

Maine Outdoor Brands Inc

Executive Director / CEO

EIN 822561027
 ME · NTEE S41
 FY ending 2023-12-31
 June 10, 2026

This analysis benchmarks the total compensation of **Jenny Kordick, Executive Director / CEO** (\$82,944) against **every comparable organization** that fit the selection criteria — **538** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **42nd** percentile of comparable organizations within the typical range

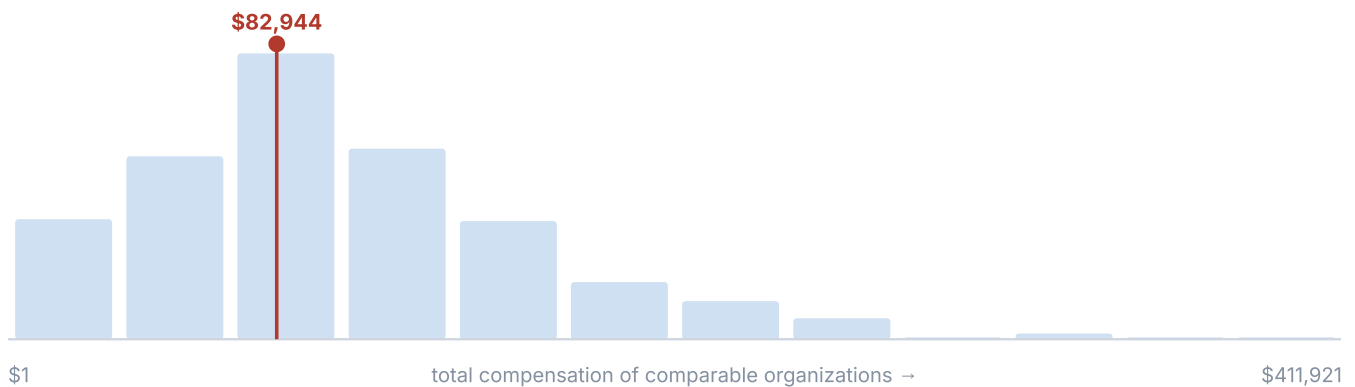
Benchmarked executive: Jenny Kordick — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$315,500 and \$706,345 — 0.67x to 1.50x the subject's \$470,897 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41), nationwide + budget 0.67–1.5x revenue.

538 organizations qualified on sector, size, and geography → **538** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$31,403	\$61,324	\$91,430	\$133,420	\$185,465	\$82,944
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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 ME 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
White House Chamber Of Commerce	TN	\$470,907	Director	\$88,461	\$90,196	2024
Camara De Comercio Del Sur De Puerto Rico Inc	PR	\$470,820	Executive Director	\$38,377	\$37,276	2024
Armed Forces Marketing Council	VA	\$470,536	President	\$351,695	\$329,393	2024
Pike County Economic Development	AL	\$469,860	President	\$174,187	\$182,537	2024
New York Organization For Nursing	NY	\$473,608	Executive Dir.	\$75,000	\$65,739	2024
Crew Charlotte Inc	NC	\$473,737	Executive Director	\$104,044	\$107,361	2023
Chicago Area Independent Constructi	IL	\$467,890	Director	\$114,400	\$112,318	2023
Committee Of Chief Risk Officers Inc	TX	\$473,946	Director	\$259,448	\$259,181	2023
La Crosse Area Realtors Association	WI	\$467,721	Assoc Execut	\$111,858	\$113,317	2024
Association Of Educational Purchasing Agencies	NM	\$474,160	Exec Director	\$97,000	\$104,189	2023
Mass Funeral Directors Assoc Inc	MA	\$474,522	Exec Director	\$63,158	\$53,634	2025
American Business Council Kuwait		\$466,769	Executive Director	\$54,539	\$54,539	2023
Broussard Chamber Of Commerce	LA	\$466,085	Ceo	\$76,800	\$82,031	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Juniata River Valley Visitors Bureau	PA	\$475,732	Executive Director	\$54,567	\$52,784	2024
Gage Area Growth Enterprise	NE	\$465,745	Executive Di	\$92,211	\$96,203	2024
Precastprestressed Con Ins Ne	NY	\$476,290	Key Employee	\$168,258	\$143,681	2025
New Mexico Angels Inc	NM	\$465,415	Chairman	\$12,844	\$13,401	2024
The Real Estate Valuation Advocacy	DC	\$465,210	Secretary	\$223,850	\$190,544	2024
Ceo Roundtables Of Minnesota Inc	MN	\$464,858	Ceo & President	\$150,000	\$148,018	2023
Mid South Sign Association Inc	TN	\$476,999	Executive Director	\$67,714	\$71,081	2023
Carolinas Chapter - Cmaa	NC	\$477,616	Member Services Manager	\$70,355	\$70,516	2024
Arkansas Ready Mixed Concrete Association Inc	AR	\$477,664	Exec Director	\$96,164	\$102,148	2025
Signature User Group Inc	FL	\$477,920	Executive Director	\$62,750	\$57,181	2024
Trebic Inc	NC	\$463,665	Director/president	\$91,705	\$91,914	2024
Workforce Fairness Institute Inc	VA	\$478,179	Secretary, Director	\$10,000	\$9,643	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to ME 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 ME 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	538 organizations. Compensation range \$1–\$411,921; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$470,897); for reference, expenses \$448,107 and assets \$163,803.
ROLE MATCH	Jenny Kordick, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	30 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	17 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	42 nd
Total compensation (D + F), as reported (no adjustments)	39 th
Reportable pay only (column D), adjusted	44 th
All sources (D + E + F), adjusted	38 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 (Jenny Kordick) 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 538 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$82,944 is reasonable (approximately the 42nd 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.