

# New York Hispanic Cosmetology & Beauty Chambers Of

Executive Director / CEO

EIN 223973154  
 NY · NTEE S40  
 FY ending 2024-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Rommy Pennella, Executive Director / CEO** (\$52,000) against **every comparable organization** that fit the selection criteria — **231** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **69<sup>th</sup>** percentile of comparable organizations within the typical range

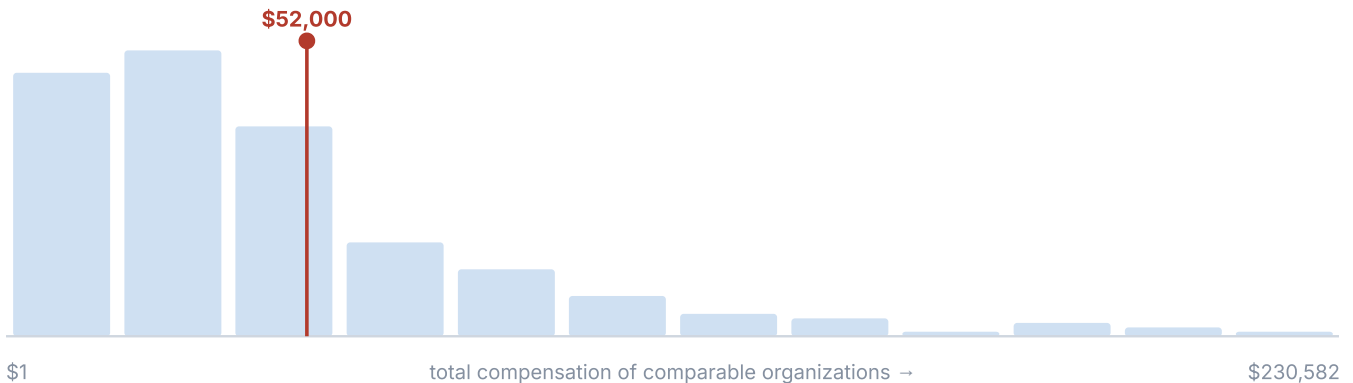
**Benchmarked executive:** Rommy Pennella — reported title “VP PRESIDENT”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S40).
BUDGET	Total revenue between \$49,413 and \$110,628 — 0.67x to 1.50x the subject's \$73,752 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (S), nationwide + budget 0.67–1.5x revenue.

**231** organizations qualified on sector, size, and geography → **231** within the band form the benchmarked peer set.

## Distribution of comparable compensation



<b>\$7,996</b> 10TH	<b>\$18,487</b> 25TH	<b>\$34,922</b> MEDIAN	<b>\$60,214</b> 75TH	<b>\$101,220</b> 90TH	<b>\$52,000</b> THIS ORG · 69TH
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## ■ Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to NY cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Parking Industry Institute</a>	DC	\$73,664	Secretary/treasurer/exec Dir	\$41,845	<b>\$39,589</b>	2025
<a href="#">Alpha Alpha Lambda Community Development Inc</a>	NJ	\$74,012	Director	\$1	<b>\$1</b>	2024
<a href="#">Certification Institute</a>	AR	\$73,200	President	\$12,828	<b>\$15,957</b>	2024
<a href="#">Mount Baker Hub</a>	WA	\$73,189	Executive Director	\$47,125	<b>\$48,070</b>	2023
<a href="#">The British Home Foundation</a>	IL	\$73,174	Ceo	\$50,336	<b>\$54,764</b>	2024
<a href="#">Aerox</a>	NC	\$73,124	President & Director	\$195,867	<b>\$230,582</b>	2023
<a href="#">Georgia Education Foundation Inc</a>	GA	\$73,033	Executive Di	\$110,014	<b>\$122,415</b>	2024
<a href="#">Operative Plasterers And Cement</a>	IN	\$73,000	President	\$92,011	<b>\$107,379</b>	2024
<a href="#">Professional Housing Corporation</a>	NY	\$74,600	President	\$114,699	<b>\$111,742</b>	2025
<a href="#">Indiana Pawnbrokers Assocation Inc</a>	IN	\$74,862	Executive Director	\$21,000	<b>\$25,231</b>	2023
<a href="#">Memphis &amp; Shelby Co Vet Med Assn Inc</a>	TN	\$74,916	Executive Director	\$24,000	<b>\$27,918</b>	2024
<a href="#">Bridgeport Generation Now Votes</a>	CT	\$72,569	President	\$43,939	<b>\$45,591</b>	2024
<a href="#">Innovation Fund America Inc</a>	OH	\$75,113	Treasurer	\$17,000	<b>\$19,926</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Wake Forest Innovation Quarter Cdc</a>	NC	\$75,240	Director & President	\$56,067	<b>\$66,004</b>	2023
<a href="#">Building Wreckers Local 1421 Bldg Fund</a>	MA	\$72,160	President	\$133,340	<b>\$132,601</b>	2024
<a href="#">International Forum On Ansi-41 Standards Technology</a>	MD	\$72,158	Secretariat	\$96,000	<b>\$99,323</b>	2024
<a href="#">Whitetail Deer Farmers Of Ohio Inc</a>	OH	\$72,034	Executive Director	\$36,000	<b>\$43,442</b>	2023
<a href="#">Pursuing Transformation Inc</a>	PA	\$75,584	President	\$25,731	<b>\$29,235</b>	2023
<a href="#">1edtech Foundation</a>	FL	\$71,791	Ceo (President Of The Board)	\$30,676	<b>\$34,179</b>	2022
<a href="#">Edge For Tomorrow</a>	DE	\$71,729	Executive Director	\$113,555	<b>\$123,047</b>	2024
<a href="#">Grants Mainstreet Project</a>	NM	\$75,786	Executive Dire	\$26,017	<b>\$30,168</b>	2025
<a href="#">Gfwc - Washington State</a>	WA	\$71,618	Trustee	\$375	<b>\$362</b>	2025
<a href="#">Cam Foundation</a>	CA	\$76,141	President	\$40,000	<b>\$38,224</b>	2024
<a href="#">Benevolent &amp; Protective Order Of</a>	UT	\$76,258	Treasurer	\$7,720	<b>\$8,519</b>	2025
<a href="#">Tacoma-pierce County Chamber Of Commerce</a>	WA	\$76,289	President And Ceo	\$7,708	<b>\$7,637</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NY cost of living and 2024 dollars. Click any organization to verify the figure on ProPublica.

## ■ Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to NY cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: [peerbasis.org/methodology](https://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT	231 organizations. Compensation range \$1–\$230,582; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$73,752); for reference, expenses \$87,974 and assets \$11,446.
ROLE MATCH	Rommy Pennella, reported title "VP PRESIDENT", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.</b>
RELATED-ORG PAY	86 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	13 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	69 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	72 <sup>nd</sup>
Reportable pay only (column D), adjusted	79 <sup>th</sup>
All sources (D + E + F), adjusted	45 <sup>th</sup>

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

## ■ Rebuttable presumption of reasonableness · 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

### Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Rommy Pennella) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 231 similarly situated organizations (Same NTEE major group (S), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$52,000 is reasonable (approximately the 69<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination

concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.