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For immediate release:

New Webinar Educates Credit Union Leaders on How to Promote Their Election Events

Survey & Ballot Systems to host online seminar featuring methods to increase awareness and boost participation in credit union elections.

MINNEAPOLIS – April 22, 2015 – Survey & Ballot Systems (SBS), a leading provider of election services and secure Internet voting systems, today announced that it will host a live webinar May 21st, 2015. The online event, titled *10 Ways to Promote Your Credit Union Election*, informs credit union leaders on how to increase the visibility of their elections and voting events.

The presentation, hosted by Tim Madsen, Senior Marketing Manager SBS, Paul Bordson-Nolle, Credit Union Accounts Manager SBS, and Tony Hoff, Cooperative Accounts Manager SBS, will cover:

- Credit union election marketing strategies
- Ways to identify new candidates for leadership positions
- How board turnover influences election viability
- The importance of web technology in election promotion

“Well-run elections and voting events are the hallmark of successful credit union organizations,” states Peter Westerhaus, Vice President SBS. “Yet in order for these elections to be relevant, members must be aware of and anticipate these important events; this is where effective promotion planning comes into play. In *10 Ways to Promote Your Credit Union Election*, we share effective ways we have seen our credit union clients promote their elections and raise participation through the use of communication strategies, new technology and open governance policies.”

SBS staff will answer questions from the audience at the conclusion of the presentation. To register, visit: <https://attendee.gotowebinar.com/register/1350463428067298562>

About Survey & Ballot Systems

You run elections, we provide the resources, services and security to make those elections highly successful. Since 1990, SBS has worked with the world’s top associations, cooperatives, credit unions and member-based organizations to plan and manage their voting processes. Whether you need traditional paper balloting, [online voting](#), on-site voting or a hybrid election, we have the expertise to make it happen. Let us be the independent third party to administer your election or provide you with the tools to run it yourself. [Contact us](#) for more information and we’ll customize an election solution for your organization’s unique needs.

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