



# **PRESIDENT'S MANUAL**

**GOOD SAM CLUB CHAPTERS DEPARTMENT  
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Congratulations on being elected President of your Good Sam Club Chapter. This is quite an honor and certainly requires added responsibilities.

Your most important responsibility is to your Chapter and its' members. You and the other officers are expected to work together to make your terms in office successful, to keep your Chapter operations running smoothly, and to insure a year of Good Sam fun for all.

Another responsibility you now have is to act as liaison between your Chapter and your Director through your involvement as your Chapter's delegate to the State/Provincial Committee. Chapter events and Chapter patch sketches must be brought to the Director's attention for approval. The Director should also receive a copy of your Chapter's Constitution and By-Laws, current Chapter officers and members, newsletters and other important Chapter material. This will help update the State/Provincial files and help with the scheduling of State/Provincial events. You will find that your Director has an abundance of information about the Good Sam Club and can help you or your Chapter with almost any question or problem that may arise. Directors have all the latest information from Headquarters, so keep in contact with him/her and be an informed Good Sam member. Communication is the key ingredient.

You are also expected to keep Good Sam International Headquarters up to date on your Chapter's activities. We require a list of current Chapter officers and members on an annual basis. You are also expected to keep Good Sam International Headquarters up to date on your Chapter's activities.

## **CHAPTER CONSTITUTION AND BY-LAWS**

If you have not yet completed your Chapter Constitution and By-Laws, we suggest that you make this your first order of business. Your Chapter's Constitution and By-Laws are the governing document of the Chapter and provide guidelines to be followed by all members of the Chapter. It establishes policies and procedures and may prove to be very important in settling Chapter disputes should they arise.

When writing your Chapter Constitution and By-Laws, remember that it must recognize the International Club Constitution as the ultimate body of law for the organization. All Chapter By-Laws, while local in nature, must abide by the International Constitution and By-Laws in order to be considered a part of the Good Sam Recreational Vehicle Club Organization.

The following four items must be included in your constitution before Good Sam Headquarters will approve it:

1. All members of the Chapter must first be members of the Club and such membership must be in good standing.
2. They are a Chapter of the Club. By-Laws cannot state that they are a Club. Club always refers to the International Good Sam Recreational Vehicle Club.
3. The Chapter will only use the Good Sam name and logo in good taste and to promote the Good Sam Pledge and Chapter activities and in a manner consistent with the Club Constitution, By-Laws and General Policies of the Club. The Chapter agrees to cease and desist from all use of the Good Sam name and logo upon loss of its' charter from the Club for any reason.

4. A membership includes one couple or single and any dependent children living with them

Headquarters has provided the Directors with a copy of a suggested Chapter Constitution and By-Laws. This was designed to provide guidelines for the Director to follow when helping the individual Chapters write their own By-Laws. She/he can provide you with suggestions and answer any questions regarding what should be included, how to set it up and other areas where you may need assistance. We require a copy of your Constitution and By-Laws for our approval. A copy of the Good Sam Club's Constitution and By-Laws is enclosed for your reference.

## **ROBERT'S RULES OF ORDER**

When conducting a meeting we suggest that you follow the following format:

1. Call to order
2. Introduction of guests
3. Roll Call
4. Order of business
5. Old business -- Wagonmaster's report on the previous trip, etc.
6. New business -- next weekend's trip, etc.
7. Announcements -- itinerary of projected trips, etc.
8. Adjournment

## **CHAPTER PATCHES**

Chapter patches are fun to design and helps identify the various Chapters. We require that each Chapter's patch include either the words "Good Sam" or our logo (Sam's smiling face). Patches may be any color or size, just as long as one of these requirements is met. When your Chapter decides on a design, submit a sketch of the patch to your Director for approval.

At International Headquarters, we have a very colorful Chapter patch board, displaying patches from our chapters. We request that each Chapter send us one of their patches so they can be represented in the display. Good Sam members from all over the country visit Headquarters to view this board and other displays. We would like to have all of our Chapters represented.

## **MERCHANDISE**

The Directors and International Headquarters have an arrangement whereby the Director can order supplies of Good Sam official merchandise from Sports Image Apparel. Good Sam merchandise is not available to anyone other than the Director under this special arrangement.

If you, or your chapter members, wish to purchase Good Sam merchandise items, you will find that your Director will be happy to comply with your request. We suggest to our Directors that they keep a supply of merchandise on hand, as many of the officers and chapter members will prefer to place their merchandise orders directly with the Director.

## **CHAPTER OF THE YEAR CONTEST**

Each year International Headquarters sponsors a special contest for the Chapters to honor one Chapter as the "Chapter of the Year". Details will be sent to each Director allowing the Chapters ample time to prepare their entry. The selection of the Good Sam Chapter of the Year is the highest award that Headquarters presents to any of the Chapters. All State/Provincial winners should be sent to Headquarters for judging in the International contest. Headquarters awards a plaque to the winning State/Provincial Chapter.

The possibilities for projects that would qualify for the Chapter of the Year award are as endless as the activities of our Good Sam Chapters themselves. Each year there are unlimited possibilities for projects in every town and city. Previous entries have included building a baseball field for disadvantaged boys, distributing Christmas "goodie bags" to nursing home patients, fund raising for various events, involvement in local legislative issues, building ramps in local and/or State parks for the physically challenged, sponsoring disadvantaged children so that they may attend summer camp - - the list goes on and on.

While we can only pick one grand winner, we do honor the chapter who places second and 3 honorable mentions. The second place winner receives a \$250 check and honorable mentions receive a check for \$100.

The International Good Sam Chapter of the Year receives a handsome commemorative plaque honoring its' achievements to display. The Chapter's name is engraved on a Chapter of the Year plaque permanently displayed at Headquarters and they receive a \$500 check for their Chapter treasury. In addition, every member of the winning Chapter receives a "Chapter of the Year" patch to wear proudly on their jackets. The winner also receives international recognition through publicity in **HIGHWAYS**.

## **ADOPT-A-HIGHWAY**

Throughout the United States and in some parts of Canada, Good Sam Chapters are volunteering to maintain the upkeep of highways in their State or Province. A minimum of two miles of highway is cleaned at least three times a year by the Chapter. Headquarters recognizes the Chapter participants by awarding them a special Adopt-A-Highway patch and cap. Interested Chapters should contact their Directors.

## **LEGISLATIVE INVOLVEMENT**

Good Sam monitors legislation at the State/Provincial and federal levels that effect our RV way of life. We have played a major role in molding federal and State/Provincial policies and regulations. Good Sam members represent a powerful voting block. It is your right and privilege to speak up and make your position and concerns, as an RVer and an officer of the world's largest RV owner's Club, known to your elected public officials. Should you or your Chapter members confront any legislative related problems, please contact your Director.

## **COMMUNITY INVOLVEMENT**

Chambers of Commerce varies from city to city, so it is difficult for us to list any specific guidelines for you to follow. However, we do suggest that you visit your local Chamber of Commerce to be involved in the community events. Many Chambers have a file of individuals and organizations that have volunteered to help should their services be needed. The list is usually free to both members and nonmembers of the Chamber, but will vary slightly from city to city. This may be a great way to become involved in your community during emergency situations and other times when you and your Chapter members can lend a helping hand.

Chances are that this would also provide a great opportunity to be involved in a Chapter of the Year project!

As Chapter president, you might want to consider the possibility of becoming a member of your local Chamber of Commerce. This usually involves the payment of a yearly fee, but the benefits of your Chapter's exposure, meeting other business individuals in the area who care about the community, hearing about local issues and laws before they happen and becoming involved in your community may be worth the fee.

## **CHAPTER PUBLICITY**

We suggest that each Chapter appoint or elect one person or committee to be responsible for obtaining publicity for your Chapter. This could be handled on a rotating basis. Each Chapter president should have a Good Sam Chapter Media Kit for Chapter publicity. The kit includes information and guidelines on how to bring publicity, attract new Chapter members and gain recognition for your Chapter's good deeds. If you need a kit, please contact your Director.

You may consider obtaining coverage in your local newspaper. Don't expect too much coverage from a large metropolitan newspaper -- they have a large area to cover and a large number of events to choose from. We suggest that you go to one of the smaller newspapers in an outlying area. These newspapers are usually eager for local news and should be more than happy to include your Chapter's events.

Each Chapter President receives a Good Sam Chapter Media Kit. The purpose of this kit is to help you win publicity for your Chapter, attract new members, and gain recognition for the good deeds that your Chapter performed throughout the year.

Familiarize yourself with the local newspaper and pay special attention to how the articles are written and which editor would most likely handle your Chapter's news. Next we suggest that you personally contact your local newspaper office and introduce yourself and ask to talk to the editor who covers club news.

When you meet with the editor, introduce yourself again and briefly describe the Good Sam Club and your Chapter's role in the Club. Explain that you would like some newspaper coverage for your events and ask about their editorial requirements. Pay special attention to the details on requirements for typing, photos and deadlines.

Deadline requirements are extremely important because they must be met for each and every article submitted. One sure way to stay on good terms with the editor is to always meet your deadlines. Send in the original or a good clean copy. Use only one side of the paper. On the top of the first page of the article include the names and phone numbers of two members who are available to answer questions. These should be members familiar with the article and event and someone who can be reached during regular business hours.

Always keep your news current. If possible you may consider writing an article in advance with all the essential information (who, what, when, where, and why) and send a second article in later with additional information and details. Keep your editor happy. Write thank you notes when you receive special treatment or exceptional coverage. Possibly invite a press representative to attend an event (they may not come, but it's nice to be invited.) Meet your deadlines and keep in good contact with the paper and the editor.

## **CHAPTER NEWS IN HIGHWAY- EXCLUSIVELY ONLINE**

Beginning in the spring, Chapter News will no longer run in Highways magazine and will be posted exclusively on the Good Sam Club website, [www.goodsamclub.com](http://www.goodsamclub.com), in an expanded format.

By putting Chapter News online, we'll be able to post more information about chapter activities, projects and accomplishments throughout the year. We know chapter life is a vital part of the Good Sam Club experience and look forward to continued updates on your organization's latest activities.

The new Chapter News format coincides with the redesigns of both the Good Sam Club website and Highways magazine. We'll keep you posted as these developments take shape.

Although the print version of Highways will no longer contain Chapter News, we'll continue to publish the Samboree schedule and cover the Chapter of the Year and Cleanup Day. Our reformatted news section will feature monthly profiles of members who have distinguished themselves in their community and in the RVing community at large, and we plan to use this section to occasionally spotlight chapters and chapter members.

Please continue to send us your chapter news. E-mail your text and photos to [chapternews@goodsamclub.com](mailto:chapternews@goodsamclub.com). Include your name and telephone number. **Beginning in 2008, we will accept digital images only.**

## **THE GOOD SAM CLUB WEBSITE**

Early in 2008, the Good Sam Club will be launching an expanded and completely redesigned website. Visit [www.GoodSamClub.com](http://www.GoodSamClub.com) and discover enhancements and tools designed to better serve our members, including expanded trip routing and many other travel-related services.

As a loyal and dedicated member of the Good Sam Club, we welcome you to step up and take an active role in helping us build the World's Largest RV Owners' Online Community. You'll be able to plan a dream RV vacation, connect with old friends and meet new ones, discover money-saving discounts, get technical and travel tips, and so much more!

Take a tour of the new site when you log on to the Good Sam Club home page, and see all it has to offer. Visit the Club's online Travel Tools section, which provides instant, accurate and comprehensive travel information at your fingertips. Powered by Trailer Life Directory, Travel Tools gives you access to Good Sam Park discount locations, campground ratings and facilities information (including directions), nearby attractions and upcoming events.

We're particularly excited about our new online RV Community, a place where members can join or start groups, post photos and stories, share recipes, get advice and tips from experts and fellow RVers, and the list goes on.

RV Central, another new section of the website, is the place to buy or sell a new or used RV, get tips for maintaining your RV, read current and back issues of *Highways* magazine, and learn about the latest RV products and news.

It's easy to join in the fun! Simply log on, register and create your own personal profile on the new Club website. Creating a profile is a great way to tell the Good Sam Club RV community about yourself, your interests and favorite destinations. You decide how much or how little information to share and have complete control over your own privacy settings. After creating a profile, you can start building a personal library of your photos, travel stories, favorite destinations, recipes, trip journals and more.

These are just a few of the new features and improvements you'll discover at [www.GoodSamClub.com](http://www.GoodSamClub.com). Your participation helps us continue the tradition of being a one-stop resource serving the needs of RVers and campers in North America.

## **STATECOMMITTEE**

Now that you are a Chapter President, you are automatically a member of your State/Provincial Committee and responsible to represent your Chapter or to appoint a delegate to do so. The State/Provincial Committee is the most important body in the State or Province, for it actually governs the State/Province's activities. Your Chapter and all other Chapters in your State or Province are entitled to one vote each, and it is very important that you exercise your right to vote on all issues.

When formed, a State/Provincial Committee has the voting power to reconcile serious disputes within the State/Province and any Chapter within the State/Province; the responsibility of electing the Director and the Treasurer; the opportunity of working with the Director and Officers in the planning of State/Provincial Samboree's and other important events, and voting on much of the State/Province's day to day business.

In addition, the State/Provincial Committee also has the power to decide to levy dues from Chapter members in your State or Province, as stated in Section 2 Article VI of the International Good Sam Constitution and By-Laws. Such a levy can only be enacted if it is decided by a 3/4 vote of the Chapter delegates attending a State/Provincial Committee meeting held after thirty days written notice of the purpose of the meeting has been sent to all Chapter Presidents within the State or Province. The vote to levy a fee may be made by mail. All such funds become the sole property of the State/Provincial Organization.

The election process for a new Director involves you both as a Chapter President and as a member of the State/Provincial Committee. The Treasurer acts as the Election Chair for the year that the Director's term of office expires. That election chair, under a schedule established by Headquarters, mails nomination forms to each Chapter President. The chapters may then nominate any individual or individuals for Director. After verification of acceptance, election ballots containing only the name (s) of those nominees willing to accept the position of Director are sent to each Chapter. Each Chapter receives one ballot and each Chapter has one vote. After verification, the Executive Director of Good Sam appoints the nominee who receives the most votes as Director.

It is important that you be an enthusiastic leader in seeing that your Chapter participates actively in the election of the Director. After all, she/he represents Good Sam Headquarters in your State/Province and represents you, the Chapter members, to Headquarters.

In conclusion, participating in the State/Provincial Committee is the best way for Chapters to have their say in important State/Provincial matters. It is the Chapter President's responsibility



to make sure that your Chapter is represented at ALL State/Provincial Committee meetings and functions. Your Director will be able to provide you with additional information on the Committee's schedule and activities.

## STATE/PROVINCIAL SAMBOREE

You have really missed an exciting event if you have never attended your State/Provincial Samboree! This event provides an opportunity for Good Sam members and Chapters from all over the world to meet with one another and participate in fun activities planned by the State/Provincial Committee hosting the event. Please remember that the term "Samboree"(r) is a registered trademark of the Good Sam Club. We authorized regions, provinces, and states to use this term for regional, provincial, and state sponsored events only. This means that the State/Provincial Organization will absorb any profit or loss derived from a Samboree.

## MEMBERSHIP BENEFIT INFORMATION

The Good Sam Club provides benefits and services to all members who request specific information of interest to them. In this kit, we have enclosed a sample of the information that we have available at Headquarters. We ask that you make all your Chapter members aware of the many benefits and services to them for their annual membership dues.

### Good Sam Club Member Benefits:

1. **Good Sam Insurance Programs:** Good Sam has made special arrangements with leading insurance companies to effect worthwhile coverage for members at reasonable premiums. Chances are excellent that your Good Sam membership can help you insure your rig and/or secure supplemental health insurance more inexpensively. Check out [www.goodsamvip.com](http://www.goodsamvip.com) for your RV and [www.gscinsurance.com](http://www.gscinsurance.com) for your health.
2. **Samborees and Caraventures:** You'll meet hundreds of new friends in all parts of the world by attending one or more of the great get-togethers scheduled throughout the year in choice locations from coast to coast. Take a trip of a lifetime -- RV adventures in modern rigs in new lands the Good Sam Club Events Department are planning especially for you. Check out [www.goodsamclub/tours](http://www.goodsamclub/tours)
3. **Good Samparks:** A Good Sampark is any one of a network of quality RV parks and campgrounds throughout the United States and Canada that represents a good place to park your RV. It is assurance that when stopping where you see a Good Sampark sign you will receive a special 10% discount for all Good Sam Club members. Check out [www.tldirectory.com](http://www.tldirectory.com).
4. **Emergency Road Service:** Good Sam's Emergency Road Service has proven to be one of our most popular benefits. ERS gives you comprehensive emergency service in your travels, a comforting feeling when you are on the road. Check out [www.goodsamers.com](http://www.goodsamers.com)
5. **Lost Pet/Lost Key Service:** By simply purchasing a pet tag or brass key ring from Good Sam, you can protect your pets and your keys. If either are lost, the finder is instructed to notify Good Sam Member Services, toll-free at **1-800-234-3450** for lost keys and pets and we will help insure their safe return to you.

6. **Free Credit Card Loss Protection Service:** No one likes to think his or her wallet will ever be lost or stolen. If this does happen to you, simply notify Good Sam Member Services, toll-free at **1-800-234-3450** (once you have registered in the program) and we will immediately contact all your credit card companies to protect you from unauthorized charges and to insure new cards are issued to you as quickly as possible.
7. **Good Sam Store:** This catalog includes special Good Sam accessories available only to Good Sam Club members. Your Director has merchandise on hand and individuals can order directly through her/him. You can also view and purchase items at [www.goodsamstore.com](http://www.goodsamstore.com)
8. **Discount Subscriptions on Trailer Life and MotorHome Magazines:** Good Sam Club members enjoy a discount off one-year subscription rate of each and every one of the popular *Trailer Life* family of RV publications.
9. **Refer-A-Friend Program:** This membership referral program was created to give members an opportunity to earn rewards for referring their friends to the Good Sam Club.

**\*\*Please note that only NEW Good Sam member enrollments are eligible for this program.**

The Refer-A-Friend program will completely replace the Crimson Circle program. The rewards structure outlined below is what you will receive in place of the rockers and pins from Crimson Circle. You do not have to keep track of your referrals – we will automatically update your account when a friend enrolls.

### **How the Refer-A-Friend program works:**

- Current Good Sam members can refer their friends to the Good Sam Club through the Refer-A-Friend brochure or by email. To order brochures, contact Member Services by calling **1-800-234-3450**, writing to **P.O. Box 6886, Englewood, CO 80155-6886** or emailing [info@goodsamclub.com](mailto:info@goodsamclub.com). Be sure your name and member number are on every enrollment form you hand out to friends! To refer a friend by email or print additional coupons, visit [www.GoodSamClub.com/Friend](http://www.GoodSamClub.com/Friend). You will fill in your friend's name, email address and a personal message. They will then be sent an email with an enrollment link. When they sign up using the link, you will automatically be given credit.
- New members may also enroll over the phone with Good Sam Member Services. Please ensure that your friend gives the representative your name and member number while enrolling. We cannot give credit after they enroll.
- New members may also enroll over the phone with Good Sam Member Services. Please ensure that your friend gives the representative your name and member number while enrolling. We cannot give credit after they enroll.
- New members will receive a special introductory membership price when they sign up through the Refer-A-Friend program. They may sign up for a 1-year membership

for \$12 or a 3-year membership for \$33. If they elect a 3-year membership, they will also receive a bonus Free Night of Camping Certificate. Please note that there is no 2-year option.

- You will earn Free Camping rewards for your membership referrals. For the first member you refer that enrolls, you will earn a Free Night of Camping Certificate. Then, for every 5 additional new members you refer, you'll receive another Free Night of Camping. There is no limit to the number of free nights you could earn. As an added bonus, when you refer 25 new Good Sam members, you will receive a free Life Membership. If you are already a Life Member, you will receive an exclusive gift chosen just for you.
- There may be other Refer-A-Friend promotions that give members the opportunity to earn additional prizes such as an entry into a cruise giveaway, more free camping, etc. These prizes change with each promotion, as does the length of time these promotions run. All new members referred during these special promotions count towards the Refer-A-Friend program. Additional details can be found on [www.GoodSamClub.com/Friend](http://www.GoodSamClub.com/Friend), in Highways and other various locations.

**10. Standby Sams Directory:** All Good Sam members can request a copy of our Standby Sams Directory. This program is a group of volunteers who have offered to assist fellow members with helpful information no matter where they are. These volunteers and their phone numbers are listed by location. To order a Standby Sam Directory call Member Services at **1-800-234-3450** or you can view a list of our members at [www.goodsamclub.com/standby](http://www.goodsamclub.com/standby).

**11. RV Parking Advisory Council Information and Parking Rights Kits:** A powerful program that actively and effectively fights discriminatory and illegal anti-RV legislation and protects your RV rights. Call **1-800-880-0440** for help. You can also view parking cases at [www.goodsamclub.com](http://www.goodsamclub.com) under the red navigational tab, "Parking Resources".

**12. RV Owners Advisory Council:** We at Good Sam take particular pride in applying the powerful size of our organization and the enthusiasm of our members to protect and preserve the rights of all RVers, particularly in the legislative arena.

As more and more issues at the state and national levels develop, we want to more actively involve our members in the process. We've recently formed the Good Sam RV Owners Advisory Council, a small group of members, to do just that – provide RV industry personnel and legislators with direct input from RV owners on specific and pertinent issues. We are hopeful that this resource will prove to be a constructive communication channel with the RV industry, and by establishing this process of continuing dialogue, we can address issues of common concern for the benefit of both owners and those in the RV industry, gaining enhanced credibility of mutually adopted proposals.

Our Council members, Tom Gonser, (chair), Jan McNeill, Leo Everitt, and Bill Estes welcome your comments, and may be contacted at [rvCouncil@goodsamclub.com](mailto:rvCouncil@goodsamclub.com). As issues arise, you may find a survey from the Council in your E-mail inbox. And we'll keep you updated of their activities on the website.

We hope this President's Information Manual has provided you with the necessary information about your new responsibilities as Chapter President. Please pass this manual on to the next chapter President. If you have any further questions or problems, please feel free to contact your Director who can provide you with answers and solutions or call Good Sam Member Services at **1-800-234-3450**.

Again, congratulations on being elected to your Chapter's highest office. We wish you the best of luck for a successful term in office.

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12/07