



**IDAHO STATE
ORGANIZATION
Assistant Director's Manual**

June 2014

Introduction

The Good Sam Club's Constitution and By Laws, effective as revised March 25, 2013, states in Article IV, Section 1 the following: "Each State or Province Director may appoint one or more Assistant Directors, a Secretary, and other officers as appropriate (except Treasurer who is elected by the State or Provincial Committee) to assist him/her. All State/Provincial officers must be residents of the State or Province, unless a special exclusion of residency requirement is approved by the Sponsor."

As set forth in the Idaho State Standing Rules, none of the foregoing may hold any other post or position within the state or any Chapter concurrently, unless special approval is given by the State Director. The State Director may also relieve you of your responsibilities and position if they do not work out satisfactorily.

ASSISTANT STATE DIRECTOR JOB DESCRIPTION:

- Must be a member in good standing with the Good Sam Club.
- Must be a member in good standing with an Idaho Good Sam Chapter.
- Will be appointed by the Idaho State Director for a term not to exceed the term of the Idaho State Director.
- Will be a member of the Idaho State Staff.
- Will attend all Idaho State Good Sam Organization's state meetings.
- Will supervise all Good Sam Chapters and activities within a given geographic area.
- Will assist in establishing new chapters within their geographic area.
- Will encourage membership and chapter growth.
- Will act as the Samboree and State meeting Chairperson within their geographic area.
- Will perform the duties as outlined in the Idaho State Good Sam Organization Standing Rules and this Assistant Director's Manual.
- Will perform other duties as assigned by the Idaho State Director.

As Assistant State Director you perform your duties under the leadership of the State Director to promote chapter organization and membership growth in your state and should be prepared to assist the Director in whatever manner is appropriate in fulfilling your assigned duties. You are expected to read the Standing Rules for each of your chapters and assist them with any changes and be prepared to guide them when they have questions or problems, with the Director's input. The Director relies on you for support and assistance in many areas of operation.

The Good Sam Constitution and By Laws are recognized as the final authority for the policy of our organization and should be used as a general guideline in all state and chapter matters. You should read it carefully so that you are familiar with its contents. Should you have any questions on the material set forth in the Club's Constitution and By Laws, your Director is an excellent source of information.

All communication between the Idaho State Organization and the Club is coordinated by the Regional Director. They arrange, coordinate and communicate on Idaho's behalf with the Executive Director and a special department called the Chapter Activities Office to handle the chapter operations of the Club. The Director is the Club's highest state officer and any questions or requests that you have regarding chapter activities should be handled through your Director first.

As Assistant Director, you will not have direct communication with the Good Sam Club. You will find that contact with the state organization is channeled through your Director. It is appropriate to follow these lines of communication so that your state functions properly under the leadership of your Director. One exception is Member Services.

GOOD SAM MEMBER SERVICES:

The Good Sam Club Member Services Department personally handles member services inquiries. This includes inquiries and requests regarding membership, magazine subscriptions, publications of the Trailer Life Book Division, the Trailer Life Campground and RV Services Directory, free credit card loss protection, mail forwarding, the Refer-A-Friend Program, Emergency Road Service, vehicle and health insurance plans and Good Sam Samborees and Caraventures. Please encourage Good Sam members to use the toll free number for these inquiries. The number is 1-800-234-3450.

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 temporary card while they are awaiting the new permanent card to arrive via mail, please refer the member to GoodSamClub.com to print a temporary card by following these instructions: Sign in at GoodSamClub.com; click on “My Profile” in upper right corner; find the “My Good Sam Account” section on the right-hand side; click on the “Print a Temporary Membership Card” option.

About Our State Organization

The State Organization is composed of the Officers (Director, Assistant Directors, Treasurer, Secretary and State Staff), Committee members, Chapter Officers, chapter members and at large members who reside within the state. The Director provides the leadership to these individuals. The State Committee is composed of the President of each chapter (or his/her appointed delegate) and it is only the State Committee who may vote on matters of business. The Director may vote only in the event of a tie. The Director is responsible for organizing and conducting all Committee meetings.

The purpose of Assistant Directors and other state officers is to assist the Director, he/she should delegate responsibilities to them in the areas where he/she needs assistance. An effective, structured organization of officers is an invaluable aid to the Director in carrying out his/her duties and in meeting the particular needs of the state.

About Our State Committee

The State Committee is comprised of each Chapter President within the state. A Chapter President can appoint a delegate (proxy) to attend meetings on his/her behalf. If you plan to appoint a delegate to attend a meeting, you must fill out and sign the Proxy form and send it with your delegate to the meeting. The Proxy form is available online at idahogoodsam.org.

Appointed state staff and the Treasurer are not members of the Committee and do not have voting power although they are encouraged to attend the business meetings for the purpose of staying involved with the chapters. There are two business meetings per year, one at the Spring Fling in April and the other at the Fall Round Up in September.

About Our Chapters

The Director is responsible for forming new chapters in your state. He/she also acts as an advisor to existing chapters. In many cases, the Director will delegate this responsibility to the Assistant Director. The Director will guide you in forming and chartering new chapters. It is your responsibility to stay engaged with chapter issues and activities in your appointed area.

Correspondence To/From The Club

The Club refers all chapter correspondence to the Director. The Director and where designated, the Assistant Director is the Club's representative in chapter business matters. He/she or you are the best qualified persons to handle the majority of communications.

Samborees

Samborees are state events at which members gather for information, fun and social interaction with members of other chapters and welcomed individuals who are not Good Sam members and/or non-chapter members. This is an excellent opportunity to invite new members into the Good Sam Club and into your chapters.

The Club supports our State by listing Samboree dates in Good Sam publications and on the Good Sam website after the dates have been submitted by the Director or by you as the event Chairman in your area. Example: Idaho Samboree, June 11-14, 2014 at Mountain Home, Idaho Jr. High School. Theme: Passport to Good Sam Fun. Visitors welcome. Come join us for the fun. Registration online at idahogoodsam.org. For more information call (208) 555-5555.

The schedule for upcoming meeting and Samboree locations can be found online at idahogoodsam.org under the Documents tab. As Assistant Director you will be in charge of planning one of the three state events on a rotating basis according to the schedule. You have the authority to seek other area chapter participation in your planning. Only the Director can sign contracts on behalf of the Good Sam Club and/or the state.

Chapter News

Chapter News is welcomed and will be posted on the Good Sam Club website at www.chapternews@goodsamclub.com. Be sure to include your name and phone number. Digital images only are accepted.

By putting chapter news online, more information about your chapter activities, projects and accomplishments can be disseminated. Your state website is also available for chapter information and photos of interest for anyone browsing the website at idahogoodsam.org and interested in joining a chapter. This is a valuable resource for reaching potential new members. You should encourage your chapters to utilize this resource.

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

Good Sam gear is available online in addition to desired items carried by our State Store. The Club offers merchandise online only at the most affordable price possible in order to bring you high quality Good Sam Logo Merchandise. Information regarding approved vendors of clothing and badges are available through the Director.

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 organizations and chapters permission to use the Good Sam name and logo on state 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 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.

The Club is 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. 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 Director.

GoodSamClub.com/Chapters

This section of the Good Sam Club website lists chapters by state/province. You are encouraged to get familiar with this section of the site to be sure that your chapters are listed. If not, please contact your State Director.

Forming New Chapters

During conversations or in response to inquiries, you may identify persons who have special interests such as ATVing, bicycling, horseback riding, etc., who would like to recreate with others who share their interest. This is an excellent opportunity to form a chapter with like-minded individuals.

You may wish to do a mailing announcing a chapter organizational meeting. It is suggested that you make your mailing as specific as possible and limited to a small, local group of members. The state Samboree is also an invaluable source for forming new chapters. Many individuals attend events who have not previously been involved in chapter activities. Your Director or you as an Assistant, under his/her direction can gather individuals together at the Samboree First Timers Meeting for a special chapter organizational meeting.

At the time an individual contacts the Club to express an interest in forming or joining a new chapter, he/she is generally most enthusiastic about the project. The Club informs him that the Director will contact him/her. If the Director refers him/her to you as Assistant Director, it is up to you to get in touch with that person promptly so that the enthusiasm does not diminish during the period that he/she is waiting for information.

Another valuable resource for identifying potential members interested in forming or joining a chapter is a "coupon" or "entry blank" filled out by individuals attending a state event when they register or enter a prize drawing.

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 your Director and/or you are 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.

De-chartering a Chapter

If it becomes necessary to de-charter a chapter, email the 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 for 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

The Director has authority to give final approval on chapter patches on behalf of the Club after submitting the request to the Regional Director for their approval. 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. Example: Second Chance Sams is ok, but not Second Chance Good Sams. Sams can be plural when it is not preceded by Good. If using the Good Sam Club logo, the colors on the Good Sam Logo portion of the patch are limited to black, white, red and Yellow.

Cleanup Days – May

The annual Good Sam Cleanup Days have been designated for the month of May. 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 are encouraged to select a campground, park, or other public land of their choosing to pick up trash and/or do general cleanup and improvement.

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 annual Grillfest.

If your chapters are participating in a Club sponsored contest in conjunction with Cleanup Days, send a digital photograph showing ten or more filled trash bags and a paragraph of information about your chapter efforts via email to cleanupdays@goodsamclub.com.

Club History – The Start of Something Big (2012)

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.

2014 Update:

- There are currently approximately 1.5 million Good Sam Club members.
- The Northwest Region was established in 2013 to include Idaho, Oregon, Washington, Montana, Alaska, British Columbia and Alberta. A Regional Director was named for each of the nine regions and they report to Executive Directors Ed and Laura Thor.
- A new Club Constitution and ByLaws was adopted to replace all previous chapter Constitution and ByLaws in 2013. Each Chapter adopted their own Standing Rules/SOPs to identify their operational approach.
- Good Sam/Camping World Rallies were held in New York, Georgia and Florida in 2013. A Rally is planned for the Phoenix, Arizona NASCAR Raceway in March of 2015 with a Rally in the planning stages for Georgia in 2016.
- An emphasis on events that will attract more of the Good Sam Club members is in place with Camp-On events in our Northwest Region, the first taking place at the Sun Valley Jazz Jamboree in October 2014. Of the current Good Sam membership, 99% are not in a chapter. Through growth events of varying types, the Camp-On events, the Good Sam Club is hoping to attract more Chapter participation of all the membership.
- The Highways magazine was merged with the Motor Home or Trailer Life magazines with four free copies of the member's choice, after which subscriptions to the magazine of choice was offered at a reduced price.