



# **Market Technicians Association, Inc.**

*Professionals Managing Market Risk • Incorporated in 1973*

61 Broadway • Suite 514 • New York, NY 10006 • 646/652-3300 • fax 646/652-3322 • www.mta.org

## **Market Technicians Association Board Meeting**

November 10, 2015, 12:07 PM ET, ending at 1:31 PM ET, conducted by teleconference

### **Board Attendees:**

President Craig Johnson, CFA, CMT  
Vice President Katie Stockton, CMT  
Secretary Brett Villaume, CMT, CAIA  
Director William Kelleher, CFA, CMT  
Director Tracy Knudsen, CMT  
Director, Sid Mokhtari, CMT  
Director Scott Richter, CFA, CMT  
Past President/Director David Keller, CMT  
Interim Executive Director, Phil Roth, CMT

### **Absent:**

Treasurer J. Timothy Snavely, CFA, CMT  
Director Timothy Braun, CMT  
Director James Brodie, CMT  
Director Carson Dahlberg, CMT

### **Guests:**

Tyler Wood, Managing Director of Global Business Development  
Gordon Scott, CMT, Managing Director of the CMT Program  
Fran Melville, Marketing Manager

- Johnson presented the minutes from the October 2015 board meeting.  
*October 2015 minutes were approved by all.*
- The following proposed 16 new Members were approved by the Admissions Committee, and presented to the Board to be granted membership:

Pui Lai Chan  
Kent A. Coulter  
Madhavan Natarajan  
Sameer Manwani  
Alan Neyburger  
Juan Jonathan Sanchez  
James D. Schneider  
Kunal Takiar

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

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

- The Admissions Committee presented 16 Members to be granted the CMT designation:

Pui Lai Chan  
Kent A. Coulter  
Madhavan Natarajan  
Sameer Manwani  
Alan Neyburger  
Juan Jonathan Sanchez  
James D. Schneider  
Kunal Takiar

*Villaume motioned to approve, Stockton seconded, and the motion passed unanimously without objection*

**The above named individuals are now Chartered Market Technicians.**

- Johnson reported on the financial status of the MTA. Revenues are better than expected, and expenses are running slightly higher; a large bill is due from Prometric. As of this month, the MTA is 31% ahead of revenue for this fiscal year, 5% higher on expenses and on budget. MTA should run a deficit of \$163K for this fiscal year, versus \$200K for last year. Johnson would like to see more budgeted for marketing, to attract more candidates to sit for the CMT exams. Wood pointed out that the second quarter tends to have less revenue and more expenses. The three major items that contributed to the last fiscal year's deficit was legal costs, the CMT Program and the annual symposium, whose revenues were down by 25% due to increase in venue costs, which increased by \$13K. Kelleher stated that expenses for the 2016 symposium will be in line with last year or slightly higher. Bloomberg has shown interest in developing a closer relationship and co-hosting the symposium with the MTA. Sponsorship was down in 2015 due to a loss of key sponsors such as the NY Institute of Finance. Richter suggested that the MTA do a probability weighting as to what the revenues will be for the fiscal year. Villaume would like the MTA to look into the costs for Avectora, the symposium and the chapters and why they were over budget. As the MTA sets the budget for 2016, we must understand why certain costs were over budget and how they can be corrected. The 2015 LRPC goals are being tracked; it will show where we succeeded, improved or failed and how we can set the best course of action for the organization based on the board's belief.
- Wood informed the board that the LRPC meeting will be held on Friday, February 5, at PJC's offices, with a working dinner, hosted by Roth, on Thursday night at 236 West 56th; the MTA has a room block at the Residence Inn by Marriott Central Park South for those attending the meeting.
- Wood spoke about the possibility of establishing a liaison office in India. A liaison office in India is attractive due to the number of candidates from there and the growth potential. The fiscal year for ATMA ends on 3/31/2016 and dues will be paid to them until that date, and given a 90 day notice. At the December 2016 board meeting a vote will be taken as to whether the MTA should continue the partnership. ATMA will be notified by certified mail, and a phone call from Johnson informing them of the board's decision to end the partnership, with email communications to our members in India, Sri Lanka, Bangladesh and Nepal, followed by a press release announcing our direct presence in India, with marketing regarding MTA's

Technically Speaking, our webcasts, etc. The MTA is sponsor of a CFA investment management conference in Mumbai on January 15<sup>th</sup>. Bloomberg in Mumbai are willing to host a technical seminar in partnership with the MTA in January or February. The marketing effort in India would be launched after March 31<sup>st</sup>. Legal counsel in the US and India recommend a liaison office be established as it is the most agile, the least expensive and best fit for the MTA; approval for a liaison office takes about 3-4 weeks. There are additional requirements on banking, insurance and compliance. The MTA's auditor would audit the liaison office and for banking purposes will need an account with a local multinational bank. Auditing and compliance would take place from the NYC office with annual reports sent to the Reserve Bank of India. Physical office space in Mumbai could range from \$450-\$825 per person per month for a service office; everything is included, such as internet service, cleaning and general liability insurance. Spoke to several hiring firms as to the nature of employee that would be required; a slightly more senior person, who has a background in institutional sales, has contacts in the industry and can pro-actively seek out the enterprise relationship.

- Scott reported that we had a successful October 2015 test administration, with minor scheduling problems occurring, lower than ever before. Received feedback from the candidates about question topics versus curriculum. There were few complaints about the exam and continue to receive positive feedback. The standard setting has been completed and has a new cut score for Level I & II; the curriculum will now be refined and the BoG will be working on the 2017 administration throughout the coming year. Alternative reading lists will no longer be offered. Will provide support to those proffering CMT prep courses. Both print and eBook formats will be available in mid-December. Johnson requested that all materials be available for the candidates when registration opens and how much will the Prometric costs increase as more candidates sign up for the exams. Scott is looking into technologically driven ways to improve costs. One suggestion is to raise exam fees as Prometric's costs grow. Scott will look into why the Prometric costs were so much more than was budgeted.
- Johnson reported that the search for a new ED is ongoing and interviews will be held on the 17<sup>th</sup> at PJC. A decision will be made over the next several months.
- Wood reported that the central management systems (AMS) are launching this Saturday night. Melville has been leading the effort since she joined the MTA. The main theme of the website will be consistency, such as the new brand logo. The selection of the images on the website, the curriculum cover, etc., is meant to entice a person to the website. Johnson wanted to know the time frame and cost for registering the new trademark. Wood pointed out that the MTA has just received the renewal paperwork for all the trademarks; the name has not changed nor has the description of the mark, only refreshed; a new sample will be included when the registration is filed. Sample communications going out to the members and the schedule for deployment was sent to the board. The MTA is at a critical point to increase its numbers. Moving to the new AMS database, four GL codes will be removed from the budget as we will not have these expenses for the new site. The new site is based on web press site architecture, the most open format, where nothing is hard coded or locked in, which can be worked on by any developer.

- Keller asked for approval of the Leadership Committee; its members are the same as last year's committee except for Phil Roth who has been replaced with Brian Stoner. Stoner is a co-chair of the Chicago chapter and comes highly recommended. Besides Stoner, committee members include Greg Guentner, Javed Mirza, Kevin Moore, Cody Tafel and Rick Leonhardt. The main goal of the committee is to focus on a large group of board members that need to be replaced.  
*Richter motioned to approve the members of the Leadership Committee, Stockton seconded, and the motion passed unanimously without objection*
- Johnson announced that Michael Brossman will be added to the Ethics Committee.

The next board meeting is December 8, 2015, at 12PM ET.

*Stockton motioned to adjourn, Richter seconded, and the meeting was adjourned at 1:31PM ET.*

Respectfully submitted,

Brett Villaume, CMT, CAIA  
Secretary of the Board

APPROVED