

Progress Through Trust

Letter from the Chairman & CEO Marcus Lemonis

Photo by Scott Mitchell



Dear Fellow Member,

I have received lots of feedback on *Highways* magazine—the official communication of the Good Sam Club. I have to be honest ... not ALL of it has been positive, including my own perspective. Over the past few years our team has worked tirelessly to make positive changes in an attempt to produce the publication that you want. Despite the attempts, it seems that we continue to get constructive feedback that indicates you want something different. Here's the most common feedback from Good Sam Club members like you:

- Too many ad pages—add more content
- We are wasting too much paper
- Why can't it be delivered electronically
- It's not a magazine, it's a newsletter of 16 pages about the Club and the rest are advertisements
- Where are the recipes, articles, tips, travel ideas, etc.
- There is too much content that is not relevant to me
- Why can't you just send out a 10 to 12 page newsletter without any advertising
- I like the coupons but hate the ads
- Add more RV technical and "how to" information
- More RV travel and destination stories
- More information specific to "my" type of RV—trailers or motorhomes

As I have said many times, I sincerely listen to your feedback and take action. Over the last couple of years I have had various goals to:

- Stabilize the company
- Lower membership costs and merge clubs so that people don't have to pay twice
- Make the lifetime membership more affordable based on age or military service
- Add more benefits
- Dramatically reduce the mail
- Provide more valuable content
- Provide better customer service and access to provide feedback
- Plus a few more

While we have done a fair job with those, I continue to be disappointed with *HIGHWAYS*. The question I asked myself and our team was, "How can we cost effectively deliver relevant club, state and chapter information while including relevant specific RV information without watering it all down with so much advertising?"

Over the last three years I have asked for your trust. You have graciously granted it and I hope that we have earned it. As a result of your feedback, I have come up with a solution that I believe will address your requests, but I need your trust in this process.

Beginning in February 2014, the current *Highways* communication will be replaced with your choice of 4 FREE issues of either *Trailer Life* magazine or *Motorhome* magazine. While we will no longer produce the standard *Highways* magazine, we will produce a special *Highways* Good Sam Club magazine insert

section featuring all the content you know and love from *Highways*. Regular *Highways* features like Action Line, Chapter Chat, Club Events, Benefit Updates, New Products, Pet Tales, Tech Topics, Photo Contests and more will all remain part of the *Highways* Good Sam Club insert section. Imagine if we took the information-packed pages from *Highways* and inserted it into each of the free issues of either *Trailer Life* or *Motorhome* magazine which are packed with relevant RV information, travel destinations, tech tips, and more. What you get is all the great content from *Highways* related to the Good Sam Club plus *Trailer Life* or *Motorhome* all packed in one book and delivered to you as part of your Good Sam Club membership. There will be much less advertising and much more valuable content at no additional cost to you!

As you may recall, I lowered the membership dues in 2011. While this new format will cost the company more money, I will not allow this expense to impact your annual dues. This will save over 754,000,000 pages of paper over the course of one year. That's almost one billion! I truly believe this is better for the member, the club, and the environment. It's our responsibility to eliminate waste and control spending whenever possible to keep membership dues affordable. Actually, I wish the government would take this approach! Please trust and support me in this move to provide more benefits!

Here's how it will work:

If you already subscribe to *Trailer Life* or *Motorhome*, you won't need to do anything to get your *Highways* supplement. We'll add the special *Highways* insert to your current magazine subscription starting in February. All current subscribers will not be penalized by this change. We will make an adjustment to your subscription to account for the membership issues once the first issue is available.

If you currently DO NOT subscribe to *Trailer Life* or *Motorhome*, log-on to **GoodSamClub.com/magazinepreference** or call **800-508-9755**. Simply let us know which magazine you prefer: *Trailer Life* magazine or *Motorhome* magazine, based on your lifestyle preference. We'll reserve your publication preference for next year! We'll include the special *Highways* section starting in February. Please contact us soon so we can build your first issue.

When we wake up each day, we know that earning your business is how we exist! The reason I am doing this is to provide you with MORE and BETTER editorial content that is specific to your RV and important to your lifestyle without the disproportionate amount of advertising. Keep in mind that the *Highways* editorial content will not go away; it will just be included inside your *Trailer Life* or *Motorhome* issues.

Thanks for your continued trust and feedback. With your help and loyalty we will get better.

Marcus Lemonis
Chairman and CEO
Camping World and Good Sam Enterprises



Good Sam
Highways

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Postmaster: Send address changes to: Camping World, PO Box 90017, Bowling Green, KY 42102-4265.

Comments or Questions? Write to us! Send email to comments@highwaysmag.com.

Or mail to: *Highways* Mailbag, PO Box 90017, Bowling Green, KY 42102-4265.

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