2027 Member Challenge
Surf's Up!

	Goal #1 Recruitment					Goal #2 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	1	10	11	12	4	40%
Alberta	208	10	21	31	2	43	45	47	23	53%
Atlantic Canada	73	4	7	11	1	11	12	13	5	45%
Baltimore	45	2	5	7	0	16	17	18	7	44%
Birmingham	8	1	2	3	0	3	4	5	1	33%
British Columbia	155	8	16	23	1	43	45	47	24	56%
Capital	115	6	12	17	1	30	32	33	18	60%
Carolinas	105	5	11	16	2	28	29	31	17	61%
Central Indiana	50	3	5	8	1	19	20	21	11	58%
Central Ohio	43	2	4	6	1	27	28	30	17	63%
Central Pennsylvania	29	1	3	4	1	14	15	16	8	57%
Chicago	106	5	11	16	0	43	45	47	19	44%
Cincinnati/Dayton	61	3	6	9	1	7	8	9	5	71%
Colorado	73	4	7	11	0	32	34	35	16	50%
Dallas-Fort Worth	81	4	8	12	0	38	40	42	14	37%
Detroit	60	3	6	9	1	37	39	41	18	49%
Georgia	99	5	10	15	3	26	27	29	13	50%
Greater Boston	155	8	16	23	5	32	34	35	16	50%
Greater Philadelphia	158	8	16	24	3	40	42	44	19	48%
Greater Pittsburgh	44	2	4	7	1	19	20	21	11	58%
Houston	126	6	13	19	2	26	27	29	13	50%
Jacksonville/ NE Florida	69	3	7	10	1	12	13	14	5	42%
Kansas City	40	2	4	6	2	27	28	30	14	52%
Los Angeles	164	8	16	25	2	19	20	21	10	53%
Louisville	24	1	2	4	0	5	6	7	3	60%
Middle Tennessee	40	2	4	6	0	11	12	16	5	45%
Milwaukee	91	5	9	14	0	74	78	81	45	61%
Nebraska	18	1	2	3	1	31	33	34	13	42%
New York Metro	163	8	16	24	1	67	70	74	29	43%
Northeast Ohio	36	2	4	5	1	17	18	16	9	53%
Northern California	106	5	11	16	2	36	38	40	15	42%
Northern New Jersey	57	3	6	9	1	31	33	34	15	48%
Orange County	194	10	19	29	1	11	12	13	4	36%
Pacific Northwest	198	10	20	30	3	62	65	68	34	55%
Richmond	53	3	5	8	1	15	16	17	9	60%
South Central Texas	18	1	2	3	0	8	9	10	2	25%
Southwestern Ontario	129	6	13	19	2	26	27	29	11	42%
St. Louis	45	2	5	7	0	29	30	32	13	45%
Tampa Bay Area	59	3	6	9	0	17	18	19	7	41%
Toronto	352	18	35	53	2	75	79	83	37	49%
Twin Cities	73	4	7	11	1	62	65	68	26	42%
Total local members	**3741**	**188**	**376**	**564**	**48**	**1179**	**1241**	**1308**	**585**	45%

11/12/2026

Legend
5% conversion
10% conversion
15% conversion

11/12/2026

Legend
Maintain membership
5% increase
10% increase