

Good Sam PARK LIFE

Official Newsletter for the Good Sam RV Park and Resort Network



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BOOST Your Bottom Line

How to earn a FEW THOUSAND EXTRA dollars at your park

By Bruce Hoster, Vice President, Good Sam Enterprises

Selling Good Sam memberships is one of the top benefits of being a Good Sam Park.

That's because you get to keep all the revenue from every sale! Plus you're automatically entered into a bonus pool where you can earn cash from \$50 to \$5,000 based on your annual sales. If you aren't currently selling Good Sam memberships, there's still half a year left to earn extra revenue and bonus dollars. For instance, if you sell just five memberships per week for the balance of the year, you can earn over \$3,500 in additional revenue.

Good Sam has a complete set of sales materials to help you promote and sell memberships at your park. These include a Good Sam membership brochure to explain the benefits of the club to nonmembers, a counter mat (pictured above) highlighting more than 2,000 locations where members can use their Good Sam membership to save on RVing, and a Good Sam membership flyer (enclosed) to post at your park or hand out at registration.

We also have materials to train you and your staff on selling memberships, such as our membership sales guidebook and our new membership sales webinar that you can view on our Good Sam Network website, goodsamnetwork.com. We can even supply you with proven sales tips from our most successful selling parks.

To make selling Good Sam memberships easier this year, we've simplified the sales program in two ways.

For starters, there's now just one low price of \$25, which includes a \$25 rebate certificate for a free night of camping. So in addition to the instant savings the new member receives by getting 10 percent off their stay at your park, they'll also receive the \$25 camping rebate certificate when they receive their membership kit from Good Sam. This rebate is handled and funded by Good Sam, not by you.

The second change is that we no longer ask Good Sam Parks to explain the auto-renew process to new members. Based on your feedback, this was complicated and took too much of your time. We heard you, and we changed the program accordingly.

If you'd like to get started selling memberships and earning extra revenue or are currently selling but need additional supplies, call our Good Sam Park Hotline at 877-202-2342 or email us at parks@goodsamfamily.com. Use the same phone number and email address if you have feedback on the membership sales program or any aspect of your Good Sam Park affiliation.

We love to hear from you!



5 WAYS TO KEEP YOUR CAMPERS COMING BACK

- ▶ Be friendly and approachable
- ▶ Give advice on local attractions
- ▶ Offer discounted tickets
- ▶ Provide shuttle service
- ▶ Keep your park clean and green

Flip to page 4 for more tips from Chris Jump, third-generation owner of Williamsburg, Virginia's Anvil Campground.

Have You Been Caught in the Act?

Don't forget to display your new Good Sam membership brochures and counter mat in the registration area of your Good Sam Park. When you're **Caught in the Act** of showing off your new membership materials by one of Good Sam's traveling Sambassadors, you'll instantly be rewarded with a \$25 Camping World gift certificate, and during the following month you'll receive a \$10 bonus for each membership you sell.

We Want Your Feedback Please email your comments and suggestions to parks@goodsamfamily.com.

Get a Lift from the Good Sam Brand

How the club helped a coastal Florida Good Sam Park up its occupancy

Patrick O'Neill, manager of Camp Gulf RV Park, got a lesson in brand loyalty nearly two years ago when his Florida Panhandle campground became a Good Sam Park.

"The business that we received from the *Trailer Life Directory* doubled when we joined Good Sam," says O'Neill. "Our consumers are reading the directory and looking at the difference between Good Sam Parks and other parks."



The shot in the arm couldn't have come at a better time for the 200-site RV park in the town of Destin, overlooking the Gulf of Mexico. At the time, the region was reeling from the April 2010 BP oil spill and the related tourism decline along the gulf coast. Although oil from the spill didn't reach Camp Gulf, heavy media coverage and negative word-of-mouth put a dent in bookings during the park's typically busy spring and summer peak season.

"Instead of the phone ringing off hook in May, June and July for reservations, it was ringing off the hook with cancellations," says O'Neill. "I lost half of my business, half of my gross income."

O'Neill and the staff scrambled to find ways to rebound from the double whammy of the oil spill and the economic recession. For starters, they changed the park's name from Camping on the Gulf to Camp Gulf and joined the Good Sam RV Park and Resort Network.

"RVers like Good Sam, whether it's the 10 percent discount or the higher ratings," says O'Neill. "There's a loyalty factor. That's what I was after."

O'Neill says he was pleasantly surprised at the quality of the customers that the Good Sam brand brings to his park. "Some people think that because of the 10 percent discount, Good Sam members gravitate toward the cheaper sites," says O'Neill. "But I've found that most of the Good Sam members who stay gravitate toward the more expensive sites."

Good Sam members also are attracted to the two swimming pools, the hot tub, the 36-foot-high water slide and the full slate of activities at the 9.5/9.5*/9-rated Good Sam Park. And, of course, they enjoy the beachfront sites with views of the gulf's shimmering waters.

With the help of Good Sam, Camp Gulf is on the rebound, reports O'Neill. He plans to build up his membership sales efforts and find other ways to leverage the Good Sam brand. He's also giving back by sitting on the newly formed Good Sam Park Advisory Council, which gives Good Sam executives vital feedback in shaping policies related to affiliated RV parks and resorts.

So how would Patrick O'Neill rate Camp Gulf's nearly two years as a Good Sam Park? "I love it," he says. "I want it to continue."

"The business that we received from the Trailer Life Directory doubled when we joined Good Sam."

In Praise of the Top 100 Good Sam Parks

Saluting the network's highest rated and highest selling RV campgrounds

Do you have a highly rated Good Sam Park? Does your park sell an abundance of Good Sam memberships?

If you answered yes to either question, you're in luck! The Good Sam RV Park and Resort Network is rolling out a new recognition program in which the Top 100 Good Sam Parks in two categories—campground ratings and membership sales—will receive award plaques.

Both types of plaques feature the individual Good Sam Park name and the reason for the ranking, and the top-rated plaque proclaims the park's three-tier rating. Each plaque features a Good Sam Park logo, so members will immediately recognize the smiling Good Sam face and know they're in good hands.

The 2012 top-selling park awards are based on membership sales in the 2011 calendar year, and the top-rated park awards are based on 2012 *Trailer Life Directory* ratings.

Take a look at the center insert in this newsletter to see the Good Sam Parks that will receive the new plaques in July. **You'll notice that we included more than 100**

Good Sam Parks on the top-rated list. That's because 138 parks received a cumulative score of 29 or higher in the 2012 directory, including 34 parks with a perfect 30 out of 30 and 36 parks with a nearly perfect 29.5.

Congratulations go out to all of our plaque recipients. We're confident that you'll take pride in displaying these awards, and we look forward to your feedback. If your facility wasn't named a Top 100 Good Sam Park this year, consider how you can improve your campground rating and your membership sales this year to earn an award plaque next year.

Please contact Good Sam Park Coordinator Katelyn Smith with any questions or suggestions by phone at 877-202-2342 or email at parks@goodsamfamily.com.



BREAKING NEWS

about Membership Cards

Expiration dates make a comeback, simplifying the check-in process



Earlier this year, we announced that Good Sam Club membership cards would no longer carry expiration dates. We heard from our Good Sam Park Advisory Council and from many of you that you weren't in favor of this change. You told us that it creates more work on your part to verify whether each Good Sam member that visits your park is an active member before giving them the 10 percent discount.

We're pleased to announce that, beginning July 1, membership expiration dates will again be printed on Good Sam membership cards. We'll provide membership cards with expiration dates as members renew, meaning that we won't replace all of the cards at one time but will replace some each month as memberships expire and are renewed. While you'll continue to see cards without expiration dates, these will taper off in the months to come. Soon all Good Sam membership cards will have expiration dates printed on them.

This decision was the direct result of input from you, our Good Sam Parks. We want you to know that we value our business partnership, and because of that, we take your comments very seriously. If you have any feedback on this or any issue related to your affiliation with Good Sam, please drop us a line at parks@goodsamfamily.com or call us at 877-202-2342.

Hosts with the Most

The following nine Good Sam Parks earned plaques for both ratings and membership sales:

- Cross Creek Camping Resort, Delaware, Ohio
- Duck Creek RV Resort, Muskegon, Michigan
- Evergreen Park RV Resort, Dundee, Ohio
- Hidden Ridge—an RV Community, Hopkins, Michigan
- Rayford Crossing RV Resort, Spring, Texas
- Riverwalk RV Park and Campground, Fortuna, California
- Sunset Point on Lake LBJ, Marble Falls, Texas
- Toutle River RV Resort, Castle Rock, Washington
- Zion River Resort, Virgin, Utah

TOP 100 PARKS 2012 Trailer Life Directory

All Good Sam Parks can be counted on to be clean, safe and comfortable, but the following top-rated parks go above and beyond, earning perfect or near-perfect scores in the 2012 Trailer Life Directory.

ALABAMA

Elberta, Lake Osprey RV Country Club	10/10★/10
Foley, Bella Terra of Gulf Shores	10/10★/10
Langston, Windemere Cove RV Resort	10/10★/10
Orange Beach, Heritage Motorcoach Resort and Marina	10/10★/10
Troy, Deer Run RV Park	9.5/10★/9.5

ARIZONA

Apache Junction, La Hacienda RV Resort	9.5/10★/9.5
Apache Junction, Meridian RV Resort	9.5/10★/9.5
Apache Junction, Superstition Sunrise RV Resort	9.5/10★/10
Benson, Butterfield RV Resort	9.5/10★/9.5
Bullhead City, Silverview RV Resort	9.5/10★/10
Camp Verde, Distant Drums RV Resort	10/10★/10
Casa Grande, Palm Creek Golf and RV Resort	9/10★/10
El Mirage, Pueblo El Mirage RV Resort and Golf	9.5/10★/10
Fort McDowell, Eagle View RV Resort at Fort McDowell	10/10★/9.5
Mesa, Mesa Spirit RV Resort	9.5/10★/9.5
Mesa, Sun Life RV Resort	9/10★/10
Mesa, ViewPoint RV and Golf Resort	9.5/9.5★/10
Tucson, Far Horizons Tucson Village RV Resort	9.5/10★/10
Tucson, Rincon Country East RV Resort	10/10★/10
Tucson, Rincon Country West RV Resort	9.5/10★/10
Tucson, Western Way RV Resort	9.5/9.5★/10
Yuma, Del Pueblo RV Park and Tennis Resort	9.5/10★/9.5
Yuma, Shangri-La RV Resort	9.5/10★/9.5
Yuma, Sun Vista RV Resort	9.5/10★/10
Yuma, Villa Alameda RV Resort	9.5/10★/10

ARKANSAS

Hot Springs, Catherine's Landing at Hot Springs	10/10★/10
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CALIFORNIA

Bakersfield, Bakersfield RV Resort	9.5/10★/9.5
Bakersfield, Orange Grove RV Park	9.5/9.5★/10
Borrego Springs, The Springs at Borrego RV Resort and Golf Course	10/10★/10
Chowchilla, The Lakes RV and Golf Resort	10/10★/10
Fortuna, Riverwalk RV Park and Campground	10/10★/9*
Indio, Shadow Hills RV Resort	10/10★/9
Jackson, Jackson Rancheria RV Park	10/10★/10
Lodi, Flag City RV Resort	10/10★/9
Morgan Hill, Coyote Valley RV Resort	10/10★/9
Novato, Novato RV Park	9.5/10★/9.5
Palm Desert, Emerald Desert RV Resort—Sunland	10/9.5★/10
Paso Robles, Wine Country RV Resort	9.5/10★/9.5
Plymouth, Far Horizons 49er Village RV Resort	10/10★/9.5
Redding, Premier RV Resorts—Redding	10/10★/10
San Juan Bautista, Betabel RV Park	10/9.5★/9.5
Temecula, Pechanga RV Resort	10/10★/9.5

COLORADO

Mancos, Mesa Verde RV Resort	9/10★/10
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FLORIDA

Cortez, Holiday Cove RV Resort	10/10★/9
Crystal River, Rock Crusher Canyon RV Park	9.5/10★/9.5
Williston, Williston Crossings RV Resort	10/10★/10

GEORGIA

Brunswick, Coastal Georgia RV Resort	10/10★/9.5
Dillard, River Vista Mountain Village	9.5/9.5★/10

IDAHO

McCall, McCall RV Resort	9.5/10★/10
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KANSAS

Topeka, Deer Creek Valley RV Park	10/9.5★/9.5
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LOUISIANA

Breaux Bridge, Cajun Palms RV Resort	10/10★/10
Kinder, Coshatta Casino Luxury RV Resort at Red Shoes Park	10/9.5★/10
Livingston, Lakeside RV Park	10/10★/9.5
Marksville, Paragon Casino RV Resort	10/10★/10
Sulphur, A+ Motel and RV Park	10/9.5★/10

MASSACHUSETTS

Foxboro, Normandy Farms Family Campground	9/10★/10
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MICHIGAN

Byron Center, River Ridge RV Resort	10/9.5★/10
Hopkins, Hidden Ridge—an RV Community	10/9.5★/9.5*
Ludington, Vacation Station RV Resort	9.5/10★/10
Manistee, Little River Casino RV Park	10/10★/10
Muskegon, Duck Creek RV Resort	10/10★/10*
Silver Lake, Silver Creek RV Resort	10/10★/10

MINNESOTA

Hinckley, Grand Casino Hinckley RV Resort	10/10★/10
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MISSISSIPPI

Bay St. Louis, Hollywood Casino RV Park	10/9.5★/9.5
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MISSOURI

Branson West, Acorn Acres RV Park and Villas	9/10★/10
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MONTANA

Polson, Eagle Nest RV Resort	9.5/10★/9.5
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NEVADA

Las Vegas, Arizona Charlie's Boulder RV Park	10/10★/9
Las Vegas, Las Vegas RV Resort	10/10★/10
Las Vegas, LVM Resort	10/10★/10
Pahrump, Nevada Treasure RV Resort	10/10★/9.5
Pahrump, Terrible's Lakeside Casino and RV Resort	10/9.5★/9.5
Reno, Shamrock RV Park	9.5/10★/9.5
Sparks, Sparks Marina RV Park	10/10★/9.5
Verdi, Gold Ranch Casino and RV Resort	10/9.5★/9.5

NEW JERSEY

Clarksboro, Timberlane Campground	9/10★/10
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NEW YORK

Verona, The Villages at Turning Stone	10/10★/10
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NORTH CAROLINA

Asheville, Asheville Bear Creek RV Park	10/10★/9.5
Flat Rock, Lakewood RV Resort	9.5/10★/10
Roanoke Rapids, The RV Resort at Carolina Crossroads	9/10★/10
Waves, Camp Hatteras	10/9.5★/9.5

OHIO

Delaware, Cross Creek Camping Resort	9.5/10★/10*
Dundee, Evergreen Park RV Resort	10/10★/10*
Granville, Lazy River at Granville	9.5/10★/9.5

OREGON

Bend, Bend/Sisters Garden RV Resort	10/10★/9.5
Canyonville, Seven Feathers RV Resort	10/10/10
Coburg, Eugene Premier RV Resorts	10/10★/9
Fairview, Portland Fairview RV Park	10/10★/9
Lebanon, Mallard Creek Golf and RV Resort	9/10★/10
Salem, Hee Hee Illahee RV Resort	10/10★/9
Salem, Premier RV Resorts Salem	9.5/10★/9.5
Westfir, Casey's Riverside RV Park	10/10★/9.5
Wilsonville, Pheasant Ridge RV Resort	10/10★/10

PENNSYLVANIA

Harrisville, Jellystone Park at Kozy Rest	9.5/10★/10
Transfer, Shenango Valley RV Park	9/10★/10

SOUTH DAKOTA

Sturgis, Rush No More RV Resort and Campground	9/10★/10
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TENNESSEE

Gatlinburg, Twin Creek RV Resort	9.5/10★/9.5
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TEXAS

Austin, La Hacienda RV Resort	9.5/10★/9.5
Bastrop, Bastrop River RV Park,	10/10★/9
Canton, Mill Creek Ranch Resort	10/10★/10
Gladewater, Shallow Creek RV Resort	10/10★/9.5
Highlands, San Jacinto Riverfront RV Park	10/10★/9
Kemah, Marina Bay RV Resort	10/10★/9
Kerrville, Buckhorn Lake Resort	10/10★/9.5
Longview, Fernbrook Park	10/10★/10
Marble Falls, Sunset Point on Lake LBJ	9.5/10★/10*
Mission, Bentsen Palm Village RV Resort	10/10★/10
New Caney, Forest Retreat RV Park	10/10★/9.5
Onalaska, North Shore RV Resort	10/10★/10
Santo, Coffee Creek RV Resort and Cabins	10/10★/9
Spring, Rayford Crossing RV Resort	10/10★/10*
Terrell, Bluebonnet Ridge RV Park	9.5/10★/9.5
Texarkana, Shady Pines RV Park	9/10★/10
Tyler, K.E. Bushman's Camp	10/10★/10
Victoria, Lazy Longhorn RV Park	10/10★/9
Weatherford, Oak Creek RV Park	10/9.5★/10
Wichita Falls, Coyote Ranch Resort	10/9.5★/9.5

UTAH

Virgin, Zion River Resort	9.5/10★/9.5*
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VIRGINIA

Williamsburg, American Heritage RV Park	9.5/10★/10
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WASHINGTON

Castle Rock, Toutle River RV Resort	10/10★/9.5*
Deer Park, Spokane RV Resort at Deer Park Golf Club	10/10★/9

WISCONSIN

Baileys Harbor, Baileys Grove Campground	9/10★/10
Milton, Hidden Valley RV Resort and Campground	9/10★/10
Wild Rose, Evergreen Campsites and Resort	9/10★/10
Wisconsin Dells, Sherwood Forest Camping and RV Park	9/10★/10
Wisconsin Dells, Stand Rock Campground	9/10★/10

CANADA

BRITISH COLUMBIA

Kelowna, Holiday Park Resort	10/9.5★/10
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NEW BRUNSWICK

Caraquet, Camping Colibri	9.5/10★/9.5
Woodstock, Yogi Bear's Jellystone Park	9.5/10★/10

NOVA SCOTIA

Baddeck, Baddeck Cabot Trail Campground	9/10★/10
Baddeck, Bras D'or Lakes Campground	9/10★/10
Debert, Elm River RV Park	9/10★/10

ONTARIO

Cherry Valley, Quinte's Isle Campark	9/10★/10
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PRINCE EDWARD ISLAND

Brackley Beach, Vacationland RV Park	9.5/10★/10
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QUEBEC

Bromont, Du Village Bromont RV Resort	10/10★/10
Levis, Camping Transit	9/10★/10
St Mathieu De Beloeil, Camping Alouette	10/10★/10
St-Philippe, Camping La Cle Des Champs RV Resort	10/10★/10

*Good Sam Parks that earned Top 100 status for 2012 ratings and 2011 membership sales. Because of tied scores, the list of top-rated Good Sam Parks includes 138 parks that received ratings of 29 out of 30 or higher.

TOP 100 PARKS 2011 Good Sam Membership Sales

The following Good Sam Parks go out of their way to promote the benefits of Good Sam Club membership to their guests, and it pays off. Each time they sign up a new member, they keep the full fee. Beyond that, they receive a recognition plaque they can proudly display at their park and they're eligible for an annual bonus.

ALASKA Anchorage Anchorage Ship Creek RV Park Delta Junction Smith's Green Acres RV Park Tok Tok RV Village	IDAHO Coeur d'Alene Blackwell Island RV Resort Idaho Falls Snake River RV Resort and Campground	NEW MEXICO Albuquerque American RV Park Santa Rosa Santa Rosa Campground	TENNESSEE Clarksville Clarksville RV Park and Campground Crossville Deer Run RV Resort Memphis Memphis-Graceland RV Park and Campground Pigeon Forge Creekside RV Park Pine Mountain RV Park Sevierville River Plantation RV Park
ALABAMA Gulf Shores Island Retreat RV Park Pelham Birmingham South Campground	ILLINOIS Effingham Camp Lakewood	NEW YORK Bainbridge Tall Pines Riverfront Campground	TEXAS Kemah Marina Bay RV Resort La Grange Colorado Landing RV Park Marble Falls Sunset Point on Lake LBJ * Port Aransas Pioneer Beach Resort San Antonio Admiralty RV Resort Spring Rayford Crossing RV Resort *
ARKANSAS Eureka Springs Wanderlust RV Park Hot Springs Leisure Landing RV Park	KENTUCKY Cave City Cave Country RV Campground Paducah Duck Creek RV Park	NORTH CAROLINA Cherokee Happy Holiday RV Village Surf City Lanier's Campground	UTAH Brigham City Golden Spike RV Park Virgin Zion River Resort *
ARIZONA Flagstaff J and H RV Park Prescott Point of Rocks Campground	LOUISIANA Livingston Lakeside RV Park	NORTH DAKOTA Medora Red Trail Campground	VIRGINIA Bracey Lake Gaston Americamps Verona Shenandoah Valley Campground Virginia Beach Holiday Trav-L-Park of Virginia Winchester Candy Hill Campground
CALIFORNIA Fort Bragg Pomo RV Park and Campground Fortuna Riverwalk RV Park and Campground* Hollister Casa De Fruta Marina Marina Dunes RV Park Mendocino Caspar Beach RV Park and Campground Oceano Pismo Sands RV Park Pacifica San Francisco RV Resort San Diego Mission Bay RV Park Santa Nella Santa Nella RV Park San Ysidro Instant Mexico Auto Insurance	MICHIGAN Empire Indigo Bluffs RV Park Hopkins Hidden Ridge-an RV Community* Mackinaw City Mackinaw Mill Creek Camping Muskegon Duck Creek RV Resort*	OHIO Delaware Cross Creek Camping Resort * Dundee Evergreen Park RV Resort *	WASHINGTON Castle Rock Toutle River RV Resort * Prosser Wine Country RV Park
COLORADO Estes Park Elk Meadow Lodge and RV Resort Spruce Lake RV Park Golden Dakota Ridge RV Park Golden Clear Creek RV Park Johnstown Johnson's Corner RV Retreat Wheat Ridge Steve Casey's Four Seasons	MISSOURI Branson America's Best Campground Branson Lakeside RV Park Columbia Cottonwoods RV Park Kansas City Worlds of Fun Village	OREGON Baker City Mountain View Holiday Trav-L-Park Bend Scandia RV Park Depoe Bay Sea and Sand RV Park McMinnville Olde Stone Village RV Park Newport Port of Newport Marina RV Park Pacific City Cape Kiwanda RV Resort Portland Jantzen Beach RV Park Roseburg Twin Rivers Vacation Park Seaside Circle Creek RV Park Woodburn Portland-Woodburn RV Park	WYOMING Cody Ponderosa Campground
DELAWARE Selbyville Treasure Beach RV Park	MONTANA Dillon Southside RV Park Livingston Yellowstone's Edge RV Park St. Regis Nugget RV Park West Yellowstone Yellowstone Grizzly RV Park	SOUTH CAROLINA Charleston The Campground at James Island Johns Island Oak Plantation Campground Lexington Barnyard RV Park	CANADA ALBERTA Grande Prairie Camp Tamarack RV Park Spruce Grove Glowing Embers RV Park
FLORIDA Arcadia Riverside RV Resort Campground Navarre Emerald Beach RV Park	NEBRASKA Ogallala Area's Finest Country View Campground	SOUTH DAKOTA Custer Big Pine Campground Spearfish Chris' Campground	ONTARIO Milton Milton Heights Campground
	NEVADA Las Vegas Hitchin' Post RV Park and Saloon Oasis Las Vegas RV Resort		YUKON Watson Lake Baby Nugget RV Park Downtown RV Park

*Good Sam Parks that earned Top 100 status for 2012 ratings and 2011 membership sales.

Don't Miss These Upcoming Events



AUGUST 5: Good Sam CEO on Secret Millionaire

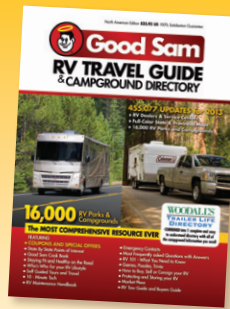
Mark your calendar for the **August 5 episode of ABC's Secret Millionaire** featuring Good Sam and Camping World Chairman and CEO Marcus Lemonis. Lemonis returns to his hometown of Miami to volunteer among its poorest residents, learning firsthand about their daily struggles and how he can use his success and leadership to help them break the cycle of poverty.

Tune In! Watch your local ABC station on Sunday, August 5, at 8 p.m. in the Eastern and Pacific time zones or 7 p.m. in the Central time zone to catch Good Sam's CEO on Secret Millionaire.

AUGUST 27: Directory Advertising Deadline

The advertising deadline for the 2013 *Good Sam Travel Guide and Campground Directory* is just around the corner, August 27. **The much-anticipated 2013 directory combines the Trailer Life and Woodall's directories with circulation channels of 1.3 million Good Sam members and millions more AAA members, nearly 100 Camping World SuperCenters and bookstores across North America.** Print and digital advertising packages include online exposure on woodalls.com, trailerlifedirectory.com and goodsamclub.com, as well as mobile applications.

Act Now! Get in touch with your Good Sam rep team to make sure you don't miss your opportunity to be in this memorable first edition. For additional advertising information, contact sford@goodsamfamily.com or call 800-765-7070.



November 2-4: Daytona Good Sam Rally

The Daytona International Speedway's legendary oval is one of NASCAR's most famous venues. It's also the setting for Good Sam's third Rally of the year. When Rally-goers aren't test-driving new motorhomes on the track that hosts the Daytona 500, they'll be enjoying RV-related exhibits and activities plus entertainment from award-winning superstar Reba McEntire and Katharine McPhee from *American Idol* and the hit series *Smash*.

Sign Up Today! To get the early bird rate at the Daytona Rally, go to therally.com and register by August 6. To book exhibit space to promote your Good Sam Park at the event, call 866-238-3250.



November 28: Good Sam Park Reception

Make plans now to attend the **Good Sam RV Park and Resort Network reception on opening night of the November 28-30 Outdoor Hospitality Conference and Expo in Las Vegas, presented by the National Association of RV Parks and Campgrounds (ARVC).** Enjoy mixing with your fellow Good Sam Park owners and operators

and hear about all the exciting new changes to the benefits of being a Good Sam Park at the November 28 reception, from 4:30 to 6 p.m. This is also your opportunity to share your ideas and concerns with the Good Sam Family leadership team. The ARVC conference is the premier event of the RV-park industry with more than 40 educational seminars and nationally recognized speakers.

Register Now! To sign up for ARVC's Outdoor Hospitality Conference and Expo at the Rio Hotel and Casino in Las Vegas, go to arvcnhce.org. Discounted early bird rates are available on a first-come, first-served basis through September 3.



Park Talk Letters About Good Sam Parks

While there are plenty of resources available to find campgrounds, finding reliable information about the campgrounds' quality can be a challenging task. We have only been RVing since 2008, so we have a lot to learn yet. In general, I've looked to Good Sam Parks as a sort of a benchmark or a can't-go-wrong type of assurance of a middle-of-the-road campground option. A recent experience has me puzzled, though, and leads me to the question: What is the criteria for a Good Sam Park designation? —J. Carp, Des Moines, Iowa

Ann Emerson, Vice President and Publisher of the Good Sam Directory, replies: *We want to make sure our network of Good Sam Parks offers a host of RV and camping experiences—from rustic campgrounds to high-end RV resorts. And we want our rating system to be the source when it comes to finding the right place for your next RV adventure—whether it's an overnight stop or a final destination. Our goal is to define a rating system that will let you know what to expect, and we know that our current system doesn't always paint a complete picture. Which is why we are hard at work finding ways to better describe the type of facility and to fine tune our system. So stay tuned in 2013 for some changes!*

We have been staying at a Good Sam Park in Weiser, Idaho, for the last three years during the National Oldtime Fiddlers' Contest. The owners informed us that they do not offer the Good Sam discount during Weiser's Fiddle Week in June. I was informed by the Good Sam staff at the Redmond Rally last year that the discount is to be offered all year, but the discount was not offered again this year. —D. Surry, Walla Walla, Washington

Good Sam Parks are required to honor the 10 percent discount year-round upon presentation of a valid Good Sam membership card during the check-in process. Members encountering a park that doesn't honor this policy should contact parks@goodsamfamily.com.

These messages were posted on Good Sam's online forums at RV.net, a great place to share ideas and receive feedback from Good Sam's vast online community. If you have information, insights or opinions you'd like to share, go to RV.net, sign in (you'll need a user name and password and must identify yourself as a park owner) and join the lively conversation. You can even post a message for Good Sam and Camping World CEO Marcus Lemonis. Of course, we always love hearing from you directly at parks@goodsamfamily.com.

Like Father, Like Son

After learning the campground business from his dad, Chris Jump keeps family traditions alive in Williamsburg, Virginia

By Natalie Miller-Moore



Did your childhood involve a general store in the front yard and neighbors who moved every week? Well, it did for Chris Jump, who grew up at Anvil Campground, a Good Sam Park in Williamsburg, Virginia. Jump's now the owner, and all those years of living in a house on the campground property helped make him friendly and approachable.



Anvil Campground is a family business, run for several generations by the Jump family. The site was a soybean field in 1954 when a man driving a truck asked to park on the property for the night. Grandpa Jump got the idea for a campground, and it started with six sites. Today there are 60 sites as well as two cottages, named Journeyman and Blacksmith, a tribute to family history. Great Grandpa Jump was a blacksmith for

Colonial Williamsburg, and his anvil sits in the campground's general store.

Jump, 30, has been the owner since 2005 when his father passed away. He values what he learned from his dad and tries to follow that same work ethic. "We might be hooking up RVs at midnight for people who just arrived, or people might be knocking on my door for a new Internet code," says Jump. "But it's something we don't mind doing because we take pride in taking care of our customers."

As kids, Jump and his brother and sisters worked at the check-in desk, cut the grass and helped out at the Friday cookouts. "I would cook the hamburgers and hot dogs on the grill, and we had a lemonade stand," he recalls. "While other kids went to the beach, we worked on weekends doing whatever outside maintenance was needed."

Despite all the hard work, Jump and his siblings clearly revere their father's memory. In fact, the speed limit in the campground is a tribute to their dad. His football jersey number was 32, so it's 3.2 miles per hour.

Jump says that "camping" at his Good Sam Park mainly means RVs—about 95 percent. "People used to come with pop-ups and truck campers," he says, but now it's mostly larger RVs, especially for people who come to Williamsburg as tourists. "So we had to adjust," he says. "We added cable and Wi-Fi and made the sites wider."

Today the campground has just 11 tent sites out of 60, and Jump says that the clientele is mainly families and retired people, not a partying crowd at all. "People are coming for the convenience of the location, not the type of camping you'd find in a national park.

There's Colonial Williamsburg and Busch Gardens, Jamestown, Yorktown and Water Country," he says. "It's actually pretty quiet during the day because people are off seeing the sights."

Jump and his brother, Ray, the campground's manager, like to share their local expertise. "We try to help everyone and usually have a personal chat about what they'd like to do," says Jump. "We are lucky to live somewhere with so many things to do and things to see. I love it."

Another thing he loves is meeting people from all over. Jump says that Canadians do a lot of camping, and Europeans often come and rent RVs to see the United States via the highways. They've even had guests from Australia and South Africa. "There are people from all over the world, with different stories, personalities, politics, opinions and perspectives on world events," he says.

Like many people in the tourism industry, Jump's life ebbs and flows with the travel



seasons. In the winter, it's mainly spent making improvements. But in the summer, he's busy from Memorial Day to Labor Day.

Jump even scheduled his wedding after the busy summer season. He's getting married this September. He and his fiancée won't be RVing on that trip, but they look forward to meeting more fellow travelers in the future at Anvil Campground.

Jump values what he learned from his dad and tries to follow that same work ethic.

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MARCUS LEMONIS - Chairman and CEO, Good Sam and Camping World
BRUCE HOSTER - Vice President, Good Sam RV Park and Resort Network
ANN EMERSON - Vice President and Publisher, Good Sam Directory
KATELYN SMITH - Coordinator, Good Sam RV Park and Resort Network
CONTACT THE GOOD SAM RV PARK & RESORT NETWORK 877-202-2342 • parks@goodsamfamily.com • goodsamnetwork.com