

ASCP Awards

Category 1

*President's Award is subjective and not determined by category.

Highest Membership Growth In Dollars CHAMBER 1 & CHAMBER 2
(1) South Carolina 7.25% (2) Montana 6.3%
Highest Membership Growth In Numbers CHAMBER 1 & CHAMBER 2
(1) West Virginia 48.8% (2) Montana 7.0%
Highest Retention In Dollars CHAMBER 1 & CHAMBER 2
(1) West Virginia 98.3% (2) Iowa 95.1%
Highest Retention In Numbers CHAMBER 1 & CHAMBER 2
(1) West Virginia 97.3% (2) Iowa 92.9%
Highest Retention Improvement In Dollars CHAMBER 1 & CHAMBER 2
(1) West Virginia 22.7% (2) Kentucky 9.7%
Highest Retention Improvement In Numbers CHAMBER 1 & CHAMBER 2
(1) South Carolina 27.2% (2) Kentucky 21.6%
Highest Non-Dues Growth In Dollars CHAMBER 1 & CHAMBER 2
(1) Nebraska 55.3% (2) West Virginia 29.1%
Highest Market Share In Numbers CHAMBER 1 & CHAMBER 2
(1) Montana 2.32% (2) West Virginia 2.29%

ASCP Awards

Category 2

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Highest Membership Growth In Dollars CHAMBER 1 & CHAMBER 2
(1) Texas 20.6% (2) Minnesota 16.0%
Highest Membership Growth In Numbers CHAMBER 1 & CHAMBER 2
(1) Ohio 23.25% (2) Texas 8.38%
Highest Retention In Dollars CHAMBER 1 & CHAMBER 2
(1) Minnesota 95.08% (2) Pennsylvania 95.03%
Highest Retention In Numbers CHAMBER 1 & CHAMBER 2
(1) Minnesota 93.2% (2) Ohio 90.5%
Highest Retention Improvement In Dollars CHAMBER 1 & CHAMBER 2
(1) North Carolina 31.7% (2) Michigan 10.7%
Highest Retention Improvement In Numbers CHAMBER 1 & CHAMBER 2
(1) Georgia 33.7% (2) Michigan 19.2%
Highest Non-Dues Growth In Dollars CHAMBER 1 & CHAMBER 2
(1) Michigan 29.8% (2) Texas 28.2%
Highest Market Share In Numbers CHAMBER 1 & CHAMBER 2
(1) Washington 1.9% (2) Indiana 1.6%

Category 1 (Up to 200,000)

State	Number of Employers
Arkansas	150,872
Iowa	172,542
Kansas	146,283
Kentucky	220,105
Montana	66,601
Nebraska	104,637
Oklahoma	190,002
South Carolina	223,594
West Virginia	78,229

Category 2 (200,001+)

State	Number of Employers
Georgia	588,482
Indiana	307,676
Michigan	544,133
Minnesota	310,763
Missouri	304,414
North Carolina	506,450
Ohio	575,744
Pennsylvania	654,222
Texas	1,383,186
Washington	398,755

The categories are determined by total number of employers per D&B including HQ and single location entities, non-farm industries.

Formulas:

1. **Highest Membership Growth In Dollars**

2011 Dollar Value of Total Member Accounts ÷ 2010 Total

2. **Highest Membership Growth in Numbers**

2011 Total Number of Dues Paying Member Accounts ÷ 2010 Total

3. **Highest Retention in Dollars**

2011 Dollar Value of the Total Canceled Member Accounts ÷ 2010 Total

4. **Highest Retention in Numbers**

2011 Total Number of Canceled Member Accounts ÷ 2010 Total

5. **Highest Retention Improvement in Dollars**

(2011 Dollar Value of Member Accounts – 2011 Dollar Value of Canceled Member Accounts) ÷ 2010 Total

6. **Highest Retention Improvement in Numbers**

(2011 Total Number of Dues Paying Member Accounts – 2011 Total Number of Cancelled Member Accounts) ÷ 2010 Total

7. **Highest Non-Dues Growth**

2011 Total Non-Dues Revenue ÷ 2010 Total Non-Dues Revenue

8. **Highest Market Share**