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## **Survey & Ballot Systems (SBS) Executive Appointed as Columnist for *Association News*** *Bimonthly column to feature online voting & election expertise for leading national association publication*

MINNEAPOLIS – June 13, 2012 – Survey & Ballot Systems (SBS), a leading provider of election services and secure Internet voting systems, today announced that Peter Westerhaus, vice president, has been selected to compose a bimonthly column in [Association News](#).

Articles by Westerhaus will advise professional organizations/associations on pertinent online voting topics such as auditable election processes, up-to-date voting methods, and election participation issues. "Running successful elections is an important part of an association executive's duties so we look forward to sharing Peter Westerhaus' expertise on the subject through the columns we will be running in Association News magazine," said Ann Shepphird, Editor, Schneider Publishing Company, Inc.

Historically, SBS has served a key consultative role for organizations, associations, and co-ops on officer elections, referendums, and any other changes that require capturing the votes of their memberships. SBS provides these organizations the ability to offload the election responsibility, bring greater transparency to the process, or move to another method, such as online voting.

"With over two decades and thousands of elections under our belt, we are honored to share our knowledge through social channels, webinars, speaking events, and in this instance, as a direct resource for association managers," said Westerhaus, a 22-year veteran in the election service and online voting industry. "Association News is an excellent resource for association executives. We are excited to be able to contribute to this publication with information on election planning and voting tools," he added.

Westerhaus' career highlights include spearheading successful online balloting legislation and the recently released, [myDirectVote®](#) a self-administered online voting software package that offers organizations the power to create and run their own elections in a safe, secure online environment. In addition, he has been instrumental in the implementation of third-party election systems, including traditional paper ballot elections, telephone voting, and hybrid voting processes.

### **About Survey & Ballot Systems**

Since 1990, the world's leading associations, cooperatives, and member-based organizations have trusted Survey & Ballot Systems (SBS) for state of the art election services. Tools and resources needed to conduct highly successful elections provided by SBS include traditional paper ballot elections, online voting software, telephone voting, and hybrid voting systems. SBS helps plan and manage elections that employ the best practices available, with guaranteed security, accuracy and certified results. Visit <http://www.surveyandballotsystems.com> for more information.

### **About AssociationNews.com**

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