

# OC METRO

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THE BUSINESS LIFESTYLE MAGAZINE

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**Tons of fun**  
25 great ideas  
for summer

**ST. JOHN KNITS LEFT LOYAL CUSTOMERS FOR YOUNGER WOMEN. HOW THEY FIXED A BIG MISTAKE**

**SOLE TECHNOLOGY'S PIERRE ANDRE SENIZERGUES SKATES THROUGH LIFE**

## BUILDING THE FUTURE

ALISON BANKS, 31,  
VICE PRESIDENT,  
SALES AND MARKETING,  
URBAN DEVELOPMENT  
DIVISION, STANDARD  
PACIFIC HOMES

**OC'S NEXT GENERATION OF HOMEBUILDING EXECUTIVES**

## Biz bites

CONTINUED FROM PAGE 24

cations and commercial printing services." Anderson added: "I'm not going anywhere."

Buscaglia, 54, has worked for La Opinion in Los Angeles, the Long Beach Press Telegram, the Pioneer Press in St. Paul, and for the past five years as publisher of the Duluth News Tribune. She was raised in Huntington Beach and will move with her 82-year-old mother to Ladera Ranch. One of her two sons lives in Orange County.

She says there is a bright future for newspapers as they better utilize new media and better understand the needs of their consumers.

"I'm good at strategic vision and bringing together a good team to help lead us into the future. Those are my personal strengths," she said.

Buscaglia moves from a small paper of 41,000 weekday circulation - 65,000 on Sundays - with 235 employees to one of the nation's largest newspapers: The Register has a daily circulation of about 300,000 and more than 1,000 employees.

CONTINUED ON PAGE 32

## Corporate Gifts & Philanthropy



Scott Baugh, chairman of the Republican Party of Orange County, was one of the models at this year's Gentlemen's Haberdashery event.

More than \$330,000 was raised at the 29th annual **Gentlemen's Haberdashery**. The event, which raises funds for the children of the **Heart of Jesus Retreat Center** in Santa Ana, featured 45 of Orange County's most prominent executives and community leaders modeling menswear from Fashion Island...The **John Wayne Cancer Foundation** has donated \$118,000 to the **Children's Hospital of Orange County Cancer Institute**. CHOC, which will partner with the National Melanoma Awareness Project started by two UC Irvine medical students in 2003, will use to funds to help expand the program and increase education and prevention efforts in the fight against skin cancer... **Habitat for Humanity of Orange County** will hold the "Hearts, Hand & Hammers" Women Build-OC Training Day at 10 a.m. June 30 at Experian in Costa Mesa. The event, designed to prepare participants for the upcoming Women Build this summer in Fullerton, is open to the public. Women are urged to participate. For more information, call 714.434.6200, Ext. 200 or visit [habitatoc.org](http://habitatoc.org). **OCM**

### THE EDGE

## Reference checks: How to protect your company

**Giving a good** employee a glowing reference seems like the right thing to do, doesn't it? But what do you do when a prospective employer asks for a reference for a former incompetent staffer?

According to John Safyurtlu, an attorney who specializes in business law for small and medium-sized companies and founder of General Counsel PC in Irvine, giving any kind of reference, good or bad, can lead to lawsuits and cost employers as much as \$150,000 in attorney fees alone. Good references could result in a "negligent recommendation" action from the new employer if the former employee does not perform well and a bad reference can result in a defamation suit by the former employee.

Here are some proactive steps you can take to avoid the legal scrutiny altogether:

- Institute a policy which states that you will only confirm an employee's date of employment and job duties. Salary ranges can also be disclosed if the employee signs an appropriate release ahead of time.
- State the policy clearly in the

employee handbook. Require all employees to sign a form that they have received an employee handbook and one that states they understand the policy on reference checks. Have all employees sign a provision of mandatory, binding arbitration, which could significantly reduce litigation costs to a fraction.

- Consider purchasing "Employment Practices Liability Insurance" (EPLI), which provides specialized coverage not included in typical commercial liability insurance policies and protects you against wrongful termination, sexual harassment and discrimination lawsuits, among others.
- As part of the termination process, conduct a formal exit interview. This will be your last opportunity to protect your business. Have the employee sign a document confirming that he or she waives all claims against the business and that gives you the right to fully disclose information regarding the individual's employment and termination with anyone who calls.

Information: [generalcounselpc.com](http://generalcounselpc.com)