

Sister Bay Advancement Association

Executive Director / CEO

EIN 390888403

WI · NTEE S41

FY ending 2024-12-31

June 13, 2026

This analysis benchmarks the total compensation of **Elin Soderberg-guger, Executive Director / CEO** (\$53,131) against **every comparable organization** that fit the selection criteria — **542** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 21st percentile of comparable organizations

below the typical range for comparable organizations

Benchmarked executive: Elin Soderberg-guger — reported title “COMM COORDIN”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

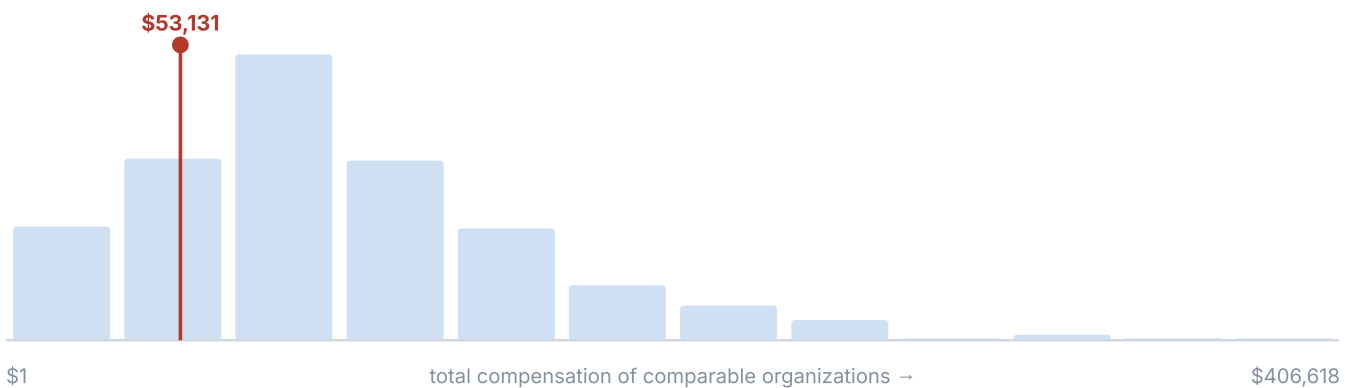
SECTOR Organizations sharing the subject's NTEE classification (S41).

BUDGET Total revenue between \$306,828 and \$686,929 — 0.67x to 1.50x the subject's \$457,953 (the band tightens as size grows).

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

542 organizations qualified on sector, size, and geography → **542** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$31,582

\$60,224

\$88,913

\$130,646

\$182,534

\$53,131



■ 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 WI 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 |
|--|-------|-----------|--------------------|-----------------|------------------|------|
| American Concrete Pavement | NY | \$458,268 | Executive Di | \$95,582 | \$82,702 | 2024 |
| Oregon Society Of Medical Oncology | WA | \$457,317 | Exec V. Pres | \$162,700 | \$139,479 | 2024 |
| Nevada Rural Electric Association | NV | \$459,040 | Executive Director | \$164,976 | \$158,343 | 2024 |
| Grand County Board Of Realtors | CO | \$459,320 | Executive Dir. | \$92,340 | \$84,782 | 2024 |
| Whatcom Business Alliance | WA | \$459,458 | Executive Director | \$124,327 | \$106,582 | 2024 |
| Texas Grazing Land Coalition Inc | TX | \$455,646 | Executive Director | \$76,500 | \$73,273 | 2024 |
| Dayton Agricultural & Mech Assoc | PA | \$460,350 | President | \$1,680 | \$1,604 | 2024 |
| League City Chamber Of Commerce | TX | \$461,383 | President/ce | \$43,077 | \$42,478 | 2023 |
| Illinois Solar Energy Association | IL | \$462,254 | Executive Director | \$119,000 | \$112,021 | 2024 |
| Greater Ocean City Golf Association | MD | \$462,314 | Managing Director | \$90,000 | \$80,567 | 2024 |
| Edc Team Jefferson | WA | \$453,507 | Executive Director | \$97,177 | \$85,768 | 2023 |
| Sandy Springs Perimeter Chamber Of | GA | \$462,685 | President & Ceo | \$124,200 | \$119,576 | 2024 |
| Kelso Longview Chamber Of Commerce | WA | \$462,716 | Ceo | \$79,740 | \$70,378 | 2023 |
| Cfa Society Of Minnesota | MN | \$462,913 | Executive Director | \$106,721 | \$103,955 | 2023 |
| Louisiana Casino Association Inc | LA | \$452,921 | Executive Director | \$291,157 | \$306,984 | 2024 |

| ORGANIZATION | STATE | REVENUE | MATCHED TITLE | COMP (REPORTED) | COMP (ADJUSTED) | FY |
|--|-------|-----------|--------------------|-----------------|------------------|------|
| California Wind Energy Association | CA | \$452,468 | Exec Dir/sec | \$124,235 | \$102,720 | 2024 |
| International Geosynthetics Society | TX | \$452,273 | Executive Director | \$55,571 | \$53,227 | 2024 |
| Trebic Inc | NC | \$463,665 | Director/president | \$91,705 | \$90,730 | 2024 |
| Transportation Marketing & Sales Associa | OH | \$451,754 | Executive Dir. | \$100,008 | \$101,424 | 2024 |
| Liberty County Chamber Of Commerce Inc | GA | \$451,725 | Executive Director | \$114,328 | \$110,072 | 2024 |
| Sustain Social (Fka Sustain Oc) | CA | \$451,607 | President | \$256,366 | \$211,969 | 2024 |
| Central Valley Business Federation | CA | \$451,104 | Ceo | \$158,180 | \$130,786 | 2024 |
| Ceo Roundtables Of Minnesota Inc | MN | \$464,858 | Ceo & President | \$150,000 | \$146,113 | 2023 |
| The Real Estate Valuation Advocacy | DC | \$465,210 | Secretary | \$223,850 | \$188,091 | 2024 |
| Warren County Chamber Of Business | PA | \$450,619 | President/ceo | \$110,529 | \$105,541 | 2024 |

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI 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 WI 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 **542** organizations. Compensation range \$1–\$406,618; filing years 2023–2025.

| | |
|-----------------|---|
| SIZE BASIS | Matched on total revenue (\$457,953); for reference, expenses \$401,020 and assets \$306,621. |
| ROLE MATCH | Elin Soderberg-guger, reported title " <i>COMM COORDIN</i> ", benchmarked as Executive Director / CEO. Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role. |
| RELATED-ORG PAY | 31 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material. |
| OUTLIERS | 17 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 | 21 st |
| Total compensation (D + F), as reported (no adjustments) | 20 th |
| Reportable pay only (column D), adjusted | 23 rd |
| All sources (D + E + F), adjusted | 17 th |

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 (Elin Soderberg-guger) 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 13, 2026, comparing compensation against 542 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$53,131 is reasonable (approximately the 21st 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 13, 2026.