MAA section meetings are relatively inexpensive, informative, often convenient, and a great way to get to know institutions of higher education in your area. However, section geography can pose challenges. We considered the question of whether a new set of section boundaries might yield a smaller average member distance to section meeting venues, offering the possibility of greater participation at section meetings. Among the approaches considered, K-Means Cluster Analysis proved a fruitful approach yielding enlightening results. This talk will describe the approach, the results achieved, and suggestions for adjustments to the current set of 29 sections. (Received September 13, 2013)