



# Second Wednesday's

March 14, 2012

**New Options for Legal Advertising:**

**Using Ohio's New Public Notice Website & Other Cost Saving Opportunities**

## PROGRAM DESCRIPTION

The current state budget provides counties with new, cost saving options for complying with Ohio's public notice laws. Learn from individuals who helped shape the law how counties may use an abbreviated second notice to satisfy publication requirements if certain conditions are met, how pre-printed inserts and county websites may be used for public notices, and how community newspapers may now compete for public notice business under the new definition of a newspaper of general circulation in the county. Learn directly from a state official involved in establishing the new state public notice website how local governments can access and use this new, optional public notice tool.

## PRESENTERS

**Brad Cole**, Managing Director of Research, County Commissioners Association of Ohio

**Dennis Hetzel**, Executive Director, Ohio Newspaper Association

**Chris Wilkin**, Program Director, Ohio.gov, Ohio Department of Administrative Services

**Luther Liggett, Esq.**, Luper Neidenthal & Logan

## AGENDA—9:30 a.m. -12:30 p.m.

- 9:30 a.m. Welcome and Introductions
- 9:40 a.m. Overview of Changes to Public Notice Requirements
- 10:25 a.m. New State Public Notice Website
- 11:10 a.m. Cost Saving Potential of Using Community Newspapers
- 11:55 a.m. Questions & Answers
- 12:30 p.m. Adjourn

**County Commissioners Association of Ohio**

209 East State Street • Columbus, Ohio 43215 • 614/221-5627 • [www.ccao.org](http://www.ccao.org)



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## Speakers

### **BRAD COLE**

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Brad Cole is the Managing Director of Research for the County Commissioners Association of Ohio. In this capacity Brad coordinates and manages the research, data, and technical publications prepared and distributed by the association; maintains research data bases, develops survey instruments; and promotes the CCAO Educational and Research Foundation. In addition, Brad provides legislative advocacy and member's services in taxation and finance, permissive taxes, auditing and accounting, county budget procedures, county debt, purchasing, investment policy, and general government legislation that impacts counties including transportation and infrastructure, tax abatement, and solid waste management. He is the liaison to the CCAO Taxation and Finance Committee. Cole holds a Bachelor of Arts cum laude and Master of Arts degrees in American History from Bowling Green State University.

### **DENNIS HETZEL**

Executive Director  
Ohio Newspaper Association  
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As the Ohio Newspaper Association's executive director, Dennis Hetzel oversees the association and its staff as well as its for-profit arm, AdOhio, and the Ohio Newspapers Foundation. He also serves as secretary to the board of trustees, president of The Ohio Coalition for Open Government (OCOG) and registered lobbyist for ONA. Dennis joined the ONA in November, 2010, from Enquirer Media in Cincinnati where he managed Northern Kentucky operations and oversaw efforts that led to significant growth in both print and digital audiences in the region. Before coming to The Enquirer in 2004, he

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spent 13 years as editor and publisher of the York, PA, Daily Record and four years as managing editor of the Madison, WI, Capital Times. He also has worked at newspapers in Racine, WI; Galesburg, IL; and Barrington, IL, where he began his career as a weekly newspaper sports editor. As an executive board member of the Pennsylvania and Kentucky newspaper associations, Dennis championed open government issues and the industry's move into the digital age. Dennis taught journalism at both the undergraduate and graduate levels at Penn State and Temple universities. He holds a political science degree with a minor in journalism from Western Illinois University.

### **CHRIS WILKIN**

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Chris Wilkin is the Ohio.gov Program Director at the Ohio Department of Administrative Services, Office of Information Technology. In this role, Chris leads the strategic development, marketing, and operation of the State Portal and the provision of shared Web services to government agencies. Prior to joining the State of Ohio in 2005, Chris' career encompassed managerial and technical consulting roles in government and financial services. His expertise includes eGovernment, strategic planning, and project management. Chris has a B.A. in Economics from Dartmouth College and M.S. in Engineering from The Ohio State University.

### **LUTHER L. LIGGETT Jr., Esquire**

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Luther Liggett is a shareholder with Luper Neidenthal & Logan, in Columbus. His statewide practice generally includes government contracting, construction, mortgage banking, legislative advocacy, government policy formation, litigation and administrative procedure at all levels of government. Luther's prior experience includes serving as Assistant Attorney General for Special Counsel in representing all of Ohio's State agencies, colleges and universities, and serving as City Attorney for Grandview Heights, Ohio. In his current capacity, Luther successfully drafts and seeks passage for legislative initiatives, administrative regulations, and litigates original actions in the Ohio Supreme Court and appellate courts across Ohio on public policy issues. Luther received his Juris Doctorate and B.A. with Distinction in Economics from The George Washington University, Washington, D.C. where he was inducted into Phi Beta Kappa. Luther is a registered lobbyist, and a licensed attorney in all Ohio courts and in the United States Supreme Court.