

# Insurance Institute Of Kentucky

Executive Director / CEO

EIN 311474334

KY · NTEE S41

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Bart Rowland, Executive Director / CEO** (\$39,570) against **every comparable organization** that fit the selection criteria — **532** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **23<sup>rd</sup>** percentile of comparable organizations below the typical range for comparable organizations

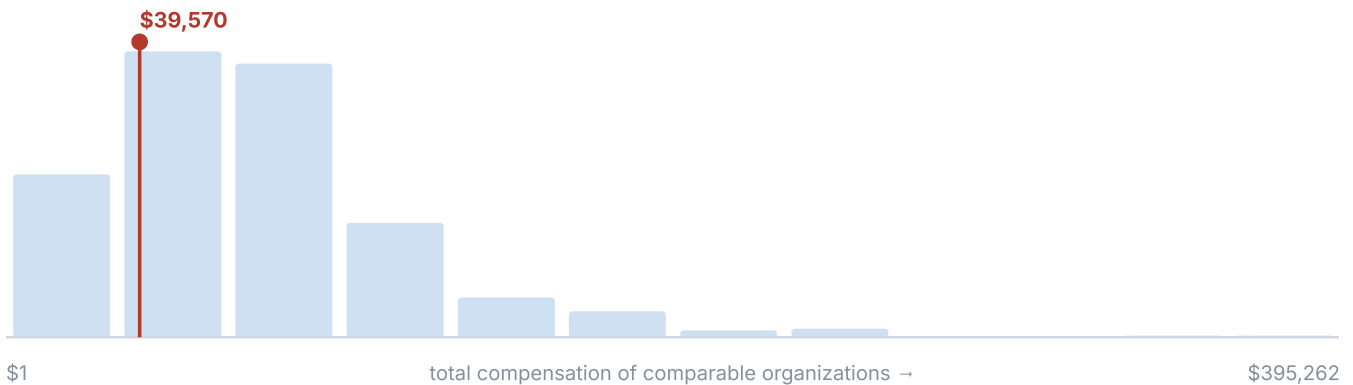
**Benchmarked executive:** Bart Rowland — reported title “President”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$186,938 and \$418,519 — 0.67x to 1.50x the subject's \$279,013 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41), nationwide + budget 0.67–1.5x revenue.

**532** organizations qualified on sector, size, and geography → **532** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$16,035	\$43,127	\$67,350	\$93,679	\$129,299	\$39,570
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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 KY 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="#">International Association For The Stability Handli</a>	GA	\$278,729	Secretary	\$7,200	<b>\$6,738</b>	2024
<a href="#">Gloucester Tourism Alliance Inc</a>	MA	\$278,669	Marketing Director	\$34,104	<b>\$28,525</b>	2024
<a href="#">Structural Engineers Association Of</a>	UT	\$279,362	Executive Di	\$25,300	<b>\$24,102</b>	2024
<a href="#">Florida Association Of Managing</a>	FL	\$279,644	Ceo	\$130,750	<b>\$114,327</b>	2024
<a href="#">Montana Petroleum Marketers &amp;</a>	UT	\$278,309	State Execut	\$142,862	<b>\$136,095</b>	2024
<a href="#">Dakota Territory Buffalo</a>	SD	\$278,261	Executive Di	\$10,200	<b>\$10,478</b>	2024
<a href="#">Antelope Valley Chambers Of Commerce</a>	CA	\$278,248	Ceo	\$69,486	<b>\$57,497</b>	2023
<a href="#">Shared Services Leadership Coalition</a>	VA	\$278,150	Founder, Ceo & Board Membe	\$180,000	<b>\$166,546</b>	2023
<a href="#">Catholic Healthcare Partnership Of New Jersey</a>	NJ	\$279,899	President	\$206,127	<b>\$171,299</b>	2024
<a href="#">Chester County Chamber Of Commerce</a>	SC	\$278,076	Clinton	\$78,613	<b>\$78,590</b>	2023
<a href="#">International Milk Haulers Assn</a>	WI	\$279,994	Executive Director	\$65,000	<b>\$65,051</b>	2023
<a href="#">Mobilizing And Organizing Virginians For Engagement</a>	VA	\$277,499	Executive Director	\$94,000	<b>\$84,479</b>	2024
<a href="#">Carolina Fintech Hub</a>	NC	\$277,388	President	\$250,000	<b>\$247,537</b>	2023
<a href="#">Bellevue Chamber Of Commerce Incorporated</a>	NE	\$281,155	President / Ceo	\$97,005	<b>\$94,610</b>	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">San Juan Island Chamber Of Commerce</a>	WA	\$276,774	Executive Di	\$99,484	<b>\$82,903</b>	2024
<a href="#">American Association Of Corporate Optometrists</a>	GA	\$276,603	Executive Director	\$57,200	<b>\$55,114</b>	2023
<a href="#">Ypo Patriot Gold Chapter Of The Young Presidents Organization Inc</a>	MA	\$282,000	Chapter Administrator	\$50,000	<b>\$40,743</b>	2025
<a href="#">Fulton County Economic Development</a>	OH	\$276,024	Executive Di	\$17,308	<b>\$16,623</b>	2025
<a href="#">Wosa Export Marketing Ltd</a>	NY	\$282,317	Manager	\$136,390	<b>\$114,715</b>	2024
<a href="#">Medef International Washington - Dc Offi</a>	DC	\$282,567	Ceo	\$153,708	<b>\$125,547</b>	2024
<a href="#">Pueblo West Chamber Of Commerce</a>	CO	\$275,151	Executive Director	\$27,738	<b>\$25,487</b>	2023
<a href="#">Professional Travel Agents Of North</a>	VA	\$275,101	Treasurer	\$4,200	<b>\$3,775</b>	2024
<a href="#">Savannah Area Chamber Of Commerce</a>	GA	\$283,246	President	\$37,720	<b>\$35,302</b>	2024
<a href="#">Associated Minority Contractors Of</a>	AZ	\$283,342	President	\$126,300	<b>\$113,058</b>	2024
<a href="#">Quad Cities Foundation For Fair</a>	IL	\$274,541	Manager	\$129,654	<b>\$118,642</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to KY 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 KY 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	532 organizations. Compensation range \$1–\$395,262; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$279,013); for reference, expenses \$280,180 and assets \$140,653.
ROLE MATCH	Bart Rowland, reported title " <i>President</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	26 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	25 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	23 <sup>rd</sup>
Total compensation (D + F), as reported (no adjustments)	19 <sup>th</sup>
Reportable pay only (column D), adjusted	24 <sup>th</sup>
All sources (D + E + F), adjusted	20 <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 (Bart Rowland) 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 532 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$39,570 is reasonable (approximately the 23<sup>rd</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.