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Contact:

Rhiannon McLane

952-974-2308

Survey & Ballot Systems

[rmclane@surveyandballotsystems.com](mailto:rmclane@surveyandballotsystems.com)

**For immediate release:**

New Webinar Shares Tips on Planning Successful Voting Events

*Survey & Ballot Systems to host online seminar that outlines three areas of election planning that help ensure voting success for associations and member-based organizations.*

MINNEAPOLIS – January 12, 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 January 29<sup>th</sup>, 2015. The online event, titled *Three Steps to a Successful Election in 2015* will examine how member organizations can set themselves up for success with their 2015 election efforts.

The presentation, hosted by Tim Madsen, Senior Marketing Manager at SBS, Rhiannon McLane, Marketing Coordinator at SBS, and Paul Bordson-Nolle, Account Manager at SBS, will cover and include:

- Election participation averages and trends from 2014
- New technology advancements to connect members through voting
- Three steps associations can take to ensure well-run elections this year and in the future
- Downloadable worksheets to help plan upcoming elections

“Helping clients and the non-profit community plan and execute well- run, transparent elections is what drives us at SBS,” states Peter Westerhaus, Vice President SBS. “In *Three Steps to a Successful Election in 2015*, our intent is to give organizations a jump start on strategizing for election efforts this year and how to provide the best voting experience possible for members. In addition, we will share what we learned from the election projects we ran in 2014 and the outlook for new voting trends moving into 2015.”

SBS staff will answer questions from the audience at the conclusion of the presentation. To register, visit: <https://attendee.gotowebinar.com/register/6905749223418150914>

**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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