2018 ELECTION PREVIEW

A look at the tickets on the 2018 ballot

Down the ticket, there are open seats for each of the statewide executive offices: attorney general, secretary of state, auditor and treasurer. OCCPAC endorsed candidates in the races for attorney general and secretary of state in both 2010 and 2014, but not for auditor or treasurer. That’s the same approach we’ve taken in 2018, as OCCPAC endorsed State Sen. Frank LaRose for secretary of state and Auditor Dave Yost for attorney general. Both candidates are the clear pro-business choices this fall.

For the past two decades, the Ohio Chamber has played a central role in raising awareness about the role and importance of the Ohio Supreme Court and in rallying the business community to help elect Supreme Court justices who refrain from judicial activism and legislating from the bench. This ensures a fair and predictable legal climate for entities that choose to do business in our state. In 2018, OCCPAC has endorsed Justice Mary DeGenaro and Appellate Judge Craig Baldwin to carry on this tradition.

More than the partisan makeup of the Ohio House or Senate, the Ohio Chamber is focused on electing legislators who understand the concerns of Ohioans tasked with signing both the front and back of a paycheck. This year, OCCPAC endorsed 76 candidates for the General Assembly, some Democrat, some Republican. If these pro-business candidates are elected on Nov. 6, the legislature can continue its work to strengthen Ohio’s business climate.

Whether requesting an absentee ballot ahead of time, or when you head to the polls on Nov. 6, be sure to vote for the pro-business candidates who will promote a business climate that allows your business to succeed, grow and create jobs.

DeWine and Cordray look to replace outgoing Gov. John Kasich, who is currently embroiled in a bitter feud with Trump over the soul of the GOP.

Two years ago, Ohio was the lynchpin that secured the presidency for Donald J. Trump. However, following a special election in August that saw Republican Sen. Troy Balderson win an open congressional seat by an uncharacteristically narrow margin in a district that has not elected a Democrat since 1980, our state’s political climate looks to be friendly to Democratic candidates in a way we have not seen for a decade.

At the top of the ticket, Attorney General Mike DeWine is running against Richard Cordray, a former Ohio attorney general who most recently served as head of the federal Consumer Financial Protection Bureau during the Obama administration. This race will be a rematch of the 2010 contest for attorney general that saw DeWine victorious by a narrow margin of 48 percent to 46 percent, and a similarly close, competitive race is expected this year.

DeWine and Cordray look to replace outgoing Gov. John Kasich, who is currently embroiled in a bitter feud with Trump over the soul of the GOP.

In the Ohio General Assembly, House and Senate Republicans will put their super-majorities to the test against strong political headwinds. In the Senate, Democrats have three potential pickup opportunities in districts that were carried by Hillary Clinton in 2016. Senate Democrats hope to narrow the GOP super-majority, which stands at 24-9. There are also a handful of competitive races in the House for Democrats to start clawing away at the current 66-33 GOP majority. In addition to the individual races between the two parties, the outcomes in certain House races may determine whether Speaker Ryan Smith retains the gavel for the 133rd General Assembly, or whether enough Republican candidates who support Rep. Larry Householder win and provide him with the necessary votes to supplant Smith.

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You have been with us over the years.
We appreciate our members.
We want to celebrate you.
We’re all for Ohio.

Register now for our official Open House and Member Gala Thursday, Nov. 8. This free event celebrating our 125th anniversary starts at 4 p.m. with an open house at our new location, 34 S. Third St., Columbus, followed by a reception at 6 p.m. and dinner at the Renaissance Hotel, 50 N. Third St., Columbus. The dinner will include special guests and a video presentation.

There is no cost for our members and a guest to attend, but registration is required by going to our website at www.ohiochamber.com and clicking on the Member Gala link.

Sponsorship information is available by contacting Ashley Brown at (614) 228-4201.
THE OHIO CHAMBER OF COMMERCE ENDORSED CANDIDATES FOR THE OHIO GENERAL ASSEMBLY

FOR GOVERNOR: MIKE DEWINE
Mike DeWine has a substantial body of pro-business decisions during his time as an elected official, and his tenure as Ohio attorney general has been no different. Along with his running mate Jon Husted, DeWine is committed to making Ohio the best state in the Midwest in which to do business.

FOR ATTORNEY GENERAL: DAVE YOST
As Ohio’s chief defender of laws, OCCPAC believes Dave Yost will resist the judicial activism seen by other states attorney general across the country to give employers more confidence in Ohio’s legal system. Yost recognizes that free enterprise and economic growth depend upon a stable, predictable legal system. Yost recognizes that free enterprise and economic growth depend upon a stable, predictable legal system. Yost will resist the judicial activism seen by other states attorney general across the country to give employers more confidence in Ohio’s legal system. Yost recognizes that free enterprise and economic growth depend upon a stable, predictable legal system.

FOR SECRETARY OF STATE: FRANK LAROSE
Frank LaRose is the right candidate to continue building upon the successful modernization efforts of the office of secretary of state. During his time in the Ohio Senate, he was a champion of regulatory reform and was twice endorsed for Senate, he was a champion of regulatory reform and was twice endorsed for

FOR OHIO SUPREME COURT: JUSTICE MARY DEGENARO
Justice Mary DeGenaro’s judicial philosophy is to stay within her limited role to interpret the law, not rewrite statutes or add to the common law unecessarily. Her experience gained on the Seventh District Court of Appeals will continue to serve her well on our state’s highest court.

FOR OHIO SUPREME COURT: JUDGE CRAIG BALDWIN
During his time as an appeals court judge, Judge Craig Baldwin authored a variety of opinions that resulted in valid yet favorable decisions in important areas of law impacting employers. Prior to serving on the bench, Baldwin spent approximately 10 years in private practice representing primarily business clients. He will add to the Ohio Supreme Court’s recent tradition of providing a fair and predictable business climate for Ohio employers.

OCCPAC STATEWIDE ENDORSEMENTS

District H or S Party First Last City
1 H R Scott Wiggam Wooster
2 H R Mark Romanchuk Ontario
3 H R Theresa Savarone Bowling Green
4 H R Bob Cupp Lima
5 H R Tim Ginter Salmon
6 H R Jim Troska Independence
7 H R Tom Patton Strongsville
8 H R David Greenspan West Lake
18 H D Kristin Boggs Columbus
19 H R Tim Barhorst Westerville
20 H D Richard Brown Canal Winchester
21 H R Stu Harris Dublin
22 H D David Leland Columbus
23 H R Laura Lanese Grove City
24 H R Erik Yassenoff Columbus
27 H R Tom Brinkman Jr. Cincinnati
28 H R Jonathan Dever Cincinnati
29 H R Louis Blessing, III Cincinnati
30 H R Bill Seitz Cincinnati
31 H R Anthony DeVitis Uniontown
32 H R Mike Rasor Stow
33 H R Bill Roemer Richfield
40 H R Phil Plummer Dayton
41 H R Jim Butler Dayton
42 H R Niraj Antani Miamisburg
43 H R Todd Smith Germantown
47 H R Derek Merrin Maumee
48 H R Scott Oelslager North Canton
50 H R Reggie Stoettifus Minerva
51 H R Sara Carruthers Hamilton
52 H R George Lang West Chester
55 H R Gayle Manning North Ridgeville
57 H R Dick Stein Norwalk
61 H R Jamie Callender Concord
62 H R Scott Lippis Franklin
63 H D Glenn Holmes McDonald
65 H R John Becker Cincinnati
67 H R Kris Jordan Ustrander
68 H R Rick Carlagni Westerville
69 H R Steve Beleck Delaware
70 H R Darrell Kick Loudonville
71 H R Scott Ryan Newark
72 H R Larry Householder Glenford

74 H R Bill Dean Xenia
75 H R Sarah LaTourette Chesterland
77 H R Tim Scharff Lancaster
78 H R Ron Hood Ashville
79 H R Kyle Koehler Springfield
80 H R Jena Powell Arcanum
81 H R James Hoops Napoleon
82 H R Craig Riedel Defiance
83 H R Jon Cross Kenton
84 H R Susan Manchester Lakeview
86 H R Tracy Richardson Marysville
87 H R Riordan McClain Upper Sandusky
88 H R Bill Toole Tiffin
89 H R Steve Amst Port Clinton
90 H R Brian Baldridge Wellington
91 H R Shane Wilkin Hillsboro
92 H R Gary Scharer Circleville
93 H R Ryan Smith Bidwell
94 H R Jay Edwards Nelsonville
95 H D Jack Cara Belleaire
97 H R Brian Hill Zanesville
1 S R Rob McCovery Napoleon
3 S R Anna Gonzales Westerville
5 S R Stephen Huffman Tipp City
7 S R Stephen Wilson Maineville
13 S R Nathan Manning North Ridgeville
17 S R Bob Peterson Sabina
19 S R Andrew Brenner Powell
21 S S Sandra Williams Cleveland
22 S R Kristina Roegner Hudson
23 S R Buck Schuring Canton
31 S R Jay Hottinger Newark

Rap. Kristen Boggs House District 18
Rep. Jack Cera House District 96
Sen. Jay Hottinger Senate District 39
Sen. Sandra Williams Senate District 21
All of this signals a budget cycle that shouldn’t require lawmakers to impose painful spending reductions to fashion a balanced budget. Nonetheless, that doesn’t mean there won’t be some important policy decisions made in the context of the budget — or that those decisions will be easy. Chief among these is an ongoing debate over what is the appropriate amount of state revenue-sharing with local governments. Local governments and their advocates continue to clamor for more funding generally, but also specifically for additional funding to help combat the opioid crisis. Also certain to again be a subject of the budget deliberations is the fate of Medicaid expansion. While both major party gubernatorial candidates have expressed their plans to continue Medicaid expansion, not all legislative Republicans agree (and Republicans are likely to maintain their legislative majorities following this fall’s elections), and some would like to end it. Under the federal Affordable Care Act, states have had the option of providing Medicaid coverage to low-income individuals under certain income thresholds. In 2012’s U.S. Supreme Court decision, the health-care coverage law’s individual mandate was declared constitutional, and the next year’s proposal comes on the heels of other recent unsuccessful attempts by outside special interests to hijack the constitution, including last year’s effort to impose price controls on prescription drugs. By early 2018, the status quo appears to be the status quo. This is not a recipe to help grow Ohio’s economy.

One issue that hasn’t gotten serious attention but that seems likely to bubble up next year is infrastructure funding. The Ohio Department of Transportation has projected a $213 million funding shortfall by 2020, which means that the state will not have enough revenue to finance maintenance and preservation of existing roads, bridges and other assets. New funding is needed to fund needed projects, plan new projects. This means lawmakers will face mounting pressure to increase the motor fuel tax and develop other options to secure long-term, adequate infrastructure funding. The presence of yet another proposed constitutional amendment on the November ballot also is likely to drive an override and much-needed conversation about ballot access in Ohio. Whatever the merits of State Issue 1 — which addresses drug and criminal justice policies — it can be a safe bet that it is not an issue that belongs in a fundamental governing document like the Ohio Constitution. Further, this year’s proposal comes on the heels of other recent unsuccessful attempts by outside special interests to hijack the constitution, including last year’s effort to impose price controls on prescription drugs. By early 2018, the status quo appears to be the status quo. This is not a recipe to help grow Ohio’s economy. 

When January 2019 arrives, Ohio will have a new governor, four other new statewide executive officers, a revamped Ohio Legislature. Whether or not some, or all of our endorsed candidates win in November obviously remains to be seen. However, what is certain is that those who win will have a number of issues to address upon assuming office in January. As it is virtually every odd-numbered year, preparing and passing the state’s next biennial budget will be the first order of business, especially for our new governor and the General Assembly. Work on the last budget was complicated by ongoing revenue shortfalls, with tax receipts for the previous fiscal year coming in significantly under forecasts. As a result, the budget Gov. John Kasich signed was about $1.1 billion less than what he called for in his original executive budget proposal five months earlier. However, what actually happened during the first fiscal year of that two-year budget was that state revenue outperformed projections also underperformed. Ultimately, there was a year-end surplus of $857.5 million, which was deposited into the state’s “Rainy Day” fund. Further, the state is now projecting another budget surplus of $368 million for the current fiscal year, which ends June 30, 2019.
HOW DO EMPLOYERS BALANCE THE BENEFITS AND RISKS OF A BRING YOUR OWN DEVICE POLICY?

The horror stories we hear about using a personal device at work make a "bring your own device" (BYOD) policy sound scary to employers and employees alike. Employees do not want their employers looking at their personal texts, emails or social media accounts, but employers carry a huge risk by having less control over the security and monitoring of devices that store the company's information.

On the other side, an employer permitting the use of personal devices also brings many advantages. Allowing employees to use the same device and technology at home and at work gives them more flexibility and allows them to be more efficient and productive. It also gives employers more accessibility to their employees, while reducing the costs of providing a device.

So how do employers take advantage of the benefits, while also balancing the risks?

SECURITY AND BYOD

The use of personal devices by employees opens an organization up to the risk of exposure to breaches, which can be more easily avoided with a work-issued device. To address the security risks, companies should carefully evaluate their existing security policies and see how those policies align with an employee's use of a personal device for work. For example, if your policy requires certain security controls for company-owned devices, such as password-protected access, then consider making those same requirements apply to personal devices through a BYOD policy. Also consider whether the information employees are storing on their personal devices could trigger the breach notification laws if the device is lost or if someone outside of the company gained access to the device.

A BYOD policy should include the security requirements and settings that a personal device must have for an employee to use it for work purposes. In order to protect the company's information and ensure that the company is in compliance with any breach notification requirements, the policy should also require employees to report lost or stolen devices within 24 hours (or in an appropriate amount of time) and provide a process to ensure that company information is completely removed from the device upon termination, resignation or retirement. This means that employers need to be aware of which employees are using a personal device at work.

PRIVACY AND BYOD

Security is not the only concern for employers that allow the use of personal devices at work. Employers also face privacy challenges that arise, too. It's clearly acceptable for an employer to monitor an employee's use of a work network or a work-issued device, but it's less clear how an employer should handle monitoring the activities of an employee on a personal device. The employee's expectation of privacy on a personal device is much higher than it is on a work-issued device, so the same level of surveillance may not apply. Typically, an employer chooses to monitor employees who use personal devices in the workplace; then the BYOD policy should disclose that information and the employer should obtain consent from the employee. This also means the employer on notice of his reduced expectation of privacy on the device if the employee chooses to use it for work purposes. To obtain employees' consent, the company can circulate a form with the policy that employees are required to sign and give to the IT department before their email or other applications can be loaded onto the device.

The recurring question is whether an employer can search an employee's personal device in the event of an investigation or a security breach because, in addition to accessing the company's information on the device, the employer will gain access to the employee's personal and nonwork information. The company can search an employee's personal device if it is being used for work purposes. The employer should try to limit the scope of the search, while still being thorough enough to gather the necessary information. If the employer comes across personal information during the search, the employer should keep that information confidential when it's appropriate to do so.

BYOD policies are so important for employers who want to take advantage of the benefits that come with allowing employees to use their personal devices at work. The policies give the employer some control over the security of company devices, while also being transparent with employees about what to expect if they choose to use their personal devices for work. While the employer cannot guarantee the policy will protect against every challenge that comes with a BYOD system, it is a great tool for employers to minimize the risk.

Susan Rodgers is a partner in the employment and labor practice group chair at Buckingham, Doolittle & Burroughs LLC and can be reached at srodgers@bdblaw.com. Katie Duffy is a certified information privacy professional and member of the employment and labor practice group and can be reached at kduffy@bdblaw.com.

OHIOMEANSJOBS.COM

New and improved employer tools coming soon

Over the next several months, OhioMeansJobs.com, the state's premier online career and employment center, will be getting a variety of new features and enhancements that will make it easier for employers to post jobs and manage candidates.

At any given time, OhioMeansJobs.com lists millions of resumes, with advanced filtering tools that allow employers to quickly narrow many resumes down to the most promising ones. Last year, the website had nearly 3 million unique visitors, and employers used it to conduct more than 300,000 resume searches.

Right now, employers can use the website to:

• Post job opportunities
• Easily save resumes of potential candidates
• Find career fairs, workshops and other events in their area
• Research wage trends, economic indicators and demographic data
• Learn about employee training, tax incentives and other state and federal programs that can help their business grow
• Learn about hiring and/or making accommodations for employees with disabilities
• Designate themselves a military-friendly employer and find skilled veteran candidates for jobs
• Request one-on-one help posting jobs and screening resumes, through the website’s Business Support Center

Once the updates start taking effect, from September through next spring, employers also will be able to use OhioMeansJobs.com to:

• Pull in data from other sources to assist with job descriptions
• Add screening questions to job postings
• Extract a summary Skills Report from an individual’s resume, with one click
• Use customizable auto-reply letters to communicate with candidates
• Track how many customers click on a job posting, through a new dashboard feature
• Immediately receive resumes that match a new job posting
• Identify candidates who have been awarded the OhioMeansJobs Readiness Seal, a formal designation that students can earn on their high school diploma and transcripts indicating they have the personal strengths, strong work ethic and professional experience employers will need
• Store information in an employer "briefcase," similar to the "backpack" for individuals

• More easily access information from the Ohio Supply Tool, which connects employers with local colleges that offer training for in-demand occupations
• Identify themselves as a possible source of mentors for a given occupation or industry

The Ohio Department of Job and Family Services operates OhioMeansJobs.com in partnership with Monster.com, and all services for both employers and individuals are free.

Employers can also visit their local OhioMeansJobs centers for on-one-on assistance. The centers can help with all of the following and more:

• Organizing a job fair or mass recruitment
• Performing skill assessments and prescreening candidates
• Establishing an apprenticeship or internship program
• Connecting with educators and job training programs
• Applying for training programs, hiring incentives and tax credits
• Using on-site conference rooms and computer labs for interviews and assessments

For individuals, a new OhioMeansJobs.com mobile phone application allows them to apply for jobs on the spot, 24/7, sign up for alerts and search more than 150,000 job openings at any given time. OhioMeansJobs.com also has a resume builder and rater, a budget calculator, free online assessments, trainings, and GED and college entrance practice tests; and special sections for veterans, college students, younger students, unemployment claimants, workers with disabilities and restored citizens.

For more information, employers can call (888) 285-2588, email employerassistance@ifs.ohio.gov or contact their OhioMeansJobs center directly. To find the nearest OhioMeansJobs center, visit jfs.ohio.gov/countr, or click on the "OhioMeansJobs Centers" icon at OhioMeansJobs.com.

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**A FALL OF REBALANCED RESUMPTION IN GLOBAL TRADE, OR SIMPLY A FALL?**

President Donald Trump will chart one of two paths for Ohio businesses over the coming weeks: (1) a transition from the “summer of disruption” in global trade to a “fall of rebalanced resumption”; or (2) simply a fall in sales, profits and earnings.

On the positive side, the Trump administration potentially will sign a renegotiated North American Free Trade Agreement (NAFTA) in November 2018 that will enhance trade with Ohio’s largest customers, namely Canada and Mexico. On the negative side, this fall likely will witness the United States entrench itself in a protracted trade dispute with China, with U.S. tariffs imposed nearly $300 billion worth of China-sourced goods.

In the middle are uncertain conclusions regarding trade conflicts with the European Union (EU) and Japan, as well as looming threats of automotive tariffs. Given Ohio’s economic and political importance, no state has a greater role to play in shaping these outcomes. Enhanced engagement is the key, and it all starts with the new NAFTA.

**NAFTA NEXT**

Canada and Mexico purchase more than 60 percent of Ohio’s exports, and the Buckeye State must ensure its competitiveness with these trading partners. The Trump administration notified Congress on Aug. 31, 2018, that an agreement in principle had been reached with Mexico, thereby paving the way for the two countries to sign the deal 90 days later (late November 2018). The deal then will move to the U.S. Congress for ratification in 2019.

The U.S.-Mexico agreement in principle has surface appeal for Ohio companies. Multiple provisions of the deal provide greater competitiveness opportunities in areas such as intellectual property, customs and trade facilitation, chemical and polymers, food processing and a number of red-tape-cutting measures.

The major change is the modification of the automotive rules of origin that now require 75 percent (up from 62.5 percent) of a vehicle to be composed of North American-made content. Additionally, 70 percent of all steel, aluminum and glass used in the vehicle must be derived from North American sources, and companies will need to track employees making less than $16 an hour. The immediate policy impacts of these changes are unknown, what is certain is that auto suppliers that will face ongoing disruptions in technology-sensitive areas such as autonomous and connected vehicles – and only those companies (e.g., NAFTA, and Mexico to Mexico-sourced steel from entering through North America’s back door, eliminate the need for the U.S. to further impose the tax.

**SECTION 232 AUTO TARIFFS**

Unfortunately, the discussions around the new NAFTA demonstrate that the U.S. likely will impose Section 232 national security tariffs on the auto sector. Specifically, the U.S. and Mexico agreed to a contingency plan whereby the U.S. agreed to exempt 2.4 million Mexican-made vehicles from Section 232 auto tariffs, if imposed.

The lengthy negotiations over this issue should put all countries and companies on notice that the U.S. is serious about the imposition of auto tariffs. The U.S. strategy will be to build a tariff wall around the auto sector – particularly in technology-sensitive areas such as autonomous and connected vehicles – and only those countries (e.g., NAFTA, and Mexico to Mexico-sourced steel from entering through North America’s back door, eliminate the need for the U.S. to further impose the tax.

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**CONCLUSION**

The potential resolution of a trilateral NAFTA is paramount to Ohio companies that will face ongoing disruptions in global trade. Resolving trade issues in our North American backyard will provide some stability to the U.S. addresses issues with the EU, Japan, and China. Companies, meanwhile, will need to review their supply and value chains, as well as the various product exclusion processes announced by the United States trade representative to rebalance their operations.

By Working Partners

**OHIO BUSINESSES NEED TO MAKE A DECISION ABOUT MEDICAL MARIJUANA**

Ohio House Bill 523 becomes operational in September. This law will make medical marijuana legal under qualifying circumstances and conditions. Employers need to determine their stance on this issue, and then take action.

The law contains several protections for employers. Under the new law, employers may choose to permit or accommodate an employee’s use. However, employers are also free to maintain and enforce a drug testing policy, drug-free workplace policy or zero-tolerance policy.

Other employer obligations, such as the U.S. Department of Transportation and the Ohio Drug-Free Safety Program, which mandate that employers continue to test for marijuana and deal with a positive test, will still be enforced, even if the employee has a medical marijuana recommendation from a physician. Ultimately, unless your company has such a program, the governmental authority, Ohio employers can determine the direction they want to go.

Generally, we’re finding employers are fairly certain where they stand on this subject until they begin to put a face to it or explore various scenarios that could arise as a result of their decision.

• An employer who has been adamantly opposed to drug testing positive will not be tolerated in the workplace may now be confronted with a long-time, popular employee who uses medical marijuana to relieve PTSD suffering that is a result of serving in the Armed Forces. What happens then?

• An employer who has had difficulty finding qualified applicants to fill vacant positions, mainly due to positive pre-employment test for marijuana, believes it may have a windfall if it removes marijuana from the testing panel. What does that mean for the rest of its drug-free workplace programs?

• Another employer intends to treat medical marijuana as it does any prescription drug, counting on a Medical Review Office (MRO) to rule a test as positive or not after scrutinizing the veracity of the employee’s claim to a legitimate medication. However, this safeguard is not applicable regarding marijuana.

At that point, employers begin to realize the myriad factors that confuse the issue.

Until this point in history, employers have been able to rely on long-established best practices that provide a level playing field, logical policies across drug-free workplace programs and make their small army of professionals run smoothly. We’re finding that it is a different story when it comes to marijuana. Much like alcohol, the buck stops with the employee and falls on the shoulders of the employer.

It is imperative that employers educate themselves on their options, ask the hard questions and consider all the ramifications of their decisions. Additionally, talk with your corporate counsel to understand the legal challenges of your decisions.

Medical marijuana is coming to Ohio. Make sure your business is prepared, regardless of how you decide to approach this issue.

Working Partners collaborates with businesses and communities to create behavioral change in adults and ultimately improve the quality of the workforce. Its efforts are primarily related to drug-free workplace issues, but it also is called upon to address other workforce issues, such as fiscal literacy. Contact Working Partners at (614) 577-8200 or www.workingpartners.com.

By Daniel Ujzco, Dickinson Wright PLLC

Dan Ujzco is an international trade and customs attorney at Dickinson Wright PLLC. He is president of the Ohio-Canada Business Association (Ohio-Can) and a board member of the American Chamber of Commerce in Canada (AM-CHAM Canada), as well as the North American Strategy for Competitiveness (NASCO). He can be reached at dujczo@dickinson-wright.com.
Kelly Borth has built GREENCREST into a full-service marketing agency that gives clients the honest perspective they need to grow their businesses. “One of our promises to our clients is that we will always provide our voice of experience and we may, at times, challenge their thinking,” says Borth, founder, CEO and chief strategy officer. “They respect us as the expert in the room and as their consultant they listen to if we have a difference of opinion. But we will always be respectful. At the end of the day, it’s always their decision.”

A wide variety of clients have benefited from this approach, coming out on the other side a better, more strategically focused company as a result of their experience with GREENCREST. For Borth and her team, that ability to make a difference is what it’s all about.

“We prove we know what we’re doing by earning industry certifications and by providing outstanding results to our clients, and that has to be constant,” Borth says. “That’s every day.”

**DOING WHATEVER IT TAKES**

GREENCREST embraces every opportunity to help its clients grow and thrive

Kelly Borth has built GREENCREST in 1990, and this constant evolution informs the way she leads the business, manages her team and services clients. She and her team focus on bringing value to clients rather than billing every hour, and the agency doesn’t have services contracts with its clients. That creates a level of accountability that Borth says effectively keeps GREENCREST functioning at a high level.

“Our industry is unregulated, so the barrier for entry is very low, which is unfortunate,” Borth says. “Sometimes smaller businesses end up getting hurt by some of the self-proclaimed experts who really aren’t experts at all. That’s where we try to stand out, by proving that we’ve earned the right to say that we can do this work and do it at a level of excellence. It’s not easy. It’s constant learning, we’ve seen constant change and it takes constant investment.”

Survival in the marketing space requires that agencies be on the leading edge of technology in order to meet what the market demands. In 1999, GREENCREST hired its first in-house web developer, which was almost unheard of at the time in the agency world, Borth says. By 2005, the firm was creating and managing Google Ads, and monitoring online marketing trends for its clients, and in 2007, social media was emerging as a new medium. “Our industry hasn’t stopped evolving,” Borth says.

“In 2008, we became a brand-certified agency,” she says. “We hold numerous certifications and we are a Google badged Partner.”

**MUCH TO LEARN**

As a new Ohio Chamber of Commerce member, Borth is still learning about the impact the organization can have on Ohio’s business community. Her early impressions have her excited about the future.

“I can see the impact that they have had on advocating for small businesses and businesses throughout Ohio,” she says. “I’ve gotten involved with Kevin Boehner on the Ohio Small Business Council, and I’ll be serving on a committee focused on small business taxation. I’m excited to serve the Ohio business community in this capacity.”

**NEW MEMBERS**

The following companies have joined the Ohio Chamber of Commerce this year. We welcome them into the Ohio Chamber of Commerce and look forward to serving them well into the future.

- Ambulatory Medical Care Inc., Milford
- Amy Sigg Davis et al, Lebanon
- Blevins Fabrication Inc., Mansfield
- Bresco Broadband, Columbus
- Cargill Inc., Wayzata, Minnesota
- Crown Holding, Philadelphia
- D & L Recycling LLC, Valley City
- Encore Industries Inc., Cambridge
- GREENCREST, Columbus
- Grisier Interiors Inc., Wauseon
- Helping Hands Contracting Inc., Mt. Pleasant
- Horan, Cincinnati
- Imperial Tree and Stump Inc., Kirtland
- JDT Cole Inc., Warren
- Jones Day, Cleveland
- Ka Sims Enterprises, London
- Kerr Connect LLC, Wilmington
- Correct Plumbing Heating & Air Conditioning Inc., Dayton
- Mid-State Bolt and Nut Co. Inc., Columbus
- National Door & Trim Inc., Van Wert
- Ohio Custodial Maintenance Corp., Columbus
- Precise Sales LLC, Chardon
- Proto Precision Additive, Worthington
- Reset Business Consulting, Winchester
- T.R. Gear Landscaping, Willow Grove
- Three Dog Bakery, Mayfield Heights
- Wayne Machine, Wooster

**“That’s where we try to stand out, by proving that we’ve earned the right to say that we can do this work and do it at a level of excellence.”**

- Kelly Borth, Founder, CEO and Chief Strategy Officer, GREENCREST

**EVENT PHOTOS**

President and CEO Andrew E. Doehrel introduces Ohio gubernatorial candidate Mike DeWine.

In August, the Ohio Chamber of Commerce Political Action Committee (OCCPAC) announced its endorsement of Mike DeWine for Governor.

Vice President of Government Affairs Keith Luka opens the Manufacturers’ Education Council’s Employee Health & Wellness Conference.

Directors, Business Development Scott Dilley greets attendees at the Manufacturers’ Education Council’s Employee Health & Wellness Conference.

Ohio Chamber of Commerce Political Action Committee (OCCPAC) announced its endorsement of Mike DeWine for Governor.

AMERICAN ENTERPRISE INSTITUTE FOR PUBLIC POLICY RESEARCH

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In November 1893, with concerns of a looming depression, business leaders from all over the state met in Cleveland to form what was then called the Ohio State Board of Commerce. The summary of the founding resolution said, “We believe that such an organization is of great advantage to the business interests of Ohio. 1. By concentrating the influence of the various boards of trade. 2. By securing a consensus of opinion and concert of action upon matters affecting the prosperity and development of the state as a whole. 3. By securing the enactment of just and equitable laws and providing a protection against unwise and hasty legislation or anything else tending to weaken the competitive ability of the state. 4. By increasing the power and usefulness of the various local boards. 5. By fostering the establishment of one strong commercial body in each important trade center.”

The founding members — who are still members today — include:

- PNC (National City, Ohio National Bank) — Merged
- Owens-Illinois (Libbey Glass)
- Macy’s (May Department Stores)
- Bank)
- The founding members — who are still members today — include:
- The Chamber of Greater Springfield

On Thursday, Nov. 8, 2018, the Ohio Chamber of Commerce will celebrate our 125th anniversary by hosting a free event for all of our members. We will start at 4 p.m. with a reception and open house at our new headquarters, 34 S. Third St., Columbus. The festivities will continue at 6 p.m. at the Renaissance Hotel at 50 N. Third St. for our Member Gala dinner. The program will include a video presentation, special guest speakers and recognition of our members. Even though the event is free, those planning to attend will need to register by going to our website at www.ohiochamber.com.

Being around for 125 years is quite an accomplishment. Though much has changed, the focus of the Ohio Chamber has not. In fact, our original logo included this mission: Our purpose is to make Ohio the best state in the union in which to earn a living, to operate a business and to own property. Those same words apply to our focus today.

I would like to personally thank all of our members for their support and look forward to continuing our advocacy efforts as we continue to champion free enterprise, economic competitiveness and growth for the benefit of all Ohioans.