



CMT Association Board Meeting

April 14, 2020, 8:12 AM ET, ending at 9:45 AM ET, conducted by teleconference

Board Attendees:

President Scott Richter, CFA, CMT
Vice President Brett Villaume, CMT, CAIA
Treasurer Glen Martin, CMT
Secretary Robert Palladino, CMT
Director Salma Abdulla, CFA, CMT
Director James Brodie, CMT
Director Jamie Coutts, CMT, CFTE
Director Akira Homma, CFA, CIAA, CMA, CFTE, CMT, FRM
Director William Kelleher, CFA, CMT
Director Stella Osoba, CMT
Director Akshay Chinchalkar, CMT
Past President Craig Johnson, CFA, CMT
Executive Director Alvin Kressler

Guests:

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

Absent:

Director John Kolovos, CFA, CMT
Director David Lundgren, CFA, CMT

Meeting Minutes:

- Richter presented a consent agenda that included the following items:
 - Approval of Agenda
 - Approval of Minutes
 - 29 Feb 2020 LRP Meeting
 - 8 Mar 2020 Executive Committee Meeting
 - 10 Mar 2020 Board Meeting
 - 14 Mar 2020 Special Board Meeting
 - 16 Mar 2020 Executive Committee Meeting
 - Approval of new Members and CMTs
- Richter moved to adopt the consent agenda. Hearing no objections, the consent agenda was then approved as distributed.

- Richter passed the floor to Wood for an update on the Marketing Audit. Wood divided the review into three sections: brand message, audience diversity, and technical improvements. Brand messaging concentrates on delivering the tools of technical analysis to CMT candidates and educating candidates on the professional and career outcomes that eventuate from a CMT designation. Audience diversity revolves around the CMT delivering readily available content to a broader audience, particularly members in the fixed income, commodity, and alternatives space.
- Wood passed the floor to Meyer for a discussion on recommended technical and structural improvements. Meyer explained the difference between traditional and experiential marketing. The former focuses on ads that display links to specific content on the CMT website while the latter is event-driven with the goal to drive engagement and conversation about industry themes. Both marketing avenues have their advantages but are used for specific reasons. Meyer reviewed the CMT Association's website performance, customer relationship management tools, and potential improvements on search engine optimization that could provide more website traffic and activity.
- Meyer passed the floor to Tessello, who discussed optimizing website content, integrating the Association's reporting databases, and the success of the Podcast/Publications section of the website. The Board thanked them for their diligent presentation and the floor was passed to Kressler.
- Kressler informed the Board that in-person chapter meetings have been suspended until the end of May. The Board then discussed the survey that was sent to Canadian CMT members and the Association's current and future relationship with the CSTA.
- Kressler informed the Board that the June 2020 exams have been postponed to December 2020 due to Covid-19. Once Prometric has finalized the logistics, a communication will be sent to candidates to schedule their exams for the December test cycle. Registration for the December exams will open on April 27th.
- The discussion moved to the Association's eligibility for a Paycheck Protection Program loan from the US government. Due to the Association being a 501-c, it is not eligible in the PPP's current format. Kressler will closely watch the next round of stimulus for alterations to PPP requirements.

Other Business

Wood, Chinchalkar, Pannikot, and some twenty other CMTs presented on fellow CMT JC Paret's Chart Summit India. There were ten thousand attendees for a full day conference for Indian members that also included discussions about the CMT Program. Wood mentioned that he will be speaking at the upcoming FX Traders Summit, being conducted by Forex Analytix (Joe Perry, CMT) at the end of the month.

Villaume has sent out an invite for the next LRPC meeting to be held on April 26th.

Villaume motioned to adjourn, Brodie seconded, and the meeting was adjourned at 9:45 AM ET.

The next CMT Board meeting is scheduled for Tuesday, May 12, 2020 at 8:10 AM ET.

Respectfully Submitted,

Robert Palladino, CMT
Secretary of the Board

Addendum

The following proposed 23 new Members were approved by the Admissions Committee and are now presented to the Board to be granted membership:

Anderson, Justin	Bansal, Alok
Bernier, Sebastien	Campbell, Alexander
Campos, Victor	Chen, Yu-Hung
Cimini, David	Coffin, Jared
Delaney, Timothy	Denholm, Tyler
Feldman, Eugene	Hawes, David
Jian, Shin-Ching	Lai, Andy
Letcher, Sean	Mitola, Andrew
Ring, sean	Rodrigues, Jason
Saha, Kamal Krishna	Trinh, Eddie Khang
Vecernik, Joseph	Wells, Andrew
Wu, Philip	

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

The Admissions Committee presented 23 Members to be granted the CMT designation:

Anderson, Justin	Bansal, Alok	
Bernier, Sebastien	Campbell, Alexander	
Campos, Victor	Chen, Yu-Hung	
Cimini, David	Coffin, Jared	
Delaney, Timothy	Denholm, Tyler	
Feldman, Eugene	Hawes, David	
Jian, Shin-Ching	Lai, Andy	
Letcher, Sean	Mitola, Andrew	
Ring, sean	Rodrigues, Jason	
Saha, Kamal Krishna	Trinh, Eddie Khang	
Vecernik, Joseph	Wells, Andrew	
Wu, Philip		

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