

2027 Member Challenge
Surf's Up!

	Goal #1					Goal #2				
	Recruitment					Retention				
Chapter	Eligible Non-Members	5% increase goal	10% increase goal	15% increase goal	2027 New Members Recruited	2026 Chapter Membership (Chapter & ISCEBS)	5% increase goal	10% increase goal	Current 2027 Membership (Chapter & ISCEBS)	Percentage
Albany	18	1	2	3	0	10	11	12	0	0%
Alberta	208	10	21	31	0	43	45	47	7	16%
Atlantic Canada	73	4	7	11	0	11	12	12	1	9%
Baltimore	45	2	5	7	0	16	17	18	3	19%
Birmingham	8	1	2	3	0	3	7	3	0	0%
British Columbia	155	8	16	23	1	43	45	47	17	40%
Capital	115	6	12	17	0	30	32	33	8	27%
Carolinas	105	5	11	16	0	28	29	31	9	32%
Central Indiana	50	3	5	8	1	19	20	21	5	26%
Central Ohio	43	2	4	6	1	27	28	30	5	19%
Central Pennsylvania	29	1	3	4	0	14	15	16	7	50%
Chicago	106	5	11	16	0	43	45	47	11	26%
Cincinnati/Dayton	61	3	6	9	0	7	8	9	4	57%
Colorado	73	4	7	11	0	32	34	35	6	19%
Dallas-Fort Worth	81	4	8	12	0	38	40	42	5	13%
Detroit	60	3	6	9	0	37	39	41	11	30%
Georgia	99	5	10	15	0	26	27	29	8	31%
Greater Boston	155	8	16	23	0	32	34	35	5	16%
Greater Philadelphia	158	8	16	24	1	40	42	44	11	28%
Greater Pittsburgh	44	2	4	7	0	19	20	21	5	26%
Houston	126	6	13	19	0	26	27	29	5	19%
Jacksonville/ NE Florida	69	3	7	10	0	12	13	14	2	17%
Kansas City	40	2	4	6	1	27	28	30	6	22%
Los Angeles	164	8	16	25	0	19	20	21	4	21%
Louisville	24	1	2	4	0	5	6	7	1	20%
Middle Tennessee	40	2	4	6	0	11	12	16	4	36%
Milwaukee	91	5	9	14	0	74	78	81	36	49%
Nebraska	18	1	2	3	0	31	33	34	9	29%
New York Metro	163	8	16	24	0	67	70	74	15	22%
Northeast Ohio	36	2	4	5	1	17	18	19	5	29%
Northern California	106	5	11	16	1	36	38	40	8	22%
Northern New Jersey	57	3	6	9	1	31	33	34	6	19%
Orange County	194	10	19	29	1	11	12	13	2	18%
Pacific Northwest	198	10	20	30	2	62	65	68	19	31%
Richmond	53	3	5	8	0	15	16	17	3	20%
South Central Texas	18	1	2	3	0	8	9	10	0	0%
Southwestern Ontario	129	6	13	19	0	26	27	29	6	23%
St. Louis	45	2	5	7	0	29	30	32	9	31%
Tampa Bay Area	59	3	6	9	0	17	18	19	2	12%
Toronto	352	18	35	53	0	75	79	83	20	27%
Twin Cities	73	4	7	11	0	62	65	68	10	16%
Total local members	3741	188	376	564	11	1179	1244	1308	300	23%

10/6/2026

Legend
5% conversion
10% conversion
15% conversion

10/6/2026

Legend
Maintain membership
5% increase
10% increase