The first will be at Camp Jordan in East Ridge, May 16-19 and the second will be September 19-22 at River Plantation in Sevierville, Tennessee. It will be the first time in 25 years that the Good Sams of Tennessee have not had a Samboree in Lebanon, Tennessee.