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Survey & Ballot Systems

**For immediate release:**

**Survey & Ballot Systems Publishes Guidebook on Successful Cooperative Elections**

*Survey & Ballot Systems announces the release of the Cooperative Election Handbook; a best practice guide that reveals benefits of well-run elections, common misconceptions, and strategies for well-run voting events.*

MINNEAPOLIS – April 18, 2013 – Cooperatives around the country are realizing the benefits of engaging elections: improved member satisfaction, greater participation, increased transparency, and cost savings. But until now, there hasn't been a resource that defined the essentials of a well-run election and the required steps for executing successful voting.

Survey & Ballot Systems (SBS) addresses this issue in its new publication the *Cooperative Election Handbook*. Through the handbook, SBS examines: how to meet today's election challenges, common election misconceptions, strategies for boosting participation, and best practices of successful voting events.

“Between the relationships we have established and our knowledge of the cooperative market, we have become aware of the industry's election challenges,” states Jon Westerhaus, President of SBS. “Due to our distinct position as a provider of election services to cooperatives, we feel it our duty to share what we have learned. The *Cooperative Election Handbook* compiles findings from our years of experience and shares how by making elections the best they can be, cooperatives can create the perfect opportunity to engage members while demonstrating good governance.”

The *Cooperative Election Handbook* is a free resource published by SBS. To learn more about the eBook and to download the PDF, visit: <http://www.surveyandballotsystems.com/resource-library/resources/outsourced-elections-ebook/>. To request a printed copy please visit: <http://www.surveyandballotsystems.com/contact-us/>.

**About SBS**

Since 1990, SBS has been providing customers with the tools and resources to conduct highly successful elections. 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](http://www.surveyandballotsystems.com) for more information.

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