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Contact:

Rhiannon McLane

952-974-2308

Survey & Ballot Systems

rmclane@surveyandballotsystems.com

For immediate release:

Webinar Reviews How Cooperatives Can Add Online Voting to Their Election Processes

Survey & Ballot Systems to host online seminar that demonstrates how web elections can help co-ops boost participation, engage younger members and improve voting efficiencies.

MINNEAPOLIS – April 16, 2014 – Survey & Ballot Systems (SBS), a leading provider of election services and secure Internet voting systems, today announced that it will host a live webinar Wednesday, April 30, 2014. The online event, titled *Online Voting for Cooperatives* will examine how co-ops are using online voting methods to encourage response, add additional features to their voting processes and appeal to members who do not typically vote.

During the session, Tim Madsen, Senior Marketing Manager at SBS, Rhiannon McLane, Marketing Coordinator at SBS, and Ryan O'Connor, Cooperative Account Manager at SBS, will cover:

- How online voting methods allow co-ops to incite member participation
- The essential elements of a successful online election
- The common misconceptions of web elections and the truths behind them
- What a voter would experience during an online election process

“Recently, cooperatives around the US have experienced a shift in the landscape in which they operate,” states Peter Westerhaus, Vice President SBS. “Co-ops are under increasing pressure to show that fair, unbiased elections are available to all members. In some instances, online voting can be the perfect way to demonstrate transparency in the election process. In [Online Voting for Cooperatives](#), we share how our co-op clients have successfully implemented online voting, how this method can encourage member response and the six steps necessary to add online voting to an election. We encourage anyone who has considered online voting as a solution for their cooperative to attend this educational session.”

SBS staff will answer questions from the audience at the conclusion of the presentation. To register, visit: <https://www3.gotomeeting.com/register/258400558>

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.