

**Market Technicians Association Board Meeting**

June 13, 2017, 8:12 AM ET, ending at 9:57 AM ET, conducted by teleconference

**Board Attendees:**

President Craig Johnson, CFA, CMT  
 Vice President Scott Richter, CFA, CMT  
 Treasurer Sid Mokhtari, CMT  
 Secretary Brett Villaume, CMT, CAIA  
 Director Salma Abdulla, CFA, CMT  
 Director James Brodie, CMT  
 Director Jamie Coutts, CMT, CFTe  
 Director Carson Dahlberg, CMT  
 Director William Kelleher, CFA, CMT  
 Director David Lundgren, CFA, CMT  
 Executive Director Alvin Kressler  
 Past President/Director Phil Roth, CMT

**Absent:**

Director Sheba Jafari, MSTA, CMT

**Guests:**

Gordon Scott, CMT, Managing Director of the CMT Program  
 Tyler Wood, Managing Director of Global Business Development

**Meeting Minutes:**

- Johnson presented the June 2017 board meeting agenda for approval.  
*Roth motioned to approve the June 2017 board meeting agenda, Abdulla seconded, and the motion passed unanimously without objection.*
- Johnson presented the May 2017 board meeting minutes for approval.  
*Roth motioned to approve the May 2017 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:

Denholm, James M.	Ehrler, George
Hoedt, Stephen	Manjani, Sovi
Pickerl, Brent	Reyes, Ronald
Smalley, Trent	Tosi, John
Wijaya, Hariyanto	

*Roth motioned to approve the new members, Brodie seconded, and the motion passed unanimously without objection.*

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

- The Admissions Committee presented 9 Members to be granted the CMT designation:

Denholm, James M.	Ehrler, George
Manjani, Sovit	Pickerl, Brent
Reyes, Ronald	Smalley, Trent
Tosi, John	Wijaya, Hariyanto
Bake, June Seok	

*Roth 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.**

- Villaume reported that the new and updated board operating policies assembled by Kressler were reviewed by the board and recommended the following changes to the policies pertaining to the Audit Committee and the Finance Committee: to specify that the committee members be board members and that they have no perceived conflicts of interest that could sway the committee; and that advisers may be appointed to the committees who are MTA members, but not necessarily board members, and do not have voting power. The Board did not have further commentary on the proposed new policies.  
*Roth motioned to approve the board operating policies as amended, Dahlberg seconded, and the motion passed unanimously without objection.*
- Kressler reported on the financial condition of the association, indicating that there has been healthy growth and the updated forecast for the year has not drastically changed. For fiscal year 2018, the Association plans on double digit growth in CMT candidates, improved member retention, a reduction in turnover of core members, and a rebranding of the MTA to the “CMT Association” which will require the reallocation of costs and expenses. Johnson volunteered to be a member of the Finance committee.
- Wood spoke about the launch of the rebranding of the Association and the marketing plan for fiscal year 2018. There will be pre-launch communications, internal and external activities throughout the year to keep the rebranding front and center. Wood and Kressler plan to hold GoToWebinars for key volunteers and town hall discussions with members to collect their feedback. Wood explained the timelines of making the name change now, including informing the membership simultaneously about the MTA’s new office, new name and new database; which will reduce our brand awareness expenditures and align these efforts with lead generation (new prospects and contacts) and/or direct sales (revenue generating activity, such as the CMT Program). The name change landing page contains an explainer video and rationale about the initiative, a survey questionnaire for Member feedback, a reference in a press release, and a thorough explanation for external communications. Furthermore, Wood suggests making the transition uniformly and exhaustively to eradicate the MTA

name anywhere it can be found and substitute it with the new logo. Board members exhaustively discussed and debated the merits of the name change proposal, including the timing and execution of the plan, the expenses to be incurred, proposed additional methods of announcing the name change to the membership, and ways we will measure the success of the campaign. The Board planned to hold a meeting the following week to review the marketing plan in greater detail.

*Roth motioned to approve the proposal to put forward to the membership that the name of the organization be changed to the CMT Association, Kelleher seconded, and the motion passed unanimously without objection.*

*Roth motioned to approve the new logo (the M bar chart graphic in front of CMT Association), Villaume seconded, and the motion passed with one opposition.*

**Other Business:**

The Annual General Meeting will take place at 10:00 am ET – immediately following the Board meeting, conducted via GoToWebinar.

*Roth motioned to adjourn, Richter seconded, and the meeting was adjourned at 9:57 AM ET.*

**The next MTA Board meeting is scheduled for Tuesday, July 11, 2017 at 8:10 AM ET**

Respectfully Submitted,

Brett Villaume, CMT, CAIA  
Secretary of the Board