

# APMA

AGRICULTURAL  
PERSONNEL  
MANAGEMENT  
ASSOCIATION

## HUMAN RESOURCE PROFESSIONAL IN AGRICULTURE CERTIFICATE PROGRAM

*Classes will be offered via webinars\*.*

### 103: EFFECTIVE RECRUITMENT, SELECTION & RETENTION

*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.*

[Please register online](#) and we will send you program instructions.

**\*Zoom Meeting capability required.**

**Cost :** \$1200/members of APMA and Supporting organizations (company discount for 2 or more—\$1150/person) \$1650/non-members. \$150/member and \$195 /non-member for single class.

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



**MARCH 25 (Part 1) & MARCH 26 (Part 2), 2021  
9 AM—Noon (each day)**

#### CLASS 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; Out-placement of staffing needs; Staffing accountability; Retention strategies; Diversity in the workplace.

#### PRESENTER

**LOURDES GONZALEZ**

**Global Director of Human Resources — GOWAN COMPANY**

Lourdes Gonzalez is Human Resources Director for a global company operating in 13 Countries. She brings more than 36 years in human resources and loss control. Lourdes has extensive experience in HR management, safety and supervisory training, as well as consulting on risk management and operational productivity in various industries. She has lectured on labor relations, human resources, safety and organizational development to companies, associations, and organizations. She serves on the board of APMA as Director of Professional Development, is a member of the Society of Human Resources Management (SHRM) and the American Society for Training & Development (ASTD). Lourdes has a Master's Degree in Business Administration from Columbia Southern University, is a graduate of Cal Poly San Luis Obispo, is a Certified Industrial Hygiene Manager (CIHM). She holds a Commercial Lines Coverage Specialist (CLCS) certification and an Agribusiness & Farm Insurance Specialist (AFIS) designations.



For information, please call APMA at 831.422.8023 or email [apma20@pacbell.net](mailto:apma20@pacbell.net) or visit our website [www.agpersonnel.org](http://www.agpersonnel.org)

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

### Supporting Organizations

