

# HR 103: EFFECTIVE RECRUITMENT, SELECTION & RETENTION

## PRESENTER

**Danielle Telford**  
HR Manager  
**Zenith Insurance**

## COURSE DESCRIPTION

Finding the right employees to fit an organization's needs is a challenging task. This course examines concepts essential for effective staff recruitment, selection, and retention. Students also examine the diverse ways organizations view employees, and what organizational practices are effective to retain quality staff. **Topics include:**

- ⇒ Recruitment techniques
- ⇒ Job descriptions

- ⇒ Assessment, including interviewing, testing, and background investigations
- ⇒ Legal requirements
- ⇒ Employee orientation
- ⇒ Outplacement of staffing needs
- ⇒ Staffing accountability
- ⇒ Retention strategies
- ⇒ Diversity in the workplace.

## LOCATION, DATE & TIME

**California Fresh Fruit Association—  
Huntington Conference Room**  
7647 N Fresno Street, Fresno, CA 93720

**June 25, 2019**

**9 am – 3:30 pm**  
(with lunch provided from 12:00 –12:30 pm)

APMA is recognized by the Society for Human Resource Management (SHRM) to offer Professional Development Credits (PDCs) for the SHRM-CP™ or SHRM-SCP™. Each class is valid for 6 PDCs for the SHRM-CP™ or SHRM-SCP™.

*APMA reserves the right to restrict participation in any APMA event.*



## REGISTRATION FORM

103 ~ Fresno ~ June 25, 2019

**Cost:**  \$150/participant for members of co-sponsoring organizations  \$195/participant for non-members

**Attendees Names:** 1. \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_ 4. \_\_\_\_\_

**Company** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone** \_\_\_\_\_ **E-mail** \_\_\_\_\_

Please submit your registration and payment to: APMA, 512 Pajaro Street, Suite 7, Salinas, CA 93901 or **register online** at [www.agpersonnel.org](http://www.agpersonnel.org). For more information, please contact APMA at (831)422-8023 or email: [apma20@pacbell.net](mailto:apma20@pacbell.net)

## HUMAN RESOURCE PROFESSIONAL IN AGRICULTURE CERTIFICATE PROGRAM

Human Resource Professional in Agriculture (HRPA) Certificate Program has a unique focus on agriculture and incorporates a wide range of topics that will help HR professionals advance to the next level. The program is designed for working adults, with classes scheduled strategically to minimize disruption to your work - eight core courses are required for the program certificate and designation, along with one elective course and may be completed in any sequence. Classes can be taken individually or as part of a curriculum leading to a certificate and designation. Graduates of this program can use a prestigious designation of HRPA™, Human Resource Professional in Agriculture.

We invite all HR professionals to complete this program and stay current on important issues ranging from legal compliance to employee relations.

## PRESENTING AND CO-SPONSORING ORGANIZATIONS

