



DICK J. BATCHELOR
MICHAEL J. MURPHY
DUSTIN A. WATKINS

South African Elections

President Bill Clinton appointed me to serve as a member of the “Presidential Delegation to Observe the Elections in South Africa” in 1994. It was a very small delegation, representing the White House in the first free election in which majority blacks were allowed to vote in South Africa. There were other election observers too, including delegations from the United Nations and non-profits from around the world. But we were not only observers. We were there to meet with Nelson Mandela, the man who was to be the next president of South Africa.

As an observer, my job was to observe the elections, to go to polling places to be sure people were allowed to vote without being harassed or denied access to the polls. It was extremely rewarding. I met and spoke to people in line, ranging from South Africans who were in their 80s who had never been allowed by law to vote to 18-year-olds who would also cast ballots for their first time. The lines were extremely long, but with the trans-generational pride about being able to vote, it was a very exciting time.

– **Dick Batchelor**

Dick J. Batchelor, Michael J. Murphy, and Dustin A. Watkins prepared this case. DBMG cases are developed solely as the basis for marketing. Cases are not intended to serve as endorsements, sources of primary data, or illustrations of effective or ineffective management.

This publication is meant for distribution.

This case has been provided free of charge. For more information, please visit dickbatchelor.com.