

# Positively Groundfish

Executive Director / CEO

EIN 825092272

CA · NTEE S40

FY ending 2023-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Jana Hennig, Executive Director / CEO** (\$122,003) against **every comparable organization** that fit the selection criteria — **92** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **60<sup>th</sup>** percentile of comparable organizations within the typical range

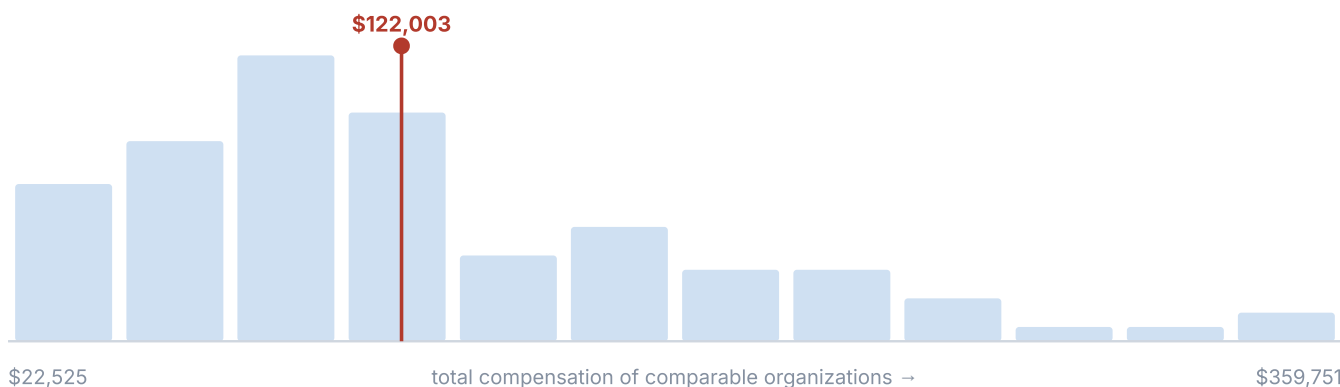
**Benchmarked executive:** Jana Hennig — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S40).
BUDGET	Total revenue between \$281,400 and \$630,000 — 0.67x to 1.50x the subject's \$420,000 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S40), nationwide + budget 0.67–1.5x revenue.

**92** organizations qualified on sector, size, and geography → **92** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$47,621	\$76,864	\$107,033	\$167,616	\$231,606	<b>\$122,003</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 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
<a href="#">Texas Coalition For Affordable Ins Solutions</a>	TX	\$420,000	Executive Director	\$201,178	<b>\$233,052</b>	2023
<a href="#">R Street Sacramento Partnership</a>	CA	\$420,086	Administrator	\$52,920	<b>\$51,402</b>	2024
<a href="#">Lake Champlain Opportunity Fund Inc</a>	VT	\$418,978	President	\$26,127	<b>\$29,580</b>	2024
<a href="#">Shelby County Tourism &amp; Visitors'</a>	IN	\$422,361	Executive Di	\$62,875	<b>\$74,583</b>	2024
<a href="#">Professional Remodeling Organization Of Metro Dc Inc</a>	VA	\$416,132	Executive Director	\$110,000	<b>\$122,999</b>	2023
<a href="#">Business Network Of Emergency Resources</a>	NY	\$427,009	President / Ceo	\$90,000	<b>\$91,480</b>	2024
<a href="#">Naiop - Wisconsin Chapter Inc</a>	WI	\$412,539	Exec. Director	\$177,418	<b>\$208,422</b>	2024
<a href="#">Battle Creek Area Assoc Of Realtors</a>	MI	\$427,595	Ceo	\$76,351	<b>\$91,265</b>	2023
<a href="#">Tech Serve International Inc</a>	AR	\$428,555	President	\$92,928	<b>\$117,497</b>	2024
<a href="#">Pennsylvania Private Equity Network</a>	PA	\$408,392	Executive Director	\$122,296	<b>\$137,184</b>	2024
<a href="#">Sona Songwriters Of North America</a>	CA	\$406,348	Trustee	\$78,462	<b>\$76,211</b>	2024
<a href="#">Indo Am Chamber Of Commerce Of Greater Dallas</a>	TX	\$434,330	Executive Director	\$115,000	<b>\$129,398</b>	2024
<a href="#">Routt County Economic Development</a>	CO	\$436,373	Executive Dir.	\$99,225	<b>\$107,023</b>	2024
<a href="#">Greater Leimert Park Village &amp; Crenshaw</a>	CA	\$437,333	Executive Dir.	\$60,000	<b>\$60,000</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">German American Business Council Inc</a>	DC	\$438,038	President/ceo	\$354,000	<b>\$359,751</b>	2023
<a href="#">Wyoming Capital Access</a>	WY	\$440,118	President	\$66,375	<b>\$79,950</b>	2024
<a href="#">Commuter Rail Coalition</a>	VA	\$443,067	Ceo	\$200,000	<b>\$232,804</b>	2022
<a href="#">Queen City Angels</a>	OH	\$395,808	Executive Director	\$180,560	<b>\$215,118</b>	2024
<a href="#">Business Leadership Council</a>	IL	\$445,387	Executive Director	\$94,792	<b>\$107,923</b>	2023
<a href="#">Oregon Veterinary Medical Association</a>	OR	\$454,880	Ex Dir/treasure	\$89,977	<b>\$96,766</b>	2023
<a href="#">Mississippi Gaming &amp; Hospitality As</a>	MS	\$382,314	Executive Director	\$160,417	<b>\$206,907</b>	2023
<a href="#">Volta Foundation Inc</a>	CA	\$460,846	Executive Director	\$70,000	<b>\$70,000</b>	2023
<a href="#">Aec Unites</a>	DC	\$375,265	Executive Director	\$114,357	<b>\$116,215</b>	2023
<a href="#">Chelsea Area Chamber Of Commerce</a>	MI	\$372,034	Executive Di	\$72,870	<b>\$84,604</b>	2024
<a href="#">Air Refueling Systems Advisory Group International</a>	TX	\$468,559	Chairman	\$66,539	<b>\$77,081</b>	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 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 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](http://peerbasis.org/methodology).

## ● Sample, role match & sensitivity

PEER COUNT	92 organizations. Compensation range \$22,525–\$359,751; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$420,000); for reference, expenses \$230,276 and assets \$264,778. <b>Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.</b>
ROLE MATCH	Jana Hennig, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	6 peers 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	60 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	66 <sup>th</sup>
Reportable pay only (column D), adjusted	60 <sup>th</sup>
All sources (D + E + F), adjusted	54 <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 (Jana Hennig) 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 92 similarly situated organizations (Same NTEE sector (S40), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$122,003 is reasonable (approximately the 60<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 10, 2026.