

# Open Notebook Inc

Executive Director / CEO

EIN 452234167  
 WI · NTEE E03  
 FY ending 2023-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Siri Carpenter, Executive Director / CEO** (\$121,750) against **every comparable organization** that fit the selection criteria — **32** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **84<sup>th</sup>** percentile of comparable organizations within the typical range

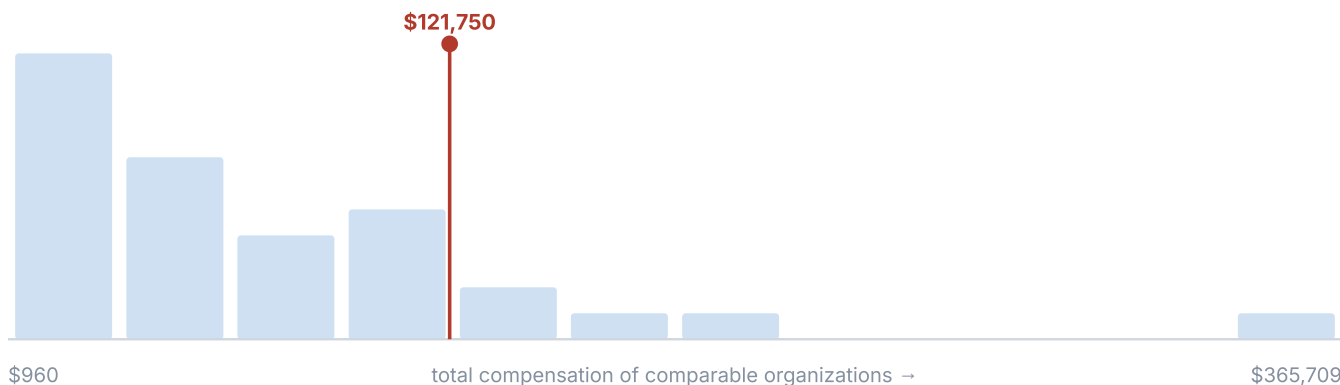
**Benchmarked executive:** Siri Carpenter — reported title “President”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

- SECTOR** Organizations sharing the subject's NTEE classification (E03).
- BUDGET** Total revenue between \$310,122 and \$694,305 — 0.67x to 1.50x the subject's \$462,870 (the band tightens as size grows).
- GEOGRAPHY** Same NTEE sector (E03), nationwide + budget 0.67–1.5x revenue.

**32** organizations qualified on sector, size, and geography → **32** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$8,419	\$24,019	\$56,827	\$97,926	\$143,598	<b>\$121,750</b>
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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 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
<a href="#">Fresno-madera Medical Society</a>	CA	\$463,015	Executive Dir.	\$144,602	<b>\$119,560</b>	2023
<a href="#">Pediatric Acute Lung Injury And Sepsis Investigators Network</a>	NC	\$469,556	Executive Director	\$36,667	<b>\$35,237</b>	2024
<a href="#">Santa Barbara Dermatology Foundation Inc</a>	KY	\$471,765	President	\$83,000	<b>\$82,935</b>	2024
<a href="#">King County Nurses Association Inc</a>	WA	\$439,942	Executive Director	\$117,589	<b>\$95,390</b>	2025
<a href="#">Academia De Directores Medicos De Puerto Rico</a>	PR	\$486,146	Program Director	\$55,620	<b>\$55,620</b>	2023
<a href="#">Clinical And Patient Educators</a>	CO	\$432,034	President	\$15,158	<b>\$13,518</b>	2024
<a href="#">Lancaster County Medical Society</a>	NE	\$430,515	Executive Di	\$95,115	<b>\$95,145</b>	2024
<a href="#">Bayside Historical Society</a>	NY	\$423,928	Executive Director	\$8,316	<b>\$6,989</b>	2024
<a href="#">Syrian American Medical Society</a>	DC	\$501,862	Executive Director	\$5,414	<b>\$4,419</b>	2024
<a href="#">Medical Staff Of West Hills</a>	CA	\$422,601	Cme Prgm Crdnt	\$18,000	<b>\$14,456</b>	2024
<a href="#">Dallas Methodist Physicians Network</a>	TX	\$517,533	President	\$62,380	<b>\$58,034</b>	2024
<a href="#">Midwinter Conference Of Immunologists</a>	UT	\$405,401	Registrar	\$25,000	<b>\$23,797</b>	2024
<a href="#">Palomar Medical Center Medical Staff</a>	CA	\$524,489	Chief Of Staff	\$99,000	<b>\$81,855</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Direct Primary Care Alliance</a>	ME	\$527,676	Executive Director	\$71,224	<b>\$66,331</b>	2024
<a href="#">Hillsborough County Medical Assn Inc</a>	FL	\$529,329	Executive Director/ceo	\$140,684	<b>\$126,548</b>	2023
<a href="#">The Medical Staff Of St John Hospital</a>	MI	\$386,042	President	\$42,000	<b>\$40,319</b>	2024
<a href="#">Foundation For Physician Advancement</a>	MS	\$375,823	Executive Director	\$82,500	<b>\$87,981</b>	2023
<a href="#">Arkansas Community Health Worker Associa</a>	AR	\$359,300	Executive Dir.	\$100,947	<b>\$105,532</b>	2024
<a href="#">American Association Of Nurse</a>	IL	\$584,540	Ceo	\$399,967	<b>\$365,709</b>	2024
<a href="#">Medical Staff Of Hollywood</a>	CA	\$337,111	President	\$30,000	<b>\$24,093</b>	2024
<a href="#">Southeastern Surgical Congress</a>	KS	\$592,328	Executive Director	\$20,000	<b>\$20,095</b>	2024
<a href="#">Mountain Independent Hospital Alliance</a>	MT	\$596,957	Ceo Executive Director	\$24,120	<b>\$24,181</b>	2024
<a href="#">Va - Chw Association</a>	VA	\$327,707	Exe Director	\$129,676	<b>\$113,448</b>	2025
<a href="#">Nalanda Institute For Contemplative Science</a>	NY	\$324,440	Chairperson	\$9,590	<b>\$7,852</b>	2025
<a href="#">International Medical Interpreters</a>	MA	\$605,966	Operations Manager	\$62,899	<b>\$52,568</b>	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 2023 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](http://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT	32 organizations. Compensation range \$960–\$365,709; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$462,870); for reference, expenses \$468,807 and assets \$514,927.
ROLE MATCH	Siri Carpenter, reported title " <i>President</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	5 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	1 peer 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	84 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	78 <sup>th</sup>
Reportable pay only (column D), adjusted	88 <sup>th</sup>
All sources (D + E + F), adjusted	69 <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 (Siri Carpenter) 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 32 similarly situated organizations (Same NTEE sector (E03), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$121,750 is reasonable (approximately the 84<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.