

Society Of Publication Designers Inc

Executive Director / CEO

EIN 237392480

NY · NTEE S41

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Keisha Dean, Executive Director / CEO** (\$100,000) against **every comparable organization** that fit the selection criteria — **17** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **53rd** percentile of comparable organizations within the typical range

Benchmarked executive: Keisha Dean — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (S41).

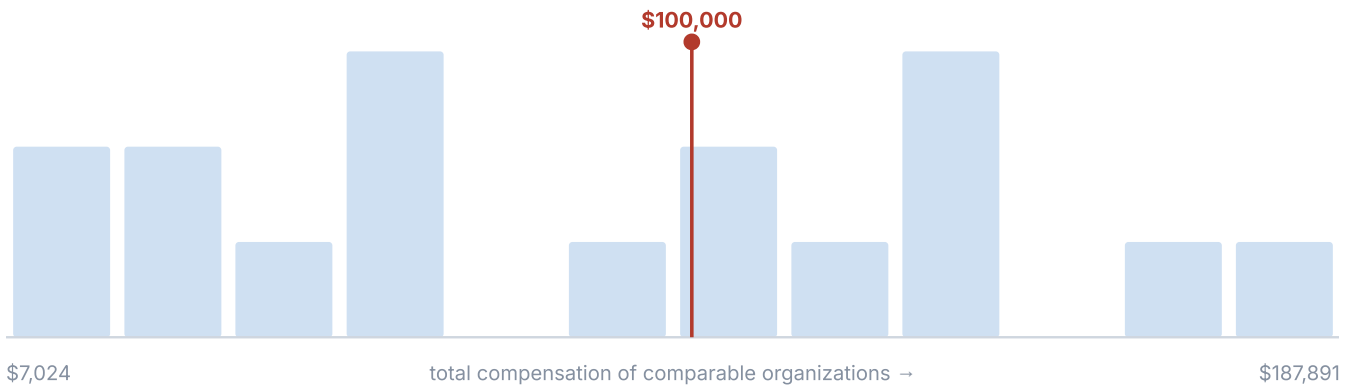
BUDGET Total revenue between \$182,590 and \$408,784 — 0.67x to 1.50x the subject's \$272,523 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (S41) + NY + budget 0.67–1.5x revenue.

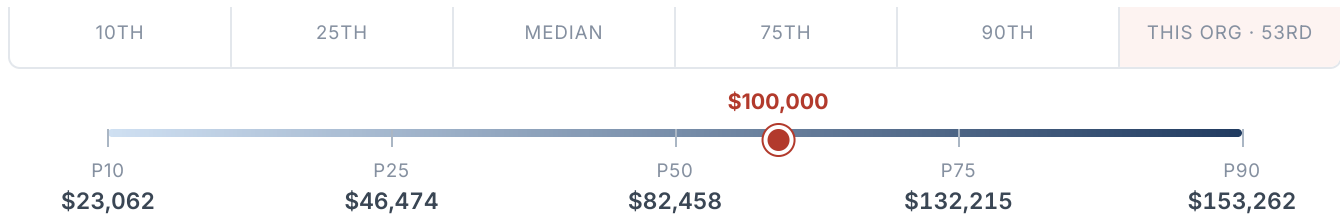
17 organizations qualified on sector, size, and geography

→ **17** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$23,062	\$46,474	\$82,458	\$132,215	\$153,262	\$100,000
----------	----------	----------	-----------	-----------	-----------



● 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
New York Independent Contractors	NY	\$266,427	Executive Dir	\$52,000	\$53,536	2023
Wosa Export Marketing Ltd	NY	\$282,317	Manager	\$136,390	\$136,390	2024
The Alliance Of Tbi & Nhtd Waiver Providers Inc	NY	\$260,770	Executive Director	\$55,000	\$53,582	2025
Agencies For Children's Therapy Services	NY	\$253,650	Executive Director	\$56,000	\$57,654	2023
Artist Management Association Inc	NY	\$245,325	Secretary	\$112,196	\$112,196	2024
Bpca Nys Inc	NY	\$243,862	Executive Director	\$46,474	\$46,474	2024
Buffalo Niagara Manufacturing Alliance	NY	\$320,173	Executive Director	\$105,000	\$108,101	2023
Icti C A R E Foundation Inc	NY	\$223,734	Bookkeeper	\$132,215	\$132,215	2024
The Lower Niagara River Region Chamber	NY	\$222,922	Past President	\$82,458	\$82,458	2024
Medical Staff Of Good Samaritan Hospital	NY	\$327,109	President	\$30,000	\$30,886	2023
The European-american Chamber Of	NY	\$339,296	Executive Director	\$165,000	\$169,874	2023
Central New York Defense Alliance Ltd	NY	\$199,533	Secretary And Exec. Director Emeritus	\$11,325	\$11,325	2024
Association Of Insurance & Reins	NY	\$357,133	Executive Di	\$182,500	\$187,891	2023
Adult Day Health Care Council Inc	NY	\$183,162	Executive Director	\$7,024	\$7,024	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Dutchess County Association	NY	\$364,602	Executive Of	\$121,616	\$125,208	2023
Naturally New York Inc	NY	\$365,273	Executive Director	\$142,187	\$142,187	2024
American Alliance Conference Ltd	NY	\$376,205	Director	\$37,066	\$37,066	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.

■ Sample, role match & sensitivity

PEER COUNT	17 organizations. Compensation range \$7,024–\$187,891; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$272,523); for reference, expenses \$277,688 and assets \$77,009.
ROLE MATCH	Keisha Dean, reported title <i>"Executive Director"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	1 peer report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	53rd
Total compensation (D + F), as reported (no adjustments)	53rd
Reportable pay only (column D), adjusted	53rd
All sources (D + E + F), adjusted	53rd

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 (Keisha Dean) 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 17 similarly situated organizations (Same NTEE sector (S41) + NY + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$100,000 is reasonable (approximately the 53rd percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [__ for / __ against].

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.