

Nacm North Central

Executive Director / CEO

This analysis benchmarks the total compensation of **Tanya Guy, Executive Director / CEO** (\$24,017) against **every comparable organization** that fit the selection criteria — **16** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 6th percentile of comparable organizations

below the typical range for comparable organizations

Benchmarked executive: Tanya Guy — 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 (S41).

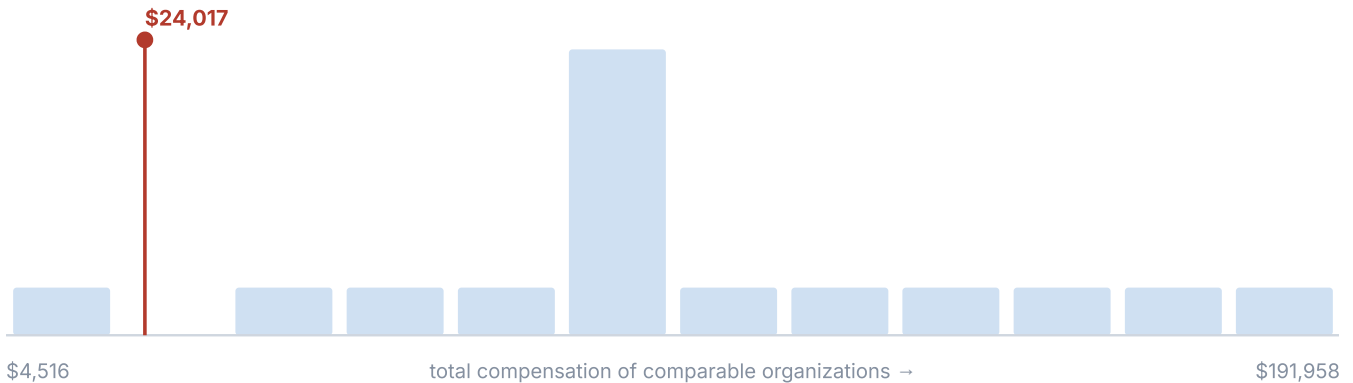
BUDGET Total revenue between \$300,442 and \$672,633 — 0.67x to 1.50x the subject's \$448,422 (the band tightens as size grows).

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

16 organizations qualified on sector, size, and geography

→ **16** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$58,459	\$82,407	\$92,993	\$128,173	\$162,792	\$24,017
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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 MN 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
National Association Of Fraternal	MN	\$445,224	Executive Di	\$84,460	\$86,695	2024
Alliance For Community Media	MN	\$439,479	President & Ceo	\$162,760	\$167,066	2024
Cfa Society Of Minnesota	MN	\$462,913	Executive Director	\$106,721	\$112,780	2023
Ceo Roundtables Of Minnesota Inc	MN	\$464,858	Ceo & President	\$150,000	\$158,517	2023
Connectup Institute	MN	\$479,058	President	\$88,833	\$93,877	2023
Greater Stillwater Chamber Of Comme	MN	\$378,463	Presidentexecutive Director	\$49,862	\$51,181	2024
Visit Brainerd Inc	MN	\$529,666	Executive Di	\$89,735	\$92,109	2024
Surplus Lines Association Of Mn	MN	\$532,749	Executive Di	\$135,050	\$142,718	2023
Burnsville Convention And Visitors	MN	\$318,925	Executive Di	\$93,500	\$95,974	2024
Hermantown Chamber Of Commerce Inc	MN	\$312,918	President/ce	\$76,000	\$78,011	2024
Southwest Metro Chamber Of Commerce	MN	\$302,658	Executive Director	\$81,710	\$83,872	2024
International Detailing Association Inc	MN	\$613,794	Board Member	\$4,400	\$4,516	2024
Aspiremn	MN	\$624,614	Executive Director	\$116,699	\$123,325	2023
Minnesota Craft Brewers Guild	MN	\$626,315	Executive Di	\$83,296	\$85,500	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Minnesota Commercial Association Of	MN	\$639,434	Executive Director	\$187,010	\$191,958	2024
Winona Convention And Visitors	MN	\$648,554	Executive Director	\$64,043	\$65,737	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MN cost of living and 2025 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 MN 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	16 organizations. Compensation range \$4,516–\$191,958; filing years 2023–2024.
SIZE BASIS	Matched on total revenue (\$448,422); for reference, expenses \$401,174 and assets \$982,141.
ROLE MATCH	Tanya Guy, reported title " <i>PRESIDENT</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
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	6 th
Total compensation (D + F), as reported (no adjustments)	6 th
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	81 st

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 (Tanya Guy) 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 16 similarly situated organizations (Same NTEE sector (S41) + MN + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$24,017 is reasonable (approximately the 6th 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 10, 2026.