



# Writing Team: Tricks of the Trade

## July Top Picks: Leadership Materials and More

Issue 44

Be sure to attend the upcoming Tricks of the Trade webinar on July 21 from 3:30-4:00 PM ET. Watch for an invitation via email. Learn about a few pieces of documentation from the 2015 Leadership Conference and where to find out more!

### Pick #1: [How can I experience Leadership if I could not attend the event?](#)

The best way to experience the 2015 Leadership Conference if you weren't able to attend it is to view the PowerPoint of the event, which is posted on the 2015 Leadership page titled: "Would you like fries with that?" On the 2015 Leadership page you will also find the contents, awards, videos and handouts that were all part of the informational and entertaining day.

The 2015 Leadership page is found in the Events section of the CU\*Answers website. At the top of that page you will find a [PDF of the PowerPoint](#) shown at the event.

### Pick #2: [Where can I learn more about the differences between the Premium and Standard offerings for My Virtual StrongBox?](#)

Among the top documentation pieces handed out at Leadership were three pieces on the new Premium and Standard offerings for My Virtual StrongBox. Be sure to check out the free Standard offering that is available to the network due to the partnership between CU\*Answers and My Virtual StrongBox, as well as the revenue and branding options offered with the Premium offering.

More information about the features of My Virtual StrongBox, what is coming soon, and an explanation of the difference between the two offerings are available in the [brochure](#), [features list](#) and [case study](#) on the product.

Find these three documents on the 2015 Leadership page as well as [a page devoted to the product](#).

### Pick #3: [What brochure documents the CU\\*BASE dashboards that include the PDF Export feature?](#)

The Leadership Dashboards brochure has been greatly expanded to document every location where you can find the PDF Export feature. Use the PDF Export feature to create full-color PDFs of the dashboard data—great for board reports! In addition, this piece documents the growing number of dashboards in CU\*BASE.

Find the Leadership Dashboards brochure on the 2015 Leadership page as well as under "D" on the CU\*BASE Reference page.

### Pick #4: [Where can I learn more about being an Internet retailer?](#)

If you missed last month's Tricks of the Trade newsletter or webinar, check out the 43rd issue that deals exclusively with this topic, which was one of the topics covered at the 2015 Leadership Conference. Find this brochure on the 2015 Leadership page as well as on the Tricks of the Trade page.

### Pick #5: [Where can I find out more about the videos shown at the 2015 Leadership Conference?](#)

A lot of the points of the Leadership Conference were really driven home with the use of videos. When you check out the 2015 Leadership page, be sure to scroll down to the bottom of the page to view the videos shown during the day-long conference.

[Refer to the Tricks of the Trade Newsletter Series page](#) to review previous Tricks of the Trade newsletters!

