

Market Technicians Association Board Meeting

June 14, 2016, 12:02 PM ET, ending at 12:58 PM ET, conducted by teleconference

Board Attendees:

President Craig Johnson, CFA, CMT
 Vice President Katie Stockton, CMT
 Director James Brodie, CMT
 Director Carson Dahlberg, CMT
 Director William Kelleher, CFA, CMT
 Director Sid Mokhtari, CMT
 Director Scott Richter, CFA, CMT
 Executive Director Alvin Kressler
 Past President/Director David Keller, CMT

Absent:

Treasurer J. Timothy Snavelly, CFA, CMT
 Secretary Brett Villaume, CMT, CAIA
 Director Timothy Braun, CMT
 Director Tracy Knudsen, CMT

Guests:

Salma Abdulla, CFA, CMT
 Jamie Coutts, CMT, CFTE
 Sheba Jafari, MSTA, CMT
 Tyler Wood, Managing Director of Global Business Development

Meeting Minutes:

- Johnson presented the June 2016 board meeting agenda for approval.
The June 2016 board meeting agenda was unanimously approved.
- Johnson presented the May 2016 board meeting minutes for approval.
Keller motioned to approve the May 2016 board meeting minutes, Brodie seconded, and the motion passed unanimously without objection.
- The following proposed 9 new Members were approved by the Admissions Committee and are now presented to the Board to be granted membership:

Kevin Dinkel	George Emanuele
Mark Hackett	Brian Jepsen
Javier Pineda	Fedor Sannikov
Gordon Webster	Kee Yan Yeo
Mark Zakus	

Mokhtari motioned to approve the new members, Dahlberg seconded, and the motion passed unanimously without objection.

The above named are now Members of the Market Technicians Association.

- The Admissions Committee presented 7 Members to be granted the CMT designation:

Kevin Dinkel	George Emanuele
Brian Jepsen	Fedor Sannikov
Gordon Webster	Kee Yan Yeo
Mark Zakus	

Richter motioned to approve the Members be granted the CMT designation, Dahlberg seconded, and the motion passed unanimously without objection.

The above named individuals are now Chartered Market Technician charterholders.

- Kressler updated the Board on the financial status of the Association, recent events as they related to the CMT Program and technology improvements, and how we are tracking versus prior year results and the budget.
- Kressler informed the Board of the status of the MTA's D&O and risk insurance policies and gave an overview of the analysis that was performed by our insurance provider. The MTA's policies are satisfactory, but the provider recommended that we increase our D&O and add cyber-security insurance. Kressler is investigating the cost of key man insurance for the Executive Director, the Managing Director of the CMT Program and the Managing Director of Global Business Development in case of an emergency transition.
- Wood provided an overview of the MTA's internal direct marketing effort, which targets three groups: those currently enrolled in the CMT Program, candidates who have not yet completed the CMT Program but were previously candidates, and prospective members.
- Wood met with Wiley's sales team and internal marketing function who were impressed with early sales data (which include wholesalers) and plan to commit more resources and pay greater attention to their communications efforts regarding the CMT Program. Wiley was a sponsor of the MTA's Annual Symposium in 2016 and would like to broaden their engagement with the MTA to sponsor events around the world, including regional seminars and chapter meetings.
- Wood gave a report on Optuma, formerly Market Analyst, a charting software platform whose charts are used in the CMT exams. Mathew Verdouw, CEO of Optuma, has agreed to provide all CMT candidates who register for an exam free access to the Optuma charting package.
- Wood informed the Board that certain administrative changes have been made for the October exam administration: a cancellation policy has been implemented as deferment of the exam has been terminated. Candidates will have the option to retake a failed Level I or II exam from

December 1st to the 3rd; they also have the option to purchase insurance when they register for an exam (\$100 for Level I and \$150 for Level II). The option to retake an exam will help to retain more candidates and move them through the program more quickly. Standard registration will close on August 14th and late registration on September 20th, with the exam offered on October 20th.

- Kressler updated the Board on the Project Plan for FY2016, including search engine optimization (SEO), pricing structure for the CMT Program, test prep providers, brand awareness, and potential partnerships with corporate sponsors to provide access to the CMT to their employees.
- Kressler informed the Board of recent developments with the MTA Educational Foundation and Baruch College, which is seeking to maintain its relationship with the MTAEF and continue to host its library collection of books. Kressler pointed out that, in his opinion, the MTA and the MTAEF are closely aligned in their marketing strategies concerning the MTA's Academic Partner Program and the curriculum content taught in university classes that partner with the MTA. He also mentioned that the MTA and MTAEF also have the common desire to develop a broader relationship with Baruch, or, if necessary, with another university.
- Kressler reported that besides the new MTA personal conduct statement (PCS), procedures and guidelines regarding the management of complaints and best practices are being reviewed by the Ethics Committee.
- Kressler reported that MTA's marketing and branding strategies are a focus for the staff during July.
- Knudsen notified Kressler and the Board of her resignation. Per the MTA by-laws, a replacement can be selected by the Board and voted in through a simple majority. Keller suggested that adding a non-member with branding expertise would be beneficial.

Future Business:

- Continued discussion about the MTAEF and the Academic Partner Program, including our relationship with Baruch College.
- New PCS and application requirements – review has expanded to include procedures.
- Branding discussion.

Keller motioned to adjourn, Stockton seconded, and the meeting was adjourned at 12:58 PM ET.

The next MTA Board meeting is scheduled for July 12, 2016 at 8:00 PM ET

Respectfully Submitted,

Brett Villaume, CMT, CAIA
Secretary of the Board

APPROVED