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## Tourism Pays

By Jody Franklin, Director of Tourism

### El Dorado on the Road

While some may believe that January through March are slow months for El Dorado County tourism, it is quite the opposite. These are months that the El Dorado County Visitors Authority takes "the show on the road." The Bay Area Travel and Adventure Show held in Santa Clara February 7-8 had a record turnout attracting more than 6,000 consumers and 253 travel agents.

Travel shows are THE place where travelers congregate annually to dream, plan, and book their next vacations. They come to get inspired and get ideas on where to go, what to do and the latest travel

information. Northern Californians have an appetite for travel and adventure and are somewhat familiar with the area.

Many have traveled up Highway 50 to South Lake Tahoe so our conversations surround what they have missed when they didn't stop. They are looking for ideas for a weekend getaway, or a favorite activity, advice on lodging, or seeking other local travel knowledge.

Later in the month it's back on the road to the LA Travel and Adventure show. There are some of the same unique experiences for visitors, combining celebrity travel experts, seminars, entertaining activities, and over 1,500 travel experts from around the world. The end result is

an event that educates and inspires people to experience the joy of travel—no matter if it's a weekend getaway or a trip of a lifetime.

At this show, conversations always start with where the Gold Country is and where El Dorado is in the Gold Country. Then we can move on to how long it takes to travel by car, closest airport and what to do once you get here. It is surprising and encouraging how many show attendees share their fond memories of traveling through California's Gold Country.

Many talk about the family station wagon when the kids were little, lots of romantic marriage proposals as well as visits to family and friends. At times, those long days on the show

floor can feel like a game show with an attendee firing off questions hoping to stump the "El Dorado expert" in the booth. That's usually a good time to invite them to come behind the table and help out.

Once back at home, we send out specific information requested such as spring hikes or fall colors or event information. Names gathered from the show are entered into the database so we can start building relationships with our new-found friends.



## Employers May Be Liable for Negligent Referrals on Ex-Employees

By Dana Leisinger, CalChamber HR Advisor

"I got a reference request on an employee who we terminated a month ago. The employee left on bad terms and this potential employer had a lot of questions. What information is safe to provide?"

Providing references can be a tricky area, and many employers will provide only dates of hire and position held, fearing that if they provide negative information about a former employee, they will be subject to a lawsuit for defamation, even if the statements are accurate. Before limiting your responses, however, there are issues to consider.

### Eligible for Rehire

For example, Civil Code Section 47(c) protects employers who respond to the question, "Is this person eligible for rehire?"

The section states: "This subdivision authorizes a current or former employer, or the employer's agent, to answer whether or not the employer would rehire a current or former employee."

If a former employer states the person is not eligible for rehire, that response alone says a great deal.

### Negligent Referral

A problem also can occur with a "negligent referral." This occurs in a number of ways, but the most frequent challenging situation is when an employee leaves after an extremely negative situation—for example, theft, harassment or violence.

When prospective employers call in for references and the prior employer does not reveal any information at all, there can be consequences down the road if the individual continues in the negative behavior.

One case involved an employee who engaged in extremely bizarre behavior, ending in his termination. A neutral referral was provided to a subsequent employer, who also terminated him. That termination, however, was followed by the individual shooting several people who were involved in the termination.

A case such as described above is extreme to say the least; however, it demonstrates the care employers must exercise in this area. There may be a moral responsibility to report extreme behavior, particularly if it relates to the job the former employee is seeking.

The bare minimum of information may not be wise. Nor is it advisable to provide a glowing recommendation on an employee,

leaving out negative information that should be disclosed. This is yet another form of negligent referral.

### Establish Guidelines

It is best to establish guidelines on how all references will be handled to avoid awkwardness and confusion:

- Draft specific policies. Following those policies will help when those reference calls come in.
- All requests for references should be directed to a specific individual(s).
- Verify the caller's identity. For example, call the company back and ascertain the caller's status.
- Establish whether requests must be in writing or may be verbal.
- Decide exactly what information you will provide. For example, dates of employment, position held, rates of pay and eligibility for rehire.

Reprinted from the March 20, 2015 Labor Law Corner

The Labor Law Helpline is a service to California Chamber of Commerce preferred and executive members. For expert explanations of labor laws and Cal/OSHA regulations, not legal counsel for specific situations, call (800) 348-2262 or submit your question at [www.hrcalifornia.com](http://www.hrcalifornia.com).


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## Dry Diggings Distillery

Although becoming a member in December 2012, we finally had an opportunity to present Gordon Helm of Dry Diggings Distillery his membership plaque at our board meeting last month. In addition to serving on the EDC Chamber Board of Directors, Gordon is also the Treasurer of the EDC Chamber Political Action Committee, and co-owner of Dry Diggings Distillery.



The El Dorado Hills distillery is focused on locally produced farm fruit, grains and wine for their vodka, whiskey, brandy and bourbon. They work with local farmers, vintners and breweries to craft spirits that represent our unique area. To make a reservation for tasting, visit [www.drydiggingsdistillery.com](http://www.drydiggingsdistillery.com)

## Missouri Flat Dental Group



Mark Brown, DDS, and staff welcome the community to their new office located in the Safeway shopping center off of Hwy 50 and Missouri Flat Road. They offer advanced technology, Saturday appointments and accept and honor most dental insurance plans. (530) 642-2876, [www.missouriflatdentalgroup.com](http://www.missouriflatdentalgroup.com).

## Living the 2nd 50 years in El Dorado County

A great information source is available for those in the second 50 years of life — [www.2nd50yrs.org](http://www.2nd50yrs.org).

This website was constructed by the El Dorado County Commission on Aging members and volunteers. We discovered "a need" to connect older adults with the programs, services and options available within El Dorado County. The county's website has information, however, it takes "too many clicks" and sorting through the departments and notices for information seekers to arrive at Senior Services. This website format further explains the lingo of the programs. In addition, the commissioners have added additional resources of interest and importance for the 2nd50years. This site does not sell, recommend or take political positions; it is just a resource. Check it out!

The Senior Times is a monthly newspaper with articles, phone numbers, and events. It is produced by the Area

Agency on Aging and is mailed each month to subscribers with a \$5 year subscription. Call 530-621-6255.

El Dorado Commission on Aging (EDC COA) was established in 1973 to comply with the Older Californians Act 1980. It is made up of 14 commissioners; 6 appointed by the supervisors, 1 each appointed by Placerville and South Lake Tahoe, and 6 community members. The Commission serves as "the principal advocate in the county on behalf of older individuals." It acts as an advisory body to the Board of Supervisors and the Area Agency on Aging. It focuses on issues affecting older individuals to ensure a quality of life for older residents so they may live with dignity in their chosen environment.

For more information: Roger Berger, Chair, COA 530-295-1498, or Mike Roberts, Outreach Committee, 916-220-5889.

## Preparing your business for disaster resilience – how to get started

Making your business more resilient starts with a plan. Having a solid disaster recovery plan in place can mean the difference between giving into a crisis and surviving. According to the Small Business Administration, over 90 percent of businesses will fail within two years after being struck by disaster.

Perhaps you've delayed putting together your plan because you're overwhelmed and not sure where to start. Well you're not alone. Disaster recovery can be an overwhelming topic. But, the truth is, it doesn't have to be. Start small and start now.

The key starting point is to secure buy-in from executive management—if you're the owner/operator of your business, this is your call to make. Once you have the go ahead from the top, you are ready to move forward with the following steps in building your plan:

1. Pull together a disaster team.
2. Develop or update your communications and contact list.

3. Create or restock your emergency kit.
4. Back-up your business data.
5. Review your insurance coverage.
6. Determine and prioritize your essential business functions.
7. Understand your risks.
8. Find an alternate place to work.
9. Prepare your employees.
10. Test your plan.

The Business Resiliency Initiative (BRI) will be bringing you tools, tips, and resources to help you understand how to get started on your business continuity plan, and enhancing your business resilience. The next installments of this series will bring more information to you on each of the consecutive steps shown above. In the meantime, join the BRI Face Book Group Disaster Proof Your Business (<https://www.facebook.com/groups/1394466137513136/>) for information and sharing about disaster preparedness and business continuity planning.

## April Business Luncheon

Our featured guest speaker, Dr. Dale Coco, El Dorado Irrigation District Board Member, will share his EID analysis, answer questions and then address the new water rights and their meaning in the drought.

Wednesday, April 8, 2015  
11:30 a.m. to 1:00 p.m.  
Red Hawk Casino/Henrys Steak House  
\$15.00 for Members  
\$20.00 Not-yet a-member

Please reserve your seat in advance:  
(530) 621-5885, or [members@eldoradocounty.org](mailto:members@eldoradocounty.org)  
Our luncheon sponsor is Sierra Community Access Television.

## Grant Development Programs for County Departments, Non-profit Organizations and other County Agencies

The El Dorado County Grant Development program is now accepting applications from County agencies and nonprofits to receive FREE grant writing support.

El Dorado County, Economic Development Division, has contracted with Grant Management Associates to assist local organizations with grant funding identification, grant writing and grant administration. There is no charge to the organization for this assistance. To qualify, you must have a project, and it must be "shovel-ready."

To participate in this program, you must complete a shovel ready survey. If you have questions about this program or the shovel ready survey, please contact Melissa Uppendahl at Grant Management Associates: [muppendahl@grantmanagementassoc.com](mailto:muppendahl@grantmanagementassoc.com).

- Definition of a project:
- Has a defined beginning, end, sched-

ule and approach

- Uses resources specifically allocated to the work
- Has end results with specific goals (time, cost performance/quality)
- Follows a planned, organized approach
- Usually involves a team of people, or collaboration of organizations
- Is your project shovel ready?
- The project concept has been developed
- Partnerships are in place
- Match funding is lined up
- Permits have been secured
- Board approval has been obtained
- Ready to get to work!

For other questions and additional information, please contact El Dorado County, Economic Development Division, at 530-621-5595. [www.edcgov.us/Economic/Grant\\_Development\\_Program.aspx](http://www.edcgov.us/Economic/Grant_Development_Program.aspx).

## APRIL 2015 COMMUNITY CALENDAR

### Community Observatory

Folsom Lake College-El Dorado Center, Campus Dr. Free.  
(530) 642-5621 or [communityobservatory.com](http://communityobservatory.com)

### Tuesday Evenings Men's Chorus in Placerville

7:15 p.m. First Christian Church of Placerville, 2687 Andler Rd, Placerville. (530) 344-9209 or (530) 644-4151 or [www.goldrushchorus.org](http://www.goldrushchorus.org)

### Apple Jacks & Jill's Square Dance Club

Wednesday Evenings, 7:00 p.m. at the Hangtown Grange, 2020 Smith Flat Road, Placerville. (916) 933-2790 or (530) 344-7447, [szymuski@sbcglobal.net](mailto:szymuski@sbcglobal.net)

### Main Street Strollers Square Dance Club

Thursday Evenings, 6:45 at I.O.O.F Hall, 467 Main Street., Placerville. (530) 647-0852, [main.st.strollers@gmail.com](mailto:main.st.strollers@gmail.com)

### Placerville Speedway

**Apr 4:** Opening Day— King of the West, 410 Sprint Car Series

**Apr 8:** World of Outlaws

**Apr 11:** Point Race #1

**Apr 18:** Point Race #2

**Apr 25:** Point Race #3

[www.placervillespeedway.com](http://www.placervillespeedway.com)

### UCCE/El Dorado County Master Gardner Classes

**Apr 11:** Landscape Trees & Shrubs, Bethel Delfino Ag Bldg, 311 Fair Lane

**Apr 15:** Living with the Oaks, Cameron Park Community Center, 2502 Country Club Dr

**Apr 25:** Rainwater Harvesting & Greywater Use, Government Center Hearing Rm Bldg, FC, 2850 Fair Lane Ct, Placerville.

(530) 621-5512, [mgeldorado@usdavis.edu](mailto:mgeldorado@usdavis.edu), <http://ucanr.edu/edmg>.

### April 4 Easter Activities

**7:00 a.m.** Placerville Kiwanis Easter Egg Hunt Lions Park, Cedar Ravine Road, Placerville. (530) 306-7661.

**9:00 a.m.** El Dorado Hills CSD Spring Egg Hunt El Dorado Hills Community Park, 1021 Harvard Way, (916) 933-6624

**10:00 a.m.** 32nd Annual Easter Egg Hunt Rasmussen Park, Cameron Park. (530) 677-2231

**11:00 a.m.** Bayside Church Eggstravaganza Main Lawn, El Dorado County Fairgrounds, 100 Placerville Dr

### Apr 4 Native Plant Sale

9:00 a.m. - 1:00 p.m. County Government Bldgs A & B, 330-360 Fair Lane. California Native Plant Society, El Dorado Chapter. [www.eldoradocnps.org](http://www.eldoradocnps.org)

### Apr 5 Mother Lode Lions Easter Egg Hunt

Noon. Indian Creek School, 6701 Green Valley Road, Placerville.

### Apr 7 Fishing on the Farm

5:00 p.m. Monthly fishing night at the Wakamatsu Colony Farm in Gold Hill, \$10/members, \$15/non-members. RSVP [julie@arconservancy.org](mailto:julie@arconservancy.org), [arconservancy.org](http://arconservancy.org)

### Apr 07, 13, 21, 28 Bingo

5:00 p.m. Pollock Pines/Camino Community Center, 2675 Sanders Drive, Pollock Pines. \$10 for first 14 games. (530) 647-8005

### Apr 03- 19 Monty Python's Spamlot

Presented by Imagination Theater at the El Dorado County Fair Grounds. (530) 642-0404 or [www.it-tickets.org](http://www.it-tickets.org)

### Apr 11 & 12 and 18 & 19 24th Annual El Dorado Winery Passport Weekend

Advance ticket purchase necessary. [www.eldoradowines.org](http://www.eldoradowines.org)

### Apr 11 Kids Expo

10:00 a.m. - 3:00 p.m. Free. El Dorado County Fairgrounds, 100 Placerville Dr. (530) 676-0707 or [reline@onemain.com](mailto:reline@onemain.com), [www.choices4children.org](http://www.choices4children.org)

### Apr 11 9th Annual Hangtown Hold'em Tournament

3:00 p.m. Registration, Play begins at 4:00. \$60 buy-in includes food. New Location: MORE, 399 Placerville Drive (530) 621-5885, [www.eldoradocounty.org](http://www.eldoradocounty.org)

### Apr 12 Spaghetti & Salad Benefit Dinner

1:00 p.m. -5:00 p.m. Mother Lode Lions Hall, Pleasant Valley Road and Missouri Flat Road. Benefit supporting El Dorado County Seniors in crisis. \$10 per adult, \$5 child (under 10). No Host Bar. (530) 644- 8519

### Apr 17 Patron's Club Annual Scholarship Luncheon

11:00 a.m. Cold Springs Community Church, 2600 Cold Springs Road, Placerville. \$15. (530) 621-0907 or (530) 677-8515. [www.flc.losrios.edu/community/patrons-club](http://www.flc.losrios.edu/community/patrons-club)

### Apr 18 Sugarloaf Stampede 5K-10K-10 Mile

Benefits Sugarloaf Station Foundation. Schnell School, 2871 Schnell School Road, Placerville. Rain or Shine. \$40 adults/\$35 youth. (530) 295-2250 or [www.edcoe.org](http://www.edcoe.org).

### Apr 18 & 26 Wakamatsu Historical Tour

10:00 a.m. - Noon. Call for meeting location (Gold Hill area) and to sign up Cost: \$5/Children 12-18 years old, \$10/Adults. [julie@arconservancy.org](mailto:julie@arconservancy.org), (530) 621-1224 or [www.arconservancy.org](http://www.arconservancy.org)

### Apr 18 28th annual Spring Fishing Derby and Casting Contest

9:00 a.m. - 1:00 p.m. Lumsden Pond will be full of rainbow trout just in time for the festivities. Placerville Recreation Department (530) 642-5232. [www.cityofplacerville.org](http://www.cityofplacerville.org)

### Apr 18 Stagecoach Rides

Noon, Weather permitting. Davey "Doc" Wiser's crew. [www.placerville-downtown.org](http://www.placerville-downtown.org)

### Apr 18 Third Saturday, Placerville Art Walk

5:00 p.m. - 9:00 p.m. Historic Downtown Placerville. (530) 672-3436, [www.placerville-downtown.org](http://www.placerville-downtown.org)

### Apr 18 Community Clean Up Day in Cameron Park

8:00 a.m. - 2:00 p.m. at Christa McAuliffe Park and Camerado Springs Middle School. Cameron Park Community Center will hold Swap Meet from 8:00 a.m. - noon. [cpcsd@cameronpark.org](mailto:cpcsd@cameronpark.org), (530) 677-2231, [www.cameronpark.org](http://www.cameronpark.org)

### Apr 24, 25 & 26 35th El Dorado Home & Garden Show

Friday Noon - 5:00, Sat & Sun: 10:00 a.m. - 5:00 p.m. El Dorado County Fairgrounds. Entry only \$2.00 or two canned food items. PARKING \$5.00. [edchomeshow.com](http://edchomeshow.com), (530) 622-7166

### Apr 25 Walk for Youth

7:30 p.m. - 9:30 p.m. Oak Ridge H.S. Stadium, GLOW-IN-THE-DARK WALK, fundraiser for 18 local groups. (916) 941-8482 or [www.edhVisionColalition.org](http://www.edhVisionColalition.org)

### Apr 26 Authors Day at the Shakespeare Club

1:00 p.m. - 3:00 p.m. Placerville Shakespeare Club, 2940 Bedford Ave., Placerville. Tickets \$10. (530) 626-5103 or (916) 941-7156 or [www.placerville-shakespeare.com](http://www.placerville-shakespeare.com)

### Apr 27 Big Brothers/Big Sisters of El Dorado County 3rd Annual Golf for Kids Sake

10:00 a.m. - 6:00 p.m. Serrano Country Club, El Dorado Hills. 530.626.1222, [laurie@bbbs-edc.org](mailto:laurie@bbbs-edc.org), or [www.bbbs-edc.org](http://www.bbbs-edc.org)

### Apr 28 El Dorado County Chamber of Commerce Mixer

5:30 p.m. - 7:30 p.m. Hosted by Snowline Hospice, 180 Industrial Drive, Bldg F, Diamond Springs. (530) 621-5885 or [www.eldoradocounty.org](http://www.eldoradocounty.org)

For more information on these and other events, visit [www.visiteldorado.com](http://www.visiteldorado.com)

The event date, time, cost and locations are subject to change. Therefore prior to attending an event please contact the event contact person to confirm the information.

## MEETINGS:

- Apr 02** Chamber Diplomats, noon, Chamber
- Apr 08** Luncheon, Red Hawk, Henry's Steakhouse, 11:30 a.m.
- Apr 09** Board of Directors, 5:30 p.m., EDCOE
- Apr 09** Joint Chambers, 7:30 a.m., EDCOE
- Apr 09** Visitor's Authority, MORE, 4 p.m.
- Apr 15** Senior Ambassadors, 10:00 a.m. MORE
- Apr 16** Ag Council, 7:30 a.m., Ag Building
- Apr 28** Mixer, Snowline Hospice, 5:30 p.m.