

Mendocino Winegrowers Inc

Executive Director / CEO

EIN 460690621

CA · NTEE S40

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Bonnie Butcher, Executive Director / CEO** (\$56,909) against **every comparable organization** that fit the selection criteria — **34** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **32nd** percentile of comparable organizations within the typical range

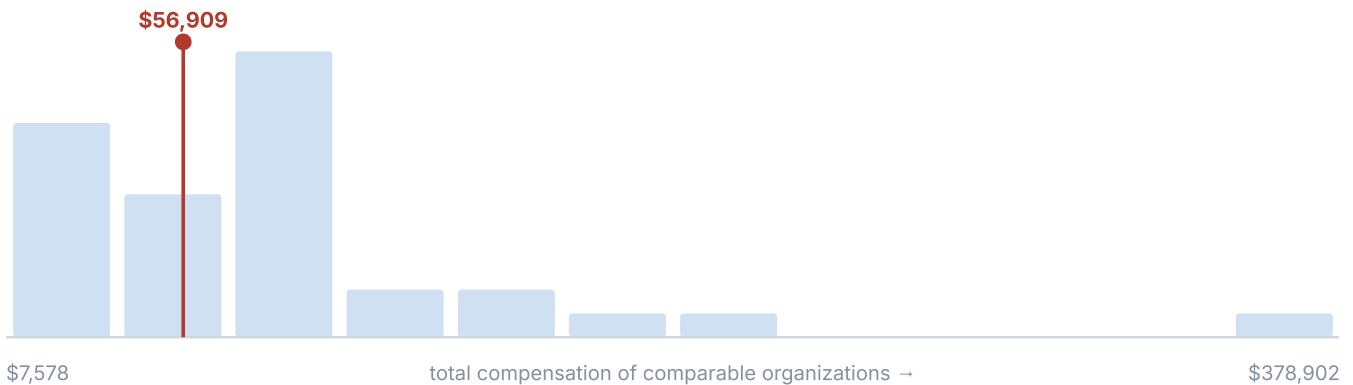
Benchmarked executive: Bonnie Butcher — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S40).
BUDGET	Total revenue between \$109,924 and \$246,100 — 0.67x to 1.50x the subject's \$164,067 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S40), nationwide + budget 0.67–1.5x revenue.

34 organizations qualified on sector, size, and geography → **34** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$15,613	\$38,989	\$74,141	\$95,380	\$136,678	\$56,909
----------	----------	----------	----------	-----------	----------



■ 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 CA 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
Manasota Air Conditioning Contractors	FL	\$163,127	Secretary, Treasurer	\$6,766	\$7,578	2023
Physicians Research Institute Inc	MD	\$170,200	President	\$90,046	\$97,492	2024
Southern California Academy Of	CA	\$147,132	Executive Dir.	\$55,176	\$56,806	2023
Westwater Financial Inc	CA	\$183,506	Executive Director	\$78,049	\$78,049	2024
Big Apple Greeter Inc	NY	\$184,029	Executive Director	\$60,045	\$62,835	2024
Greater Fort Lauderdale Transportation	FL	\$185,216	Executive Director	\$127,589	\$138,807	2024
Better Business Bureau Education	NE	\$185,980	President/ceo	\$102,708	\$131,710	2023
Egyptian Association Of Plumbing	IL	\$187,230	Executive Di	\$32,250	\$36,717	2024
Waltham Educators Association	MA	\$138,874	Co-president	\$13,725	\$13,915	2025
Florida Justice Association	FL	\$190,296	President/secretary	\$18,495	\$20,121	2024
Unite Here Education And Support Fund	NY	\$135,771	President & Director	\$82,648	\$89,043	2023
North Dakota Construction Council	ND	\$132,470	Executive Dir.	\$12,000	\$15,251	2024
The Society Of Entrepreneurs Inc	TN	\$127,102	Executive Director	\$102,250	\$124,469	2024
International Public Safety Institute	NH	\$201,077	Secretary/treasurer	\$54,000	\$57,744	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Tech Bloc	TX	\$203,547	Ceo	\$16,219	\$19,344	2023
Responsible Offshore Development Alliance	DC	\$211,229	Executive Director - Former	\$166,028	\$168,725	2024
Florida Design And Construction Professionals Inc	FL	\$211,348	Co-chair	\$67,359	\$73,281	2024
Unicoi County Chamber Of Commerce	TN	\$213,166	Executive Di	\$70,426	\$85,729	2024
South 27th Street Business	WI	\$214,468	Executive Dir.	\$66,000	\$79,824	2024
North Dakota Livestock Alliance	ND	\$215,195	Executive Di	\$100,557	\$124,502	2025
Oswego Area Chamber Of Commerce	IL	\$218,743	Executive Direc	\$72,726	\$85,246	2023
Hibernian Building Association Of	MA	\$218,829	Clerk	\$15,813	\$16,456	2024
Lakeshore Realtors Association Inc	WI	\$222,401	Executive Director	\$73,405	\$88,780	2024
Automobile Dealers Association Of	KS	\$224,223	Chief Exec.	\$310,865	\$378,902	2025
Dakota Institute For Business And	SD	\$227,434	Ceo	\$159,655	\$210,081	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 CA 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	34 organizations. Compensation range \$7,578–\$378,902; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$164,067); for reference, expenses \$195,449 and assets \$61,227.
ROLE MATCH	Bonnie Butcher, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	3 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	2 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	32 nd
Total compensation (D + F), as reported (no adjustments)	41 st
Reportable pay only (column D), adjusted	35 th
All sources (D + E + F), adjusted	29 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 (Bonnie Butcher) 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 34 similarly situated organizations (Same NTEE sector (S40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$56,909 is reasonable (approximately the 32nd 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.