



CMT Association Board Meeting

February 12th, 2019, 8:13 AM ET, ending at 9:14 AM ET, conducted by teleconference

Board Attendees:

President Scott Richter, CFA, CMT
Vice President Brett Villaume, CMT, CAIA
Treasurer Sid Mokhtari, CMT
Secretary Robert Palladino, CMT
Past President Craig Johnson, CFA, CMT
Director James Brodie, CMT
Director Jamie Coutts, CMT, CFTE
Director William Kelleher, CFA, CMT
Director Stella Osoba, CMT
Director Salma Abdulla, CFA, CMT
Executive Director Alvin Kressler

Guests:

Stanley Dash, CMT, CMT Program Director
Tyler Wood, Managing Director of Business Development
Emily Meyer, Associate Director of Marketing
Marianna Tessello, Web Producer
Joel Pannikot, Head of India Liaison Office

Absent:

Director David Lundgren, CFA, CMT

Meeting Minutes:

- Richter presented a consent agenda that included the following items:
 - Approval of Agenda
 - Approval of Minutes from January 2019 Board Meeting
 - Approval of new Members and CMTs
 - Membership and CMT Registration update
 - Nominations Schedule
 - First Half Fiscal 2019 Financial Report
- Richter moved to adopt the consent agenda. Hearing no objections, the consent agenda was then approved.
- Richter noted that Villaume and he visited the CMT Association office this week, in addition to meeting Joel Pannikot and also attending the NY Chapter Meeting. The floor was passed to Meyer for a marketing update.

- Meyer updated the Board on the association's marketing initiatives and advertising campaigns. The association has changed email service provider from iContact to Informz since it integrates directly with MemberSuite in real time. Informz features a preference management system that allows members to opt in or out of announcements, newsletters, webinars and general marketing. Meyer passed the floor to Tessello to discuss social media and community building. The CMT's social media presence has increased with frequent posts on Twitter, LinkedIn and Facebook. The association is receiving the most hits on Facebook but more in-depth dialogue regarding its posts on Twitter and LinkedIn. Tessello stressed that the association continues to highlight its members in the media and encouraged this practice among Board members.
- Meyer delved into user experience as the association's website has gating that provides preferential access to members and affiliates in terms of website access. The association is using several other analytical tools in order to assess a user's website movement and digital badging, including HeartJar and Cred.LY. In particular, Cred.LY would work to connect certified individuals to jobs and promotions and allow for easy credentialing for members. Meyer told the Board that MultiView has been increasing the association's awareness and visibility through banner ads and display advertising based on user behavior and keywords. Several Board members, including Johnson and Villaume, had questions about how the Association could better build out chapter events and target specific geographic areas. Meyer, Tessello, and Kressler answered these questions and stated that this software would provide more customizable and targeted information to increase CMT membership and information.
- The floor was passed to Villaume for an update on April's LRPC meeting. Chapter leaders from Singapore, Hong Kong, India and Malaysia will be attending; additional guests will not be invited due to cost-benefit analysis. Villaume presented the proposed agenda: a morning session featuring introductions, information gathering and a SWOT analysis, followed by an afternoon session focusing on execution, regional leadership development, and partnerships/product marketing.
- Villaume, keeping the floor, reported on the Audit Committee conversation with Condon O'Meara on January 16th. O'Meara gave an extensive presentation on the annual audit with the major focus for the past fiscal year on the transition from cash to accrual accounting. Kressler summarized to the committee the changes and impact on the association's financial statements from this accounting change. O'Meara remarked on the association's healthy balance sheet, noting equal current assets for current liabilities, an industry standard for non-profits. O'Meara's recommendations centered on creating a board committee to oversee the association's retirement plan and performance and examination of accounting procedures and revising for accrual conversion (Kressler confirmed already underway and will be finished piecemeal throughout 2019). Several Board members agreed to develop an Investment Policy Update on our operating cash. Kressler suggested the Finance Committee would discuss in the spring and Abdulla proposed to hold a joint finance and audit committee meetings to discuss the proposals.
- Wood took the floor to update the board on the Annual Symposium. The agenda for the 2019 symposium is nearly completed and several sponsorships have been secured. Three different venues are competing for the Thursday evening dinner. Wood noted that content and registration could be the best yet! The Awards Committee has selected Gerard Appel, the founder of MACD Indicator for the 2019 Annual Award, Paul Desmond for the Memorial Award and Mark Cremonie for the Service Award. Kelleher noted that the Award Committee should hold their meeting at an earlier time in order to assist the Symposium Committee with their planning. Lastly, Richter wrote a promotional article for Technically Speaking on why one would attend the Annual Symposium.

Old Business

- Villaume informed the Board that there will be an upcoming meeting to discuss corporate governance. The meeting is open to all board members who wish to participate.
- Wood noted that the members who have volunteered for the board nominations will attend the Annual Symposium to meet with board members to discuss potential service opportunities in the organization. Richter announced that Kressler will join the Leadership Development Committee.

Johnson motioned to adjourn, Mokhtari seconded, and the meeting was adjourned at 9:14 AM ET.

The next CMT Board meeting is scheduled for Tuesday, March 12, 2019 at 8:10 AM ET.

Respectfully Submitted,

Robert Palladino, CMT
Secretary of the Board

Addendum

The following proposed 4 new Members were approved by the Admissions Committee and are now presented to the Board to be granted membership:

Cheng, Stephanie	Cimino, Nicholas
Oland, Jeffrey	Shrivastava, Rupam

The above named are now Members of the Chartered Market Technician Association.

The Admissions Committee presented 4 Members to be granted the CMT designation:

Cheng, Stephanie	Cimino, Nicholas
Oland, Jeffrey	Shrivastava, Rupam

The above-named individuals are now Chartered Market Technician charter-holders.