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For immediate release:

NEW EBOOK OUTLINES COOPERATIVE ELECTION BEST PRACTICES

Free guide advises cooperatives on effective elections that connect membership

MINNEAPOLIS -- October 21, 2011 -- Survey & Ballot Systems (SBS), a leading provider of election management services, proudly announces the release of [“Cooperative Election Best Practices”](#) – a guide to fair and transparent cooperative elections.

Today’s [cooperatives](#) are tasked with the challenge of acting as an association of people voluntarily united to meet a common goal through democratic process and voluntary membership. In order for the democratic process to occur, members must have an opportunity to elect board representatives and vote on policy in open and accessible elections.

SBS addresses the best ways to facilitate the cooperative democratic process in the new eBook “Cooperative Election Best Practices.” Cooperatives looking to better understand the advantages of holding unbiased voting and elections should review the publication to learn:

- Election best practice methods
- Common election misconceptions
- How to prepare cooperative staff members for a voting event

“In addition to keeping the organization aligned with the cooperative principles, elections are one of the best ways to gain trust from membership,” said Ryan O’Connor, Cooperative Account Manager at SBS. “When members are encouraged to participate, the cooperative is more likely to operate at full capacity. Our unique position as a cooperative election service provider allows us to speak authoritatively on this subject and educate organization leaders on election best practices.”

“Cooperative Election Best Practices” is a free resource. Download the eBook in PDF format at: <http://www.surveyandballotsystems.com/resource-library/resources/co-op-elections-ebook/>

About Survey & Ballot Systems

Since 1990, SBS has been providing cooperatives with the tools and resources to conduct highly successful elections – including electronic voting. The world’s top associations, cooperatives and member-based organizations trust SBS to plan and manage their elections. SBS election services include traditional paper ballot elections, [online voting](#), telephone voting and hybrid voting systems. If your organization could benefit from conducting the highest quality election available, with guaranteed and certified results, make sure to visit www.surveyandballotsystems.com for more information.