



Writing Team: Tricks of the Trade

July Top Picks: 2016 Leadership Conference Doc

Issue 56

Be sure to attend the upcoming Tricks of the Trade webinar on July 26 from 3:30-4:00 PM ET. Watch for an invitation via email. Learn about documents used at the exciting “Leadership 2016: Redefine Everything” conference, including these top picks.

Pick #1: [What was covered in the 2016 Leadership Conference?](#)

All the items used at the 2016 Leadership Conference can be found on the [Leadership 2016: Redefine Everything page](#), available in the “Events” section of the CU*Answers website.

The [PowerPoint used at the conference](#) (both in PDF and PPT format) is posted at the top of the page. This is followed by excerpts of the presentation, over twenty brochures distributed to the participants, the awards given at the conference, and the videos shown at the conference.

Pick #2: [What is a membership retention program that is easy to implement?](#)

Learn from a credit union CEO in the CU*Answers network about how she designed her Patronage Dividend program, see how easy CU*BASE made it for her to configure it, and learn how Earnings Edge consulting assisted with the fine-tuning in [The Real Power of Patronage Dividends brochure](#).

Pick #3: [Where can I go to find an overview of IRSC products with examples?](#)

The [IRSC Lookbook—Summer 2016 brochure](#) is an excellent way to read more about the customizable Internet Retailer Support Center (IRSC) products—and also to see pictures of them. Learn more about the Mobile Experience Center, **It’s Me 247** Launch Points, **It’s Me 247** Logout URLs, MAP (Membership Application Process), **It’s Me 247** Hybrid Mobile App, and much more. Pricing is included in the brochure.

Pick #4: [How can I implement a low-cost remote eSignature program for my credit union?](#)

The [CU*Spy eSignatures](#) brochure showcases the new FREE eSignature product that allows credit unions to email a form for remote signing. (This product is available to credit unions using the CU*Spy vault.) Learn how to get started, follow step-by-step what the lender and remote signer sees, and read a Frequently-Asked Questions (FAQ) section.

Pick #5: [Where can I find the videos shown at the conference?](#)

All the videos that were shown at the Leadership Conference are available at the bottom of the [Leadership 2016: Redefine Everything page](#). Watch the Industry Short “The Credit Union Time Machine” that kicked off the event, four credit union-created video contest winners, and all of the additional videos shown at the event.

[Refer to the Tricks of the Trade Newsletter Series page](#) to review previous issues of the *Tricks of the Trade*.

