

Germantown Area Chamber Of Commerce

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Joletta Kerpan, Executive Director / CEO** (\$46,050) 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 **12th** percentile of comparable organizations below the typical range for comparable organizations

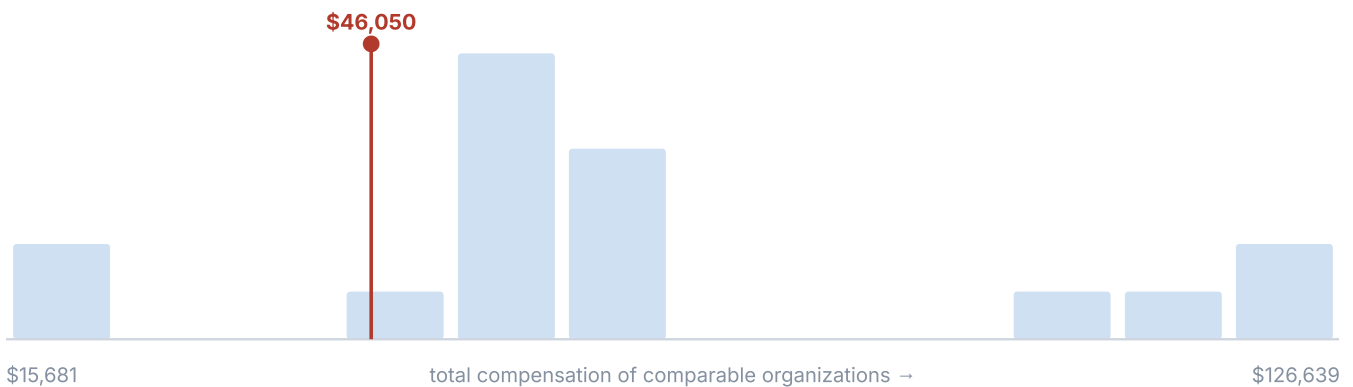
Benchmarked executive: Joletta Kerpan — reported title "EXECUTIVE DIREC", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$145,633 and \$326,044 — 0.67x to 1.50x the subject's \$217,363 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41) + WI + 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



\$39,116	\$53,563	\$58,940	\$68,261	\$120,491	\$46,050
----------	----------	----------	----------	-----------	----------



■ 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
Adams County Chamber Of Commerce Inc	WI	\$220,256	Executive Director	\$50,000	\$50,000	2024
Elkhart Lake Chamber Of Commerce	WI	\$212,172	Exec Direct	\$54,594	\$54,594	2024
Airport Gateway Business Association	WI	\$228,260	Executive Dir.	\$105,325	\$105,325	2024
Wisconsin Badger Chapter Club Management	WI	\$201,353	Managing Director	\$58,940	\$58,940	2024
Ephraim Business Council Ltd	WI	\$234,281	Administrato	\$56,000	\$56,000	2024
Sheboygan Falls Chamber Main Street	WI	\$194,417	Executive Director	\$53,563	\$53,563	2024
Mercer Area Chamber Of Commerce	WI	\$190,955	Executive Director	\$52,696	\$52,696	2024
Dane Buy Local Inc	WI	\$177,451	Executive Di	\$15,231	\$15,681	2023
Cottage Grove Chamber Of Commerce	WI	\$263,478	Executive Director	\$62,776	\$64,630	2023
Mosinee Area Chamber Of Commerce Inc	WI	\$169,850	Executive Director	\$61,787	\$63,612	2023
Delafield Chamber Of Commerce	WI	\$168,405	Executive Director	\$68,261	\$68,261	2024
Ofs Holdings Inc	WI	\$164,415	Executive Director (Thru 04/24)	\$22,790	\$22,790	2024
International Credit Union Regulators Network Inc	WI	\$274,351	Executive Director	\$123,006	\$126,639	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
International Milk Haulers Assn	WI	\$279,994	Executive Director	\$65,000	\$66,920	2023
Central Wisconsin Board Of Realtors Inc	WI	\$285,838	Ceo	\$116,912	\$116,912	2024
Realtors Association Of Northwestern	WI	\$300,435	Exec Vp - Non-voting	\$125,860	\$125,860	2024
Port Main Street Inc	WI	\$308,828	Executive Director	\$54,769	\$56,387	2023

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	17 organizations. Compensation range \$15,681–\$126,639; filing years 2023–2024.
SIZE BASIS	Matched on total revenue (\$217,363); for reference, expenses \$209,523 and assets \$101,698.
ROLE MATCH	Joletta Kerpan, reported title "EXECUTIVE DIREC", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	6 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	12 th
Total compensation (D + F), as reported (no adjustments)	12 th
Reportable pay only (column D), adjusted	12 th
All sources (D + E + F), adjusted	6 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 (Joletta Kerpan) 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) + WI + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$46,050 is reasonable (approximately the 12th 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.