

**ARKANSAS GOOD SAM  
STATE DIRECTOR: JACK C GODWIN, JR  
296 GODWIN RD  
SMACKOVER, AR 71762**



May 11, 2022

Hello Area Directors and State Staff,

Sometime in March 2020 when the Good Sam Director Program was “paused”, Marcus Lemonis and Good Sam corporate began a series of Zoom Call meetings with the State Directors of Good Sam. Since that time, there has been discussions concerning the state of the Good Sam Club, the states, and the chapters. Some of this was new news to Joy and I when we started attending these meetings back in July of 2021.

The directors have been generally informed of changes and updates on the happenings, both current and future, of the Good Sam Club and Camping World. Most meetings have been informative with discussions involving the directors, the states and Club needs. We thought there was not too much to be concerned about. The most recent meeting on April 20, 2022, was progressing much as usual until the Good Sam Club announced that as of December 31, 2022, the Directors Program would be discontinued.

This announcement was surprising to Joy and I, being new State Directors, and not in the know as other State Directors were. We do know that the Good Sam club has been experiencing chapter membership declining and some chapters idling with no members. Covid in 2020 was a contributing factor for the decline with people not able to camp and hold meetings. Age and health have also been major factors for the membership decline.

You may be asking yourself, “What does this “Not Supporting the Director’s” mean?” The answer is not easy to explain. The South Region Directors held a meeting and have sent a list of our questions to corporate to hopefully get some answers.

One main question is “What is the Director Program?” We’ve not had any monies or support other than prizes, and those have come from the local stores since 2020.

The Director Program is the guideline (rules) by which the Good Sam Club instructed the state/province organizations. It is the “rule book” on how the organizations were to operate. With the program being discontinued, our states will now have to provide their own guidelines to follow.

How does this impact the state and chapter groups?

1. First of all, the Good Sam Club is NOT folding or going away. Do not believe the rumors. Please wait and get the facts. We have all paid for our membership, and some are even lifetime members. We have purchased all our support materials of vest, decals, and other items to show that we are Good Sam members. So, this is not anything that we believe they can take away from us.
2. For the state and chapter levels, **nothing has changed!** The Arkansas Good Sam Chapter and all our local chapters will continue to function as always.
3. It has not yet been determined if we will be able to use the Good Sam name or logos after December 31, 2022. That is something the lawyers (most likely) will have to determine. However, we feel that we own these logos, as we purchased them ourselves.

I ask everyone to please continue with their chapter as you have been doing; camp, enjoy the fellowship of your fellow chapter members and friends. After all, **YOU** are what makes the chapter what it is. **YOU** built it, not the Good Sam Club. Your chapter exists because of **YOU**.

Arkansas Good Sam Chapters is continuing and is going strong. You proved that at our recent state Rally in April that was held in Texarkana with 99 rigs registered and present and a good time was had by all.

To sum up, the Good Sam Director Program will be discontinued December 31, 2022. As far as we're concerned, **So What!** Our Good Sam club is not dead, and we will continue just as we have been for the past many years. It has been truly a blessing to get to know so many Good Sam friends who have become to be like family to us! Sure, Good Sam's is a club, but it has made us what we are and have become to be.

Joy and I have talked with Bill and Dee, our former Directors, and do know that they had concerns, but agree with us, that we're to continue just as we've always had.

As we know more of what is to come in the next month's/days, we will let you know. However again, please don't let this be a worry to you or any chapters.

We ask that you please share this letter with all of your chapter members and any other Good Sam members.

If you have any questions, or comments, please feel free to give us a call.

Yours Truly,

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