

From the Chairman

We will miss Meg Maguire who has retired as president of Scenic America. Meg was instrumental in helping Scenic Ohio become an affiliate member of Scenic America. Her leadership and encouragement have been invaluable. We are pleased to present a press release about their new president, Kevin Fry. Kevin will be coming to Ohio April 16 to speak to the Akron Round Table. Receptions will be planned for Kevin both in Akron and Columbus giving many of you an opportunity to meet him.

High on our agenda for 2005 is Greater Ohio. The purpose of this new organization is to support public policy in Ohio that will regain its leadership, build a stronger economy and improve our quality of life. Scenic Ohio serves on GO's Steering Committee and encourages all of you to sign on with your support.

We have met with ODOT officials who are writing new rules for vegetation removal to open the view to office, institutions, commercial and industrial development and outdoor advertising. Since this removal is in the public right of way, we shall be vigilant about protecting Ohio's beautiful rural vistas. Also, regarding billboards, Scenic Ohio has received numerous complaints about the tri-vision billboards being built across Ohio. These signs are permitted by the Federal Highway administration [FHWA] who does not consider them a traffic safety hazard. ODOT does inspect them when they receive a complaint usually because occasionally the timing between the displays is too fast or they are too bright at night. Local zoning ordinances can outlaw these billboards.

Finally, we have included information from other organizations about events we believe will benefit a scenic Ohio. We thank all of you who support us. Your membership enables us to produce our newsletter and to provide educational materials to all who request them.

Christine Freitag

In this issue

From the chairman	1
Scenic America has a new president	2
Same tune—Old words, new words	3
GO21 rolls into Ohio	3
Scenic Ohio board member, Cherie Lucks	4
Overpopulation of deer has negative impact	4
Protecting the Great Lakes	5
ODOT's Enhancement Program	5
Ohio Scenic Byway project update	6
Announcements and Worth Noting	6
Scenic Ohio's Donors	7
Join Scenic Ohio with our membership form	8

*** Important Meeting Notice *** Please Mark Your Calendar

Ohio Invasive Plants Working Group
Thursday, February 24, 2005
Highbanks Metropark
Columbus, Ohio
10:00 am - 2:30 pm

At this meeting, the steering committee will present its recommendation for the name, mission and board of directors for approval by the working group. At that time, the steering committee's job will be finished and it will cease to exist. At the same time, the Ohio Invasive Plants Working Group will become the Ohio Invasives Council.

Scenic Ohio

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The Scenic Ohio News is published twice a year by Scenic Ohio, Christine Freitag, Chairman. cdfreitag@aol.com

KEVIN E. FRY CHOSEN AS NEW PRESIDENT OF SCENIC AMERICA

WASHINGTON, D.C., October 26, 2004—Scenic America, the nation's premier advocacy organization for scenic conservation, has selected Kevin E. Fry as its new president. Mr. Fry succeeds Meg Maguire, who served as president since 1996.

In announcing the appointment, Martha Fuller Clark, chair of the Scenic America Board of Directors, said, "This is a time of great challenge for our nation's scenic resources. Much of what we as Americans hold dear is under assault by monstrous billboards, visual clutter on our streets, poorly sited telecommunications towers, unchecked sprawl, and other forms of visual pollution. We believe that Kevin offers just the right combination of skills to bring these issues to the attention of the American people and to mobilize our partners, public officials, and concerned citizens to find constructive, creative solutions."

Mr. Fry has previously served as Director of Communications & External Relations at Reading Is Fundamental, was the head of public communication at The American Institute of Architects and The American Architectural Foundation, and provided communications consulting services through Fry Communications. He holds a B.A. in Public Affairs and an M.A. in Legislative Affairs from The George Washington University in Washington, D.C.

For more information about Scenic America, including membership, advocacy resources, and publications, visit www.scenic.org.

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Kevin Fry will be coming to Ohio to speak to the Round Table in Akron 12:00, June 16, 2005, Tangier Restaurant. A reception will be held for scenic supporters to meet Mr. Fry in Akron, June 15th and in Columbus, June 16th.

Two new publications available from Scenic America:

- **Balancing Nature and Commerce in Gateway Communities**, by Jim Howe, Ed McMahan and Luther Propst. Price: \$21.95
- **Conserving our Treasured Places: Managing Visual Quality on Scenic Byways**, prepared by Scenic America and American Byways Resource Center. Price: Free from Scenic America

These and other publications can be found on their website: www.scenic.org

Same Tune—Old Words, New Words

by Sandra Smith, Scenic Ohio board member
“Why o why Ohio, why did I ever leave Ohio”

In a recent presentation to the Akron Area Arts Alliance, Ed Morrison, Director of REI (Center for Regional Economic Issues) pointed out that globalization has made economic development more complicated. Consequently we need to change our thinking from a command/control business structure to a collaborative structure. For this presentation Morrison discussed how the arts play a direct role in building community resulting in economic growth. We need to capitalize on our creative assets. Creativity, collaboration, and networking can transform our economy. This “new” paradigm could also apply to our natural assets. We need to make our natural environment as well as our cultural environment work for our economic development.

Ohio is a beautiful state with a wealth of natural assets waiting to be fully utilized to stimulate economic growth by attracting the new “creative class”. The term “creative class” is attributed to Richard Florida whose book The Rise of the Creative Class is a best seller. Florida points out that one of the primary ingredients for attracting the “creative class” is “quality of place”. Quality of place has three dimensions: what’s there, who’s there, and what’s going on. Florida defines what’s there as a “combination of the built environment and the natural environment; a proper setting for pursuit of creative lives” (p.231). In comments following a recent lecture in Akron he confirmed that how a place looked—neighborhood, community, area, state—plays a vital role in future economic development.

Ohio is blessed with a rich and varied landscape: flatlands, uplands, rolling hills, prairie remnants, lake fronts, forests; a national park, many exceptional state and metro parks, heritage rivers and a national heritage corridor. Through collaboration and cooperation this fabric of natural assets can be utilized to build community resulting in economic growth.

Scenic Ohio is one agency deeply concerned about quality of place. It is dedicated to protecting and enhancing the visual quality and scenic character of Ohio’s towns and countryside by supporting highway beautification, promoting scenic byways, and protecting open space. It meets quarterly with ODOT to emphasize the need for context sensitive highway design and is represented on a new statewide committee, Greater Ohio, which advocates updating the state’s land use planning laws for the 21st century. Through the cooperation and collaboration of agencies such as these, Ohio has the potential of becoming a state that attracts the creative class. Certainly other factors come into play, but quality of place is a prime ingredient. The time to act is now. Join us in our efforts to position Ohio as THE PLACE to come and stay. Then we can sing the same tune with new words.

“Why o why Ohio, why should I ever leave Ohio....”

Go21 rolls into Ohio

Growth Options for the 21st Century, or Go21, is building a coalition of Ohioans concerned with the future of transportation. Go21’s mission- to promote rail as a safe, clean and cost effective means of shipping freight- is catching on across the state. With already overcrowded highways, Ohioans are fast learning that we cannot continue to move goods on our roads without at least considering alternatives. With an expected freight growth of 67% by 2020, rail is the best and most realistic option to reduce some of the pressure on our already overcrowded, inefficient and costly highway system. Trucks must continue to play an important role in goods movement, but rail must now prepare to accommodate more freight. To do this, the railroads need the support of politically active citizens and organizations in Ohio and across the country. Join Go21 in promoting sensible transportation policy!

Scenic Ohio recently met with Matt Lydon, Ohio Field Director of Go 21. We endorse the strategy and plans for this new non-profit organization and support their promotion of rail transportation as an alternative to continued reliance on trucks and cars.

Growth Options for the 21st Century, 901 N. Pitt St. #315, Alexandria, VA 22314

Profile of Cherie Lucks, Scenic Ohio board member

Cherie Lucks has served on the board of Scenic Ohio since it began in 1996 and as board chairman from 1999-2003. In addition to her enthusiasm and a wealth of experience working with ODOT, Cherie brings to Scenic Ohio her important contacts with community leaders, the legislature and the Governor's office.

Educated at The Ohio State University, Cherie was an assistant professor in the OSU College of Dentistry. She is married to developer/visionary Jack Lucks. They have two children.

An active member of the Franklin Park Conservatory, Cherie is a member of the Little Garden Club of Columbus and has served as president. Other activities in Columbus include, Children's Hospital, Friends of the Topiary Park, Bexley in Bloom, Inniswood Metro Garden, OSU's Chadwick Arboretum, Keep Franklin County Beautiful, Richard & Annette Bloch Cancer Survivors Park at OSU and Central College Presbyterian Church where she served as an elder. Cherie is past president of 100 Friends of Central Ohio. She is currently helping to promote support for Mrs. Hope Taft's Ohio Legacy Garden.

Her earlier affiliations were with Colour Columbus, First Floralscape, Cleveland, OH, City of Bexley's First Annual Garden Tour, U.N. Trade Symposium, ODOT (ISTEA), Childhood League, Easter Seal Rehabilitation Center, and Columbus Clean Community. Her successful creation of Colour Columbus is seen every spring when you drive into Columbus and hundreds of daffodils are in bloom along their freeway system.

Cherie represents the true spirit of Scenic Ohio's mission, to preserve and enhance the scenic character of Ohio's communities and countryside.

True impact of increased deer population on the environment

We know that an over population of deer have caused many accidents but do we know their impact on our natural environment?

Damage done by the overpopulated whitetail deer herds in our parks is well documented. Native plant communities, some representing rare and endangered species, are being over-browsed, causing stress to these communities. In many cases, whole communities are eradicated leaving the way clear for invasive species to take hold and take over. Over time, biodiversity in our parks suffers greatly from over-browsing of forest understory, meadows and wetlands, presenting a hardship for nesting birds and for the animals that need native vegetation to survive.

Our parks play an important part in protecting the region's biodiversity. Here children learn about balanced ecosystems, and citizens enjoy the rich tapestry of our natural heritage.

We believe that overpopulated herds are stressed from lack of food, causing starvation and suffering. In addition, the overpopulated herds have caused many traffic accidents, injuring people, destroying vehicles and inflicting harm on the deer. Therefore, we believe that, for the health of the deer themselves, for the safety of people and for the health of the native plant communities, the herd must be managed.

We believe decisions to manage deer herds by reducing numbers is a correct decision.

Christine Freitag,
Scenic Ohio

Elaine Marsh,
Ohio Greenways

From the Ohio Environmental Council Help make history by protecting the Great Lakes for the future

The Great Lakes are one of the natural wonders of the world and an invaluable resource for us to use and protect – providing drinking water, recreation, economic sustainability, and critical habitat. The Great Lakes, however, are vulnerable to depletion and degradation. Each year rainfall and snowmelt replenish only about one percent of the water in the basin. That fact coupled with a growing demand for water by domestic users and proposals to export water to other parts of the U.S. and to foreign countries, concerns the Ohio Environmental Council (OEC) and other conservation groups about the Great Lakes' future. Current laws simply are not strong enough to protect the Great Lakes.

The OEC is working with other environmental organizations throughout Ohio and the Great Lakes Region as well as Great Lakes leaders and a diverse group of stakeholders to establish binding policies that promote efficient water use, create clear standards for all water withdrawals, and improve the ecosystem's health. Proper water management is necessary to protect the Great Lakes for the people who rely on them for their way of life, the ecosystems that rely on them for their continued existence, and the industries that rely on them for their economic sustainability.

The Great Lakes need your help! Right now, the Council of Great Lakes Governors (CGLG) is working on a Great Lakes Compact that would put into place legally enforceable standards for managing out-of-basin diversions of Great Lakes water as well as in-basin water withdrawals. They plan to sign the compact later this year. As citizens who care about the future of the Great Lakes, we must continue to put pressure on the CGLG to sign a Compact that is as protective as possible of the Great Lakes.

Once the Governors sign the Compact, it will go to the Ohio Legislature for ratification. Assuming that the compact increases protections for the Great Lakes, citizens from all over Ohio will need to pressure their legislators to ratify the Compact. This promises to be one of the most important environmental protection opportunities since the federal Clean Water Act. It is imperative that your voice be heard. Call your state legislators today and ask them to support strong protections for Lake Erie's water. This is your chance to make history and to protect Lake Erie for all Ohioans. For more information, please contact Molly Flanagan (molly@theOEC.org) at (614) 487-7506 or visit www.theOEC.org.

ODOT's Enhancement Program

Ohio Department of Transportation (ODOT) Enhancement Program provides funds to local governments outside of Metropolitan Planning Organizations (MPOs) for projects that enhance the transportation experience by improving the cultural, historic, aesthetic and environmental aspects of transportation infrastructure. ODOT encourages adding enhancements to planned transportation projects rather than stand-alone projects. Jurisdiction within small MPOs (those MPOs with less than 200,000 population) that have elected to join the statewide program are also eligible. Citizen groups or other private organizations may sponsor a project by coordinating with and making application through the local government having jurisdiction over the transportation facility involved.

Applicants must commit to a 20% cash match for construction and the match must be currently available and readily accessible. The Federal enhancement program is not a grant program but a cost reimbursable, pay-as-you-go program.

The application process is two-fold. It begins with a simple Letter of Interest (LOI) which addresses eligibility issues. If the proposed project is determined to be eligible, the sponsor is supplied with an application packet. Approximate due dates are as follows:

- January 1 Release LOI
- February 1 LOI due to districts
- March 1 Application packets to eligible project sponsors
- May 1 Application to districts
- August Award announcements and letters to applicants

More information will soon be available on ODOT's website at www.dot.state.oh.us/local/ and click on Transportation Enhancement Program for further details. Or contact Randy Lane, Program Manager, at 614-644-8211.

“The concept of the public welfare is broad and inclusive. The values it represents are spiritual as well as physical; aesthetic as well as monetary. It is within the power of the legislature to determine that a community shall be beautiful as well as healthy; spacious as well as clean; well balanced as well as carefully patrolled.”

Supreme Court Justice William O. Douglas

Ohio Scenic Byway project update

2004 was another solid and growing year for Ohio's Scenic Byway Program. Ohio now has a total of 19 state designated byways located in more than 50 counties. With 1,200 miles of state, county and township roads now designated as scenic byways, Ohio's Byway program continues to grow and prosper. In the past several years individual byways have or are in the process of completing brochures and maps to help market and promote the byways to the traveling public. A statewide marketing plan is under way with the assistance of all Ohio's Scenic Byways with the overall goal of increasing tourism dollars in Ohio.

The Ohio Department of Transportation's Web site www.ohiobyways.com, has been an effective marketing tool that receives several hundred hits a day. This Web site is a great resource for information, events, photos, maps, and directions to all the scenic byways in Ohio. The department is always looking to improve the Web site with the most current information possible and encourages Scenic Ohio members to E-mail me with your suggestions.

Another initiative that ODOT undertook this past year was the printing of postcards for each byway. These postcards have been distributed at the ODOT Travel Information Centers, Convention and Visitor Bureaus, the Ohio State Fair and local businesses along the byways. We are very pleased with the positive response from the public and we will continue this project in 2005.

Finally, I am very pleased to announce that Cleveland will be hosting the National Scenic Byways Conference- October 16-20. This is a tremendous opportunity for Ohio to showcase our scenic byways to a national audience of more than 350 people.

A special thank you to Christine Freitag and Scenic Ohio for your continued support of Ohio's Scenic Byway program. By working together in partnership, we can continue to make Ohio a great place to live, work and play.

Paul F. Staley M.A.,
Section Chief
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Worth Noting

From the Ohio Environmental Council

Ever wanted to give your state lawmaker a piece of your mind? Now you can! Join us at the Ohio Environmental Council's Lobby Day, Thursday, April 21st, 8a.m.-5p.m, at the YWCA and the Statehouse, downtown Columbus. Meet with conservation leaders from across the state. Get briefed on hot topics. This is YOUR chance to learn about the issues, have lunch with your state lawmakers, and begin to build a relationship with your legislators and their [all important] staff members. Hope to see you at this exciting, action-packed day! For more information contact Micah View at the OEC at Micah@theOEC.org, 614-487-7506 x25, www.theOEC.org.

New president for Ohio organization

Ohio Byway Links has a new President, Amy Grove. Amy is the contact person for the Morgan County Scenic Byway. For those interested in exploring the creation of a scenic byway in Ohio, they can reach Amy at 740-962-4909 or by email at grove.68@osu.edu.

Live Regionally

"In the early years of the environmental movement, one catchphrase was to "Think globally and act locally"-although, as a practical matter, the concerns often seemed so far removed it was hard to see a direct connection between local deeds and global needs. Now, with the greater understanding, we can add a third concern to the equation- the region-to serve as a middle ground, a missing link that reflects both local and global consequences. Living and cooperating regionally makes it possible to think globally and act locally."

Tony Hiss, April 2004,
from *H2O, Highlands to Ocean*

"It is not speculative to recognize billboards by their very nature, where ever located and how ever constructed , can be perceived as an 'aesthetic harm'."

Justice White in San Diego v. Metromedia

SCENIC OHIO THANKS OUR CURRENT CONTRIBUTORS FOR THEIR CONTINUED SUPPORT

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Scenic Ohio

*...our mission is to
preserve and enhance
the scenic character of
Ohio's communities and countryside.*

- Promote Scenic Byways
 - Protect open space
 - Support highway beautification
 - Encourage billboard control
- Join us and help us protect your scenery*

- _____ \$20 Senior /Student
- _____ \$30 Individual
- _____ \$50 Family/Organization
- _____ \$100 Sponsor
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