



## Market Technicians Association Board Meeting

October 11, 2016, 8:03 AM ET, ending at 9:07 AM ET, conducted by video conference

### Board Attendees:

President Craig Johnson, CFA, CMT  
Vice President Scott Richter, CFA, 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, CMT, CFA  
Executive Director Alvin Kressler  
Past President/Director Phil Roth, CMT

### Absent:

Treasurer Sid Mokhtari, CMT  
Director Sheba Jafari, MSTA, CMT

### Guests:

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

### Meeting Minutes:

- Johnson presented the October 2016 board meeting agenda for approval.  
*Roth motioned to approve the October 2016 board meeting agenda, Coutts seconded, and the motion passed unanimously without objection.*
- Johnson presented the September 2016 board meeting minutes for approval.  
*Roth motioned to approve the September 2016 board meeting minutes, Dahlberg seconded, and the motion passed unanimously without objection.*
- The following proposed 17 new Members were approved by the Admissions Committee and are now presented to the Board to be granted membership:

Balzofiore, Gary	Barry, Ryan
Brown, Berton	Corradetti, Andrew
Dempter, Kevin	Derrick, Trent
Dosen, Nicholas	Gamero-Claudet, Victor
Gorghuber, Dan	Ho, Yew Mun
Jamil, Ahsan M.	Lacourtture, Timothy
Lu, Zhou	McDonald, Richard

Parmar, Kripalsinh	Roskott, George
Zierath, David	

*Dahlberg 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 17 Members to be granted the CMT designation:

Balzofiore, Gary	Barry, Ryan
Brown, Berton	Corradetti, Andrew
Dempter, Kevin	Derrick, Trent
Dosen, Nicholas	Gamero-Claudet, Victor
Gorghuber, Dan	Ho, Yew Mun
Jamil, Ahsan M.	Lacourtire, Timothy
Lu, Zhou	McDonald, Richard
Parmar, Kripalsinh	Roskott, George
Zierath, David	

*Coutts 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 presented an overview of the MTA finances, and that the MTA is running in line with budget expectations. Extensive membership renewal outreach is being performed.
- Scott reported that the MTA is prepared for the October 2016 test administration; the retake policy that was recently enacted has been successfully implemented with Prometric's assistance. Material from the Kirkpatrick and Dahlquist text will be included in the 2017 curriculum. Registrations for the CMT exams as of the end of September were exceeding expectations and are on pace to be a record year. The expected launch of the 2017 curriculum is towards the end of December or early January.
- Kressler conveyed that technology costs have been running ahead of budget on the database front; it has become apparent that the MTA needs to deal with the database right away as what was implement last fall will not be a long-term solution. Scott attended the ASAE annual meeting at Salt Lake City and viewed several database demonstrations geared towards smaller associations. Subsequently, three vendors gave overviews and presentations to staff members, RFPs were sent to the vendors so that they could submit their proposals, and the target date to implement the new database is April 2017.

The board discussed some of the recent chapter email deliver problems that have occurred, the potential reasons for the issues and what is being done to resolve them. The staff is addressing each situation separately, as it does not believe there is a systemic problem that resulted in the email

delivery issue for two different chapters. Kressler stated that the staff is dedicated to insuring successful marketing campaigns occur for chapter events.

- Wood provided an update on the MTA's website traffic. Year to date there has been a 268% increase in page views; event marketing is a key touch point as well as press releases, email correspondence and announcement of events that are posted. The Chicago chapter is having a seminar on November 1<sup>st</sup>, the San Francisco chapter is working in collaboration with Behavioral Finance.org to hold a full day conference on November 5<sup>th</sup>, the Hong Kong chapter in partnership with Bloomberg will produce a half day event on the 18<sup>th</sup>, Coutts and Bloomberg in Sidney will produce an event on October 19<sup>th</sup>, Wood and Kressler with the Bloomberg office, will launch the Mumbai chapter on the 25<sup>th</sup>. Besides these events, there are several other chapter events planned. Dahlberg stated that there have been two very successful Charlotte chapter events in partnership with the CFA and CAIA. In South Florida, three speaker series are planned in collaboration with the CFA and CAIA.

Wood described the MTA SmartBrief, which was launched recently. The MTA will be working with the editors for the next six weeks to fine-tune the site. A press release with SmartBrief bought in over 36,000 page views; a branded piece will go out every morning and SmartBrief has expanded it to their other subscriber lists, all of this will drive general awareness of what the MTA does.

The CMT community created around the Harvest network has been very successful; it surpasses what Harvest sees in its other communities or closed social network.

Wood is also preparing direct marketing for the launch of the 2017 CMT curriculum in December/January.

#### **Future Business:**

- The Board agreed to invite the President of the MTA Educational Foundation, Julie Dahlquist, Ph.D., CMT, to speak at the next meeting on the Academic Partner Program and other matters.
- Discuss possible dates and locations for the next Long Range Planning Committee Meeting.
- An update on the MTA's Annual Symposium
- An update on the database
- Properties available for new location of the office

#### **New Business**

- Volunteer Reimbursement Expense: gaps have been identified in communications and expectations with volunteers and the MTA should have guidelines in place before holding a discussion with the symposium speakers.

*The subject will be tabled for the November board meeting.*

- November 8<sup>th</sup> is voting day in the US and Johnson suggested that the date of the board meeting be changed, but the offer was declined by the Board.

*Roth motioned to adjourn, Richter seconded, and the meeting was adjourned at 9:00 AM ET.*

**The next MTA Board meeting is scheduled for November 8, 2016 at 8:00 AM ET**

Respectfully Submitted,

Brett Villaume, CMT, CAIA  
Secretary of the Board

APPROVED