

Survey & Ballot Systems (SBS) is very proud to be celebrating twenty years as a trusted provider of election management services to member-based organizations.

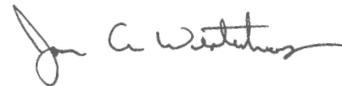
While we have responded to the many changes our industry has seen over the last twenty years with continued innovation, our commitment to our clients and customer service remains constant. Our flagship election service, DirectVote®, was established to address each organization's unique objectives. DirectVote® truly sets the standard for election management security, reliability and accuracy.

Throughout the year, SBS will be rolling out additional services designed to enhance the way organizations communicate with their membership base. From self-administered elections, to products designed to streamline the nominations process and

raise member response rates, we look forward to sharing these exciting new services with you over the days and months to come.

Let Survey & Ballot Systems manage your next election or survey. To speak to an election management professional, or to view a web demonstration, call us at 800-974-8099, or visit our website at www.gosbs.com.

Accurately yours,



Jon Westerhaus

Founder and President



Accurate. Secure. **SBS.**

Over 20 years of voting excellence.

For over 20 years SBS has been providing customers with the tools and resources to conduct highly successful elections. The world's top associations, cooperatives and organizations trust SBS to plan and manage their elections. Well established as the preferred provider of member election services, SBS also connects with your members or customers through professional surveys, course evaluations, member segmentation/census, scanning and online video streaming. In each case, SBS combines advanced technologies with unparalleled understanding of the important processes, procedures and sensitivities that define the critical work of building member relations.

SBS also leads the industry in terms of security. Our 20,000 square foot facility in Eden Prairie, Minnesota was custom-built to employ state-of-the-art technology, keeping client data securely sealed under one roof.

SBS' staff is dedicated to accuracy, communication and customer service. Our talented team guides clients through every stage of a project with expert support. We're proud to say that since SBS began in 1990, our team has met every single launch date.





Elections

At SBS, we turn members into voters.

Organizations worldwide entrust SBS with the task of designing and managing their elections. By partnering with SBS you can reduce your election budget and increase voter response rates. SBS can also help you save time and focus on your core business needs by improving member satisfaction, participation and communication.

Using our proprietary product DirectVote[®], SBS handles all of your election needs, from officer elections to governance change referendums. Our elections are designed to be user-friendly and completely secure. The results are increased voter turnout, lower costs and improved member satisfaction.

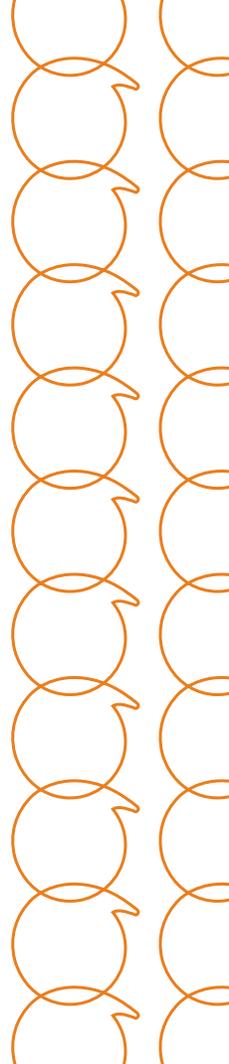
Elections

Our staff is fully trained and there for you, and your voters, every step of the way. Our comprehensive suite of services includes everything from same-day follow-up care to the best postage rates available. We also provide access to our full-service facilities, whether you need on-site mailing services or a secure place to hold election committee meetings. Our business contingency/disaster recovery plan provides extra peace of mind.

Our elections are designed to be user-friendly and completely secure. We lead the industry with scannable image ballots, customized forms, testing and disability accessible web ballots. The software SBS uses has been optimized to ensure your security, and our technology is fortified every day of the year by a world-renowned, managed data center.

Our process guarantees:

- Web and paper ballot control and accounting
- On-going response rate tracking and reporting
- No duplicate voting
- Audited election results
- Perfect integration of paper and web ballots
- Absolute accuracy
- Document shredding policy (HIPAA compliant)
- Offsite data backup





Surveys

We'll make sure everyone gets heard. Surveys keep organizations connected to members and customers. They allow your organization to gain key knowledge about opinions and issues that matter. With your vital input, Survey & Ballot Systems prepares your survey format to obtain rapid, actionable results that are both timely and cost effective. SBS can assist you in providing an extremely powerful and convenient survey to your customers or members.

This valuable tool helps you put the results to work for marketing, advocacy and dozens of other uses. It also means you can gather the necessary information for making future decisions.

Surveys

With paper, online, and hybrid options available, Survey & Ballot Systems will help you get the answers that you need. Our name is one of the most trusted in the member surveying industry.

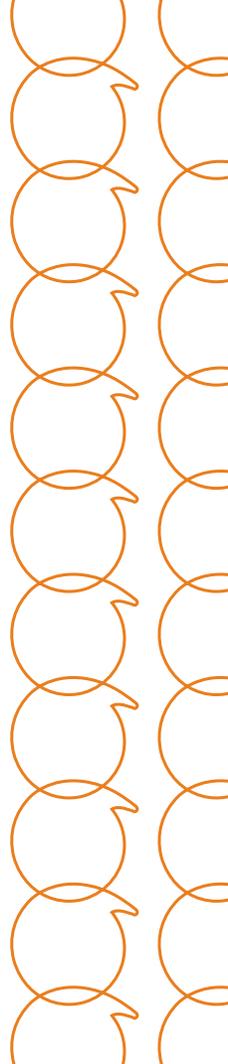
SBS can work with your valuable database, moving quickly and becoming a resource to your team. We are well versed on creating the best methodology for the unique objectives and needs of each individual project.

Our cost-effective, valuable membership services include:

- Building and hosting a paper/web survey
- Distributing and collecting customized applications
- Managing an on-going survey program
- Establishing the proper methods to conduct your survey
- Creating specialized reports

We also provide the following survey types:

- Membership survey
- Customer satisfaction survey
- Compensation survey
- Employee satisfaction survey
- Benefits/services survey
- Needs assessment survey
- Product/service survey
- Customer support survey





Course Evaluations

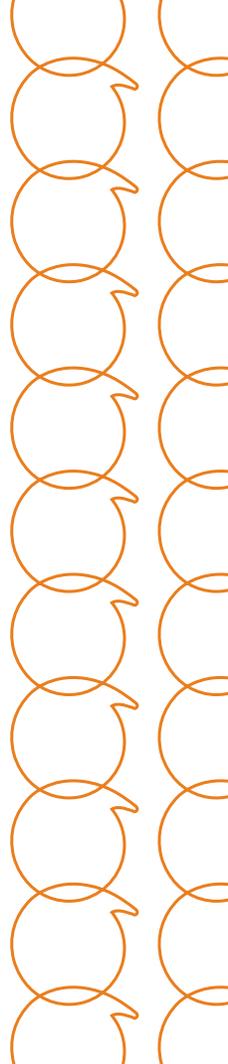
SBS' course evaluation services help you appraise your educational programs. The final results, combined with your expressed objectives, are crafted into a custom evaluation. This evaluation will teach you how to improve your education strategy with complete objectivity. And we can efficiently operate remotely or on-site.

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Ask yourself these critical questions:

- Do I have a process to capture and report on feedback from a conference within days from the meeting?
- Am I certain that program content is valuable to attendees?
- Can I objectively measure that value?
- Am I sure all continuing education credits are being properly tracked and recorded?
- Could I utilize a trusted resource to remove course evaluations from my lengthy "to do" list?





Additional Services

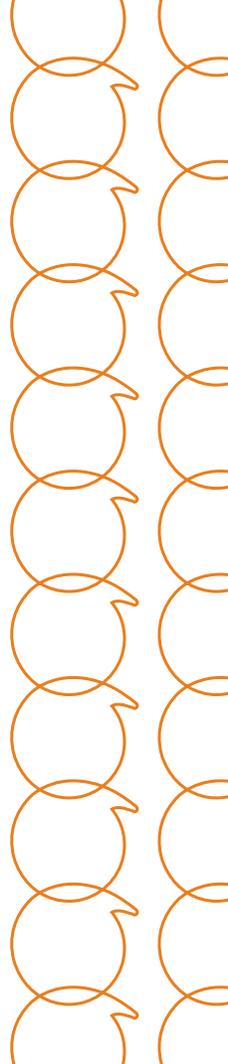
Well established as the preferred provider of member election services, SBS also connects with your members or customers through program evaluations, member segmentation/census, scanning and online video streaming.

Additional Services

Video streaming: SBS is now offering online video footage within elections. Just imagine having your members see the candidates while voting online. Our full-service video streaming capabilities allow your candidates to better present their platforms and strengths to the voting members. It also allows your organization to look very “cutting edge”—and that’s good for your business.

Scanning: SBS offers production-level scanning. Combined with strong project management, your scanning project will run smoothly, accurately, and efficiently.

Census and member segmentation: SBS understands that an accurate census adds value to a customer or member database. It is through census services that program administrators and others can dissect and understand all of the key segments of your membership. SBS collects that critical demographic and opinion data through a full range of census services.





Case Studies



American Society of Civil Engineers

Founded in 1852, the American Society of Civil Engineers (ASCE) is America's oldest national engineering society. The Society's Vision is engineers as global leaders building a better quality of life.

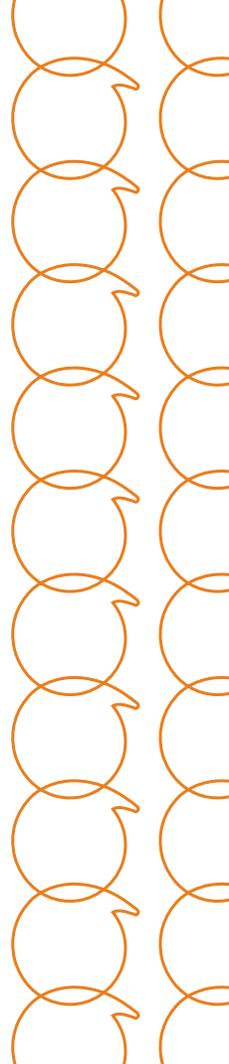
Case Study: American Society of Civil Engineers (ASCE)

Client Challenge: Our overall challenges were to increase the election response rates among our 92,000 eligible voters and lower our costs. An additional challenge in our most recent election was to add an affiliate organization election (EWRI - Environmental and Water Resources Institute of ASCE) to the national election ballot.

SBS Solution: In previous elections, we inserted the ballots into our organization's newspaper. This was a problem for a couple of reasons. First, we were finding that the ballots were often "lost" in the content of the newspaper and overlooked. In addition, many of our international members do not receive the newspaper in a timely manner, so by the time they received their ballots, it would be too late to vote. This past year, upon SBS' recommendation, we sent out

the ballot as a separate mailer to our members. In addition, SBS seamlessly incorporated the EWRI election into the national election.

By following SBS' recommendations and guidance through the election process, ASCE's election was highly successful. I cannot say enough about the service we receive from the SBS team - they continue to exceed expectations. They know our organization so well that they can identify potential problems and work to remedy the situation proactively and efficiently. With SBS' help and recommendations, our election goals of raising response rates (jumped 10% compared to the previous election), lowering costs, and adding an affiliate organization to the national election were successfully met!





Rio Grande Electric Cooperative, Inc.

With 5,665 members spread throughout twenty counties in Texas and New Mexico, RGEN serves the largest territory of any electric cooperative in the contiguous United States. RGEN is headquartered in Brackettville, Texas.

Case Study: Rio Grande Electric Cooperative, Inc.

Client Challenge: Prior to working with SBS, we conducted our elections by mailing out paper ballots—a system that was time-intensive for our staff. Our challenge was two-fold:

- We wanted to streamline the voting process, making it less time and labor-intensive for our employees.
- We wanted to make our voting process more transparent and gradually increase our member response rate by offering more than one voting option.

SBS Solution: SBS prepared and conducted a hybrid election system for our members. We did see a slight increase in overall voter turnout, and we are confident that this will rise even more over time as our members become more familiar with the online voting system. Those who did vote online reported that the process was much easier than they anticipated.

The SBS account manager and client service representative were extremely responsive to our needs. Any time an issue would come up, I'd call my SBS contact and she would work with her team to immediately address the concern. I liked having one "point person" to work with on this project. I felt confident with SBS's expertise and commitment to seeing the election through from initial design to final results!

