

# APMA

AGRICULTURAL  
PERSONNEL  
MANAGEMENT  
ASSOCIATION

## HUMAN RESOURCE PROFESSIONAL IN AGRICULTURE CERTIFICATE PROGRAM

*Classes will be offered via webinars\*.*

### 108: MANAGEMENT AND LEADERSHIP FOR HRM

**DECEMBER 17 (Part 1) & 18 (Part 2), 2020**

**9 AM—Noon (each day)**

*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™.



#### CLASS DESCRIPTION

HR professionals must be able to fit themselves and their department within the big picture of the overall organization. To do this, they must have some understanding of how organizations develop structures and carry out policies via management and leadership. This course addresses social, political, and economic factors that can exist within organizations, and provides students with basic leadership concepts that improve their ability to analyze an organization and make sound human resource management decisions.

Topics include:

- Discerning basic aspects of organizational behavior;
- Analyzing corporate culture and style preference;
- Developing effective leadership techniques;
- Understanding the importance of motivation and performance management;
- Planning and implementing organizational change;
- 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

**FELS**®



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**TheZenith**®  
Agribusiness Solutions