

# Texas Rural Education Association

Executive Director / CEO

June 10, 2026

This analysis benchmarks the total compensation of **Bill Tarleton, Executive Director / CEO** (\$133,900) against **every comparable organization** that fit the selection criteria — **31** 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

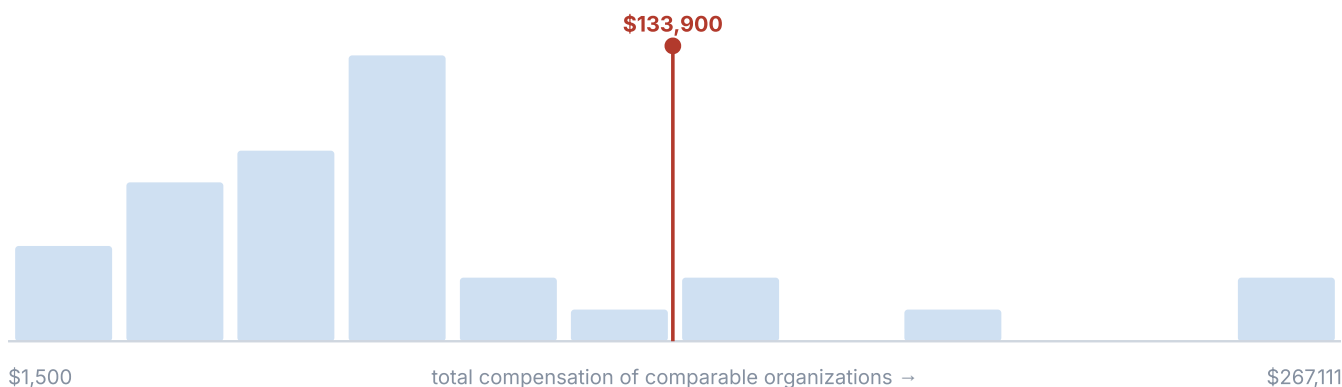
**Benchmarked executive:** Bill Tarleton — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$246,310 and \$551,440 — 0.67x to 1.50x the subject's \$367,627 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41) + TX + budget 0.67–1.5x revenue.

**31** organizations qualified on sector, size, and geography → **31** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$25,161	\$45,561	\$74,050	\$90,641	\$153,586	\$133,900
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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 TX 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="#">Kyle Chamber Of Commerce</a>	TX	\$367,498	Ceo	\$104,757	<b>\$104,757</b>	2024
<a href="#">Tarrant Regional</a>	TX	\$361,480	Executive Director	\$198,000	<b>\$198,000</b>	2024
<a href="#">Identity Defined Security Alliance</a>	TX	\$374,829	Executive Director, President, Treasurer, And Secretary	\$77,560	<b>\$77,560</b>	2024
<a href="#">Ypo Bayou City</a>	TX	\$377,049	Chapter Manager	\$48,009	<b>\$46,772</b>	2025
<a href="#">Provider Alliance For Community Service</a>	TX	\$378,644	Executive Director	\$125,748	<b>\$125,748</b>	2024
<a href="#">Farm And Ranch Freedom Alliance</a>	TX	\$353,371	Executive Director	\$33,567	<b>\$33,567</b>	2024
<a href="#">Cen-tex African American Chamber Of Commerce Inc</a>	TX	\$383,036	Executive Director	\$71,926	<b>\$74,050</b>	2023
<a href="#">Greater Austin Black Chamber Of Commerce</a>	TX	\$345,608	Director	\$82,500	<b>\$84,937</b>	2023
<a href="#">Burnet Chamber Of Commerce</a>	TX	\$336,993	Executive Director	\$25,161	<b>\$25,161</b>	2024
<a href="#">Bulverde-spring Branch Area</a>	TX	\$330,435	President	\$56,149	<b>\$56,149</b>	2024
<a href="#">College Of Commerical Arbitrators</a>	TX	\$328,221	Executive Dir.	\$73,830	<b>\$73,830</b>	2024
<a href="#">Texas Water Infrastructure Network</a>	TX	\$327,112	Executive Director	\$245,000	<b>\$252,237</b>	2023
<a href="#">Fire Sprinkler Contractors Assoc Of</a>	TX	\$321,705	Executive Director	\$42,004	<b>\$43,245</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Tex</a>						
<a href="#">East Parker County Chamber Of Commerce</a>	TX	\$416,219	President/ceo	\$88,610	<b>\$88,610</b>	2024
<a href="#">Texas Association Of Community Schools</a>	TX	\$319,020	Executive Director	\$157,650	<b>\$153,586</b>	2025
<a href="#">Ingleside Chamber Of Commerce</a>	TX	\$417,508	Director	\$50,000	<b>\$50,000</b>	2024
<a href="#">Accessibility Professionals Association</a>	TX	\$288,892	Executive Director	\$75,108	<b>\$77,326</b>	2023
<a href="#">Cen-tex Hispanic Chamber Of Comm</a>	TX	\$285,750	Presedent/ceo	\$75,315	<b>\$75,315</b>	2024
<a href="#">Invest Texas Council</a>	TX	\$285,000	Director	\$10,000	<b>\$10,295</b>	2023
<a href="#">International Geosynthetics Society</a>	TX	\$452,273	Executive Director	\$55,571	<b>\$55,571</b>	2024
<a href="#">Texas Grazing Land Coalition Inc</a>	TX	\$455,646	Executive Director	\$76,500	<b>\$76,500</b>	2024
<a href="#">League City Chamber Of Commerce</a>	TX	\$461,383	President/ce	\$43,077	<b>\$44,349</b>	2023
<a href="#">Truckers Service Association</a>	TX	\$273,129	President	\$1,500	<b>\$1,500</b>	2024
<a href="#">Theatre Owners Of Mid-america</a>	TX	\$269,538	Executive Director	\$52,684	<b>\$54,240</b>	2023
<a href="#">Texas Land &amp; Mineral Owners Association</a>	TX	\$266,057	Executive Director	\$84,518	<b>\$87,014</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 TX 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	31 organizations. Compensation range \$1,500–\$267,111; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$367,627); for reference, expenses \$481,442 and assets \$530,081.
ROLE MATCH	Bill Tarleton, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	1 peer report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	3 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	84 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	84 <sup>th</sup>
Reportable pay only (column D), adjusted	84 <sup>th</sup>
All sources (D + E + F), adjusted	81 <sup>st</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 (Bill Tarleton) 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 10, 2026,

comparing compensation against 31 similarly situated organizations (Same NTEE sector (S41) + TX + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$133,900 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](https://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 10, 2026.