



CMT Association Board Meeting

March 10, 2020, 8:12 AM ET, ending at 9:40 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, CIIA, CMA, CFTE, CMT, FRM
Director William Kelleher, CFA, CMT
Director John Kolovos, CFA, CMT
Director David Lundgren, CFA, CMT
Director Stella Osoba, 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
Emily Meyer, CMT Director of Marketing
Marianna Tessello, CMT Web Producer
Laura Breslaw, Founder of ContentMaximizer

Absent:

Director Akshay Chinchalkar, CMT
Joel Pannikot, Head of the India Liaison Office

Meeting Minutes:

- Richter presented a consent agenda that included the following items:
 - Approval of Agenda
 - Approval of February 2020 Board Meeting Minutes
 - Approval of Executive Committee Minutes
 - Approval of new Members and CMTs
- Richter added the 2020 Symposium and 2020 Long Range Planning Meeting as agenda topics then moved to adopt the consent agenda as modified. Hearing no objections, the consent agenda was then approved.

- Richter passed the floor to Kressler for an update on the marketing audit. Kressler introduced Laura Breslaw, founder of marketing consultancy firm ContentMaximizer, to present a summary of her findings from her recent marketing audit of the CMT Association. Breslaw's conversations spanned both board members and marketing staff with several overlapping themes emerging: a stronger content engine to engage current and new alliances; entering different media and social networks to increase the CMT's exposure and awareness; developing new audiences and targeted communication strategies to reach them. Breslaw delved into the CMT Association's geographical marketing and brand efforts, emphasizing the strong efforts in India and the potential for more strategic marketing in Asia and North America to reach a broader audience. Lastly, she recommended a few initiatives to enact over an eighteen month period to drive member growth, further brand positioning, and increase member value (learning) that the Board should consider.
- The floor was passed to Johnson for an update from the Leadership Development Committee on the board nominations. He noted that although four submissions were received for consideration, there will not be any openings for inclusions onto the Board this year. There will be openings for consideration next year.
- Richter then passed the floor to Kressler for an update on the audited financial report. There is an uptrend in membership dues as affiliate are signing up for the CMT exams. Regionally, North America under-performed Asia and India.
- Richter passed the floor to Kressler for a discussion on the upcoming annual symposium and how it's affected by COVID-19. Kressler noted that there are 151 registrations for the symposium. Over the last two weeks, we had several cancellations due to firms cancelling travel so as to limit their employee's exposure. Kelleher pointed out that the government has not yet banned large gatherings or conventions. Should this ban be enacted by city, state, or national law, it may introduce *force majeure* into contractual obligations across New York City and the country. The Board discussed various different scenarios surrounding Covid-19 and the Association's financial, contractual, and operational obligations before Villaume proposed that the Board hold a special meeting in order to delve through these various topics without time constraints.

Villaume motioned to adjourn, Kolovos seconded, and the meeting was adjourned at 9:40 AM ET.

The next CMT Board meeting is scheduled for Tuesday, April 14, 2020 at 8:10 AM ET.

Respectfully Submitted,

Robert Palladino, CMT
Secretary of the Board

Addendum

The following proposed 28 new Members were approved by the Admissions Committee and are now presented to the Board to be granted membership:

Brooks, Noah	Chung, Wenkang
Cox, Brian	Crowley, Jack
Dennis, Trace	Gangapersad, Neeradj
Goyette, Joshua	Hachemian, Farzine
Haja, Nagoor	Herkimer, Nathaniel
Hong, Seung Yeon	Kniffe, James
Lai, Li Ping	Lee, Yi Fu
McClarey, Conor	Nason, Charles
O'Grady, Brian	Openshaw, Russell
Rogers, Paul Dean	Saffrin, Daniel
Scott, Jason	Shah, Deep
Singh Chakradhar	Singh, Tarkeshwar
Sng, Jia Hao	Weiss, Richard
White, Conor	Yoder, Brett

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

The Admissions Committee presented 27 Members to be granted the CMT designation:

Brooks, Noah	Chung, Wenkang	
Cox, Brian	Crowley, Jack	
Dennis, Trace	Gangapersad, Neeradj	
Goyette, Joshua	Hachemian, Farzine	
Haja, Nagoor	Herkimer, Nathaniel	
Hong, Seung Yeon	Kniffe, James	
Lai, Li Ping	Nason, Charles	
McClarey, Conor	Openshaw, Russell	
O'Grady, Brian	Saffrin, Daniel	
Rogers, Paul Dean	Shah, Deep	
Scott, Jason	Singh, Tarkeshwar	
Singh Chakradhar	Weiss, Richard	
Sng, Jia Hao	Yoder, Brett	
White, Conor		

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

APPROVED