



35th Annual APMA Forum

Monterey Plaza Hotel
Monterey, California
January 28-30, 2015

**A Conference for Human Resource, Labor and
Safety Professionals in the Agricultural Industry**

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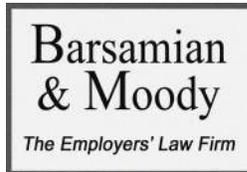
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KEYNOTE SPEAKERS



James Houston

Deputy Secretary, California Department of Food and Agriculture

Opening Keynote

Jim Houston was appointed by Governor Brown as deputy secretary for legislation and public engagement for the California Department of Food and Agriculture.

Mr. Houston worked for the California Assembly serving as Legislative Director for Assembly Member Simon Salinas from 2001-2004 and has served as a representative for the Sacramento-based BGS Group since 2004. During that time he represented numerous entities involved in agriculture. He received a law degree from Mc George School of Law in 2009.



Philip V. Taluban, CPA, FCPA

Chief Financial Officer, Ocean Mist Farms

Luncheon Keynote: Benefits of the CFO and HR Working Together

Philip Taluban is the Chief Financial Officer of Ocean Mist Farms where he oversees the accounting, finance, information technology, credit, and risk management departments.

Prior to coming to Ocean Mist, Mr. Taluban spent many years as a CPA offering a full range of services to a variety of clients in the agribusiness industry. Combined he has 25 years of experience in helping middle market companies grow.

Mr. Taluban is a graduate of California State University, Sacramento; Certified Public Accountant and Forensic Certified Public Accountant. He serves on a number of boards, including CA Society of Certified Public Accountants, Terra Segregated Portfolio, Artichoke Festival, and United Foods, Business and Industry Council.

GRADUATION CEREMONY



Congratulations to the 5th Class
of Human Resource Professionals in
Agriculture (HRPA™)!

We will honor the graduates at APMA's
35th Annual Dinner on Thursday,
January 29, 2015 from 6 PM to 10 PM.

FORUM LEADERS

Ed Bray

Senior Vice President, Compliance - Pan American/Ascension Insurance Agency

Presenter for Workshop J: "The Affordable Care Act: Compliance, Including Recordkeeping"

Ed Bray is the Senior Vice President of Compliance for Pan American/Ascension Insurance Agency. He is responsible for delivering health and welfare benefits compliance support and services to Pan American/Ascension's clients. Ed's unique blend of knowledge and depth of understanding of human resources, as well as laws and regulations related to healthcare delivery, make him an important part of the Ascension team.

Ed has over 15 years of experience directing corporate benefit departments within major national corporations, including Hawaiian Airlines and Apria Healthcare. Additionally, he holds a law degree from Western New England University School of Law and a MBA from Auburn University. His experience, coupled with his legal and business expertise, enables him to bring unique insight to the benefits compliance environment and explain the complex benefits laws in an efficient and practical way to clients.

Dax B. Deason

Founder - Deason Law, PC

Co-Presenter for Workshop P: "H-2A and Immigration Issues Affecting Agricultural Employers"

Born in the border town of El Paso, Texas, Dax Deason is the founder of Deason Law, PC. Even during his clinical studies in law school, Mr. Deason has been dedicated to providing effective representation to companies and individuals from across the United States. From Hawaii to Florida, he has traveled extensively to represent clients in various labor intensive industries, such as agriculture, steel plants, food processing, engineering, farming, ranching and professional outsourcing. Mr. Deason is also a favorite speaker during client training sessions or at seminars before agricultural trade associations. Mr. Deason's primary practice area is devoted to defending companies from overzealous government regulation, which includes assisting companies with I-9 audits, litigating Department of Labor H-2A audits and other government inspections concerning the labor and immigration regulations. He also guides companies through the transactional process of hiring professional and skilled employees, assists investors who seek to establish new ventures and represents agricultural companies who sponsor hundreds of foreign agricultural workers each year under the H-2A program. His Spanish fluency and familiarity with the Mexican culture provides companies with an added benefit when companies hire the firm to sponsor workers from south of the border. Mr. Deason also dedicates time in assisting individuals with their immigration status, including the filing of petitions for undocumented students under the DACA program. Mr. Deason's legal background is further varied by his work in the area of labor and employment law. He frequently provides consultation concerning policies and employment agreements, lends advice concerning termination of employment, defends employee lawsuits, litigates non-compete disputes and provides representation of employers who have been sued by the EEOC.

Daniel M. Gallegos, SPHR

Director of Human Resources - Sunview Vineyards of California, Inc.

Co-Moderator for HR Roundtable: "High Impact Discussion of Human Resource Topics"

Mr. Gallegos is the Director of Human Resources with Sunview Vineyards of California, Inc. and related entities. He presently oversees human resource activities for companies involved in vineyard and tree fruit farming operations, winery operations, food processing and product storage operations, nursery operations, and sales/marketing. Mr. Gallegos has 30 years of experience in human resource management in manufacturing and agricultural operations.

Vanessa Galvan

Corporate Agriculture Safety & Health Manager - Zenith Insurance Company

Co-Panelist for Safety Roundtable: "Navigating Safety—Are We There Yet?"

Vanessa Galvan is the Corporate Agriculture Safety & Health Manager at Zenith Insurance Company. She has 12 years of experience as a safety professional and has built knowledge and expertise in various industries including agriculture, food manufacturing, warehousing, and construction. Prior to joining Zenith, Vanessa was the Safety Director for Rancho Harvest and the Regional Safety and Security Manager for Chiquita Brand International. In addition, she was the Director of Human Resources for a large farming operation on the Central Coast. She has developed and implemented safety culture initiatives at an international level and has worked on a number of projects that have resulted in innovative solutions to reduce the probability of risk, as well as the severity of workplace injuries and illnesses. Vanessa believes that simplifying the information in a way that resonates with all levels of the organization is the key to a successful safety program. Vanessa graduated from the University of California, Santa Barbara, with a B.A. in International Relations and a B.S. in Economics.

Monica Goodale, Ed.D.

Sr. Director, National Learning & Development, Human Resources - Zenith Insurance Company

Presenter for Workshops B (Part I) & F (Part II): "Ready, Set, Lead: Designing a Leadership Development Program for Your Organization"

Known as a highly effective leader in her own right for over 25 years, Monica Goodale holds a Doctorate in Education specializing in Organizational Leadership from Pepperdine, where she serves as an Adjunct Professor and guest lecturer. Her professional career spans both, military and civilian experiences, and she was profiled by the research group, Bersin & Associates, as a "Best Practice Leader." Monica regularly speaks and teaches at professional conferences, including ASTD, ISPI, and APQC. Monica was invited to lead a pre-conference workshop on designing leadership development programs at the 2014 ASTD International Conference and Expo.

Most recently she has been working with the California AG Community – including the APMA and American Pistachio Growers. Monica has also supervised dozens of doctoral dissertations related to the development of leadership, organizational development issues, and bridging school-to-business needs. She is known for transforming traditional training and development teams into competitive assets, and for aligning learning efforts to directly support an organization's business goals. Since 2011, Monica has been leading the national learning and development function for a specialty workers' compensation insurance firm.

Lourdes Gonzalez, MBA, HRP, CIHM, CLCS, AFIS

Director of Human Resources - Gowan Company

Co-Presenter for "HR 101: Elements of Human Resource Management"

Co-Moderator for HR Roundtable: "High Impact Discussion of Human Resource Topics"

Presenter for Workshop N: "Coaching and Mentoring Your Organization"

Lourdes Gonzalez has worked in the industry as a Safety Director, Loss Control Consultant, HR Consultant and Account Executive in California and Arizona. Lourdes has extensive experience in safety and supervisory training, HR management, 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 in California, Arizona and Colorado. She is a frequent speaker for SHRM chapter in Yuma, AZ. She contributes as a writer to various newsletters and magazines on topics related to human resources, safety and risk management. She is a member of the Society of Human Resources Management (SHRM), the American Society for Training & Development (ASTD), AgSafe and APMA. Lourdes, a graduate of Cal Poly-San Luis Obispo, has a Master's Degree in Business Administration from Columbia Southern University. She is a Certified Industrial Hygiene Manager (CIHM), is a licensed Property & Casualty, Life and Health Producer, holds a Commercial Lines Coverage Specialist (CLCS) certification and an Agribusiness & Farm Insurance Specialist (AFIS) designations. She is concurrently pursuing her Doctorate in Business Administration.

Dan M. Hair, MSS,CSP

Senior Vice President and Chief Underwriting and Safety Officer – Workers Compensation Fund

Presenter for Workshop C: "Severe Injury and Fatality Prevention"

Dan Hair, MSS, CSP joined the Workers Compensation Fund as Senior Vice President and Chief Underwriting and Safety Officer in May of 2005. In this position, he is responsible for the loss control and underwriting operations of the company. Dan began his insurance career with the State Compensation Insurance Fund of California in 1976, and then spent 25 years with Zenith Insurance Company in a variety of technical and management positions ending as Senior Vice President and National Director of Safety & Health.

He has a BA degree from the University of California (UCLA) and an MS from the University of Southern California (USC). He served on the ANSI Z/365 Ergonomics Committee, the Cal-Osha expert subcommittee on ergonomics and is a CSP (Board Certified Safety Professional) by examination. A professional member of the American Society of Safety Engineers he is also currently serving as an external advisor to the National Children's Center for Rural and Agricultural Health and Safety, the High Plains Intermountain Center for Agricultural Health and Safety and serves as Chair of the Advisory Committee of ASHCA (Agricultural Safety and Health Council of America). He was Co-Chair of the 2010 Joint ASHCA/NIOSH National Conference "Be Safe, Be Profitable: Protecting Workers in Agriculture". Dan has taught extension courses in Safety and Health at San Diego State University and the University of Utah. Dan also currently Co-Chairs the Agriculture Forest and Fisheries Sector Council Committee of the NIOSH National Occupational Research Agenda and chairs the Ag Health subcommittee. Dan is also a graduate of Leadership Utah.

William J. Krycia, MPH, CIH

Senior Safety Engineer – Department of Industrial Relations, Cal/OSHA Division

Co-Presenter for Workshop O: "Safety—Breaking Through the Firewall of Compliance to Reach Zero Harm"

William J. Krycia's career spans over 30 years with the Department of Industrial Relations - Division of Occupational Safety and Health. He obtained a Master's degree in Public Health from the University of Michigan, Ann Arbor. He is also a Certified Industrial Hygienist with the American Board of Industrial Hygiene. Currently he serves as the Regional Manager for the Department of Industrial Relations - Cal/OSHA Compliance, Region II, which covers the Central Valley from the Oregon border down to Edwards Air Force Base.

Morgan LeBlanc

Safety Manager, O'Neill Vintners and Distillers

Co-Panelist for Safety Roundtable: "Navigating Safety—Are We There Yet?"

Morgan LeBlanc is a career safety professional that has worked for several international companies: Eastman Kodak where he worked as an Industrial Hygienist, Pfaudler US, Inc. as the Environmental Health and Safety Engineer, and Frontier Telecommunication where he was the Corporate Environmental and Safety Manager. Morgan worked for Constellation Wine Company as Director of Safety covering the West Coast Operations from 1996 to August of 2013. While at Constellation Brands, he guided Mission Bell Winery and Gonzales Winery to Voluntary Protection Participants certification, as well as several Vineyard Operations toward Golden Gate Certifications. Morgan holds a Special Team Member Certification (STM) through Cal/OSHA. Currently Morgan works for O'Neill Vintners and Distillers, a privately owned winery in the Central Valley of California. O'Neill Vintners has grown to become the 8th largest U.S. winery and has earned a reputation as one of the premier custom wine producers in California. As Safety Manager, Morgan is responsible for all Safety, Environmental and Security program activities, and BRC certification process management at the winery. The winery is preparing to step up the the next level in safety as it continues to grow and increase production of wine and brandy.

During his time in California, Morgan has served on the on the Executive Board for the National Voluntary Protection Participants Association and has previously served as Vice Chairman on the Executive Board of Directors for Region IX VPPPA. He also served on the Board for the Agricultural Personnel Management Association (APMA). Morgan served on several organization boards including: ASSE as President for the Genesee Valley Chapter, and the Board of the Alliance of Hazardous Materials Professionals in Rochester NY.

C. Bryan Little

Chief Operating Officer – Farm Employers Labor Service

Co-Presenter for Workshop P: "H-2A and Immigration Issues Affecting Agricultural Employers"

Bryan Little, a labor-affairs specialist with extensive experience in both government and agriculture is the Chief Operating Officer of Farm Employers Labor Service. Bryan also serves as Director of Labor Affairs for the California Farm Bureau Federation, representing members on legislative, congressional and regulatory issues involving immigration and labor policy. Bryan formerly served with the U.S. Department of Labor, as Deputy Assistant Secretary for Occupational Safety and Health. Prior to joining OSHA, he was Senior Director for Governmental Affairs for American Farm Bureau Federation in Washington, D.C. Bryan earned a Bachelor's Degree in political science and public administration from James Madison University in Harrisonburg, VA.

Patrick S. Moody

Attorney - Barsamian & Moody

*Co-Presenter for Workshop E: "Managing Your Employees During the Labor Shortage"**Co-Presenter for 2015 Labor & Employment Law Update*

Patrick S. Moody is a shareholder with Barsamian & Moody, a law firm solely dedicated to representing employers. Mr. Moody provides the firm's management clientele with solutions and advice for complying with the numerous statutes and regulations relating to labor and employment law, as well as the intricacies of handling union organizing campaigns and working within the confines of collective bargaining agreements. He has represented employers before most state and federal administrative agencies, in judicial and labor grievance arbitrations, as well as in both state and federal trial and appellate courts. Mr. Moody earned his undergraduate degree from the University of Florida, and his J.D. degree, with honors, from the California Western School of Law, where he served as a Staff Writer and was on the Executive Board of the California Western Law Review and the California Western International Law Journal. He was admitted to the California State Bar in 1991, and is also admitted to practice before all United States District Courts in CA, and the Ninth Circuit Court of Appeal. He is the Secretary/Treasurer of the Board of Directors of the Agricultural Personnel Management Association. Mr. Moody frequently speaks on many different topics related to labor and employment law, regularly contributes articles to a wide variety of publications, and is the author of several regularly published columns on topics relevant to employers.

Carl Morello, P.E, ARM, ALCM, AFIS

Assistant Vice President Safety & Health - Zenith Insurance Company

Presenter for Workshop K: "SAFETY: It isn't Rocket Science...or is it?"

Carl Morello has worked in the Safety & Health and Risk Management field of insurance since 1989, with a large eastern-based US national carrier. He relocated to California in 2006 to lead the loss control operations of a western regional carrier and is presently with Zenith Insurance. Prior to the insurance industry, Carl worked in the engineering and construction field. He holds a Professional Engineer's License and insurance industry designations of ALCM, (Associate in Loss Control Management), ARM, (Associate in Risk Management), and AFIS, (Agribusiness Farm Insurance Specialist). His undergraduate degrees are in Mechanical and Civil Engineering. He also has a Master of Science degree in Management and his MBA. Carl has been published multiple times in the Insurance Journal and has presented on various risk management topics at national and regional conferences.

Kimberly Naffziger

Assistant Vice President and Agricultural Specialist - Zenith Insurance Company

Moderator for Safety Roundtable: "Navigating Safety—Are We There Yet?"

Kimberly Naffziger is an Assistant Vice President and Agricultural Specialist with Zenith Insurance Company. A California native, Kimberly has been involved with the agricultural industry for most of her life. Her background includes serving as Program Development Specialist at California State University, Fresno's Center for Agricultural Business from 1990 to 2008. In her role at the University she conducted applied research and was involved in the dissemination of information through educational outreach programs for the agricultural industry. In 1997, she assumed the role as Executive Director for AgSafe, a non-profit organization dedicated to reducing injuries, illnesses and fatalities in agriculture. During her tenure at both, the University and at AgSafe, she has played an integral part in the development of educational programs for the agricultural industry including the California Agricultural Safety Certificate Program; the Farm Labor Contractor's Education Institute; the Motor Vehicle Education Program for Spanish speaking workers; and the Supervisor Development Program to name a few. Kimberly has a Bachelor of Science Degree in Agricultural Business from California State University, Fresno.

Robin Nicola

Principal - Nicola Health and Safety

Co-Presenter for Workshop O: "Safety—Breaking Through the Firewall of Compliance to Reach Zero Harm"

Robin began her career in occupational health and safety in agriculture while working for Robert Mondavi Winery in their vineyard department in 2000. She was invited to join the AgSafe Board of Directors and shortly after she created a regional safety group called Agriculture Resource Safety Alliance (ASRA). Robin also worked with the Beringer Vineyard Department for Foster's Wine Estates in St. Helena. In 2005, Robin, then the President of AgSafe, was invited by the Chilean government and the Chilean Safety Association to teach the AgSafe Safety Certificate Program to a group of Chilean agronomists and safety professionals. There, Robin applied an emphasis on consistency and sustainable safety programs. Robin later went to work for Diageo Chateau and Estates in Calistoga, California. She participated in the implementation of the Diageo Zero Harm Program which included: Leadership in Safety, Safety Improvement Report Card, Charity Awards, Hazard Assessment, Accident Investigations, Safety Committee Meetings, and Safety training in the field and winery. In 2009, she started her own business—Nicola Health and Safety. She continues to teach the bilingual AgSafe Safety Certificate Program, as well as active on the Board of Directors.

Laura Penner, HRP

Human Resource Manager - Braga Ranch / Al Pak Labor

Co-Presenter for "HR 101: Elements of Human Resource Management"

Laura Penner has been with Braga Ranch/Al Pak Labor for 14 years. She began processing payroll and worked her way into the HR position. She is responsible for overseeing benefits, safety, workers' compensation, along with day-to-day operational part of the business for nearly 600 employees. She was a part of the first APMA certificate program graduate recipients and has been involved with APMA for nearly 11 years. She currently serves on the board of APMA as the Coastal Area Director.

Natalie Pierce

Attorney - Littler

*Co-Presenter for Workshop D: "Global Data Privacy and Security"**Co-Presenter for Workshop L: "Compliance and Liability Prevention on Global Level"*

Natalie Pierce is a Shareholder in Littler's San Francisco office, representing start-ups to global corporations before state and federal court and employment-related regulatory agencies. She has subject matter expertise in harassment and discrimination claims, enforcement of restrictive covenants, whistleblower claims, and complex litigation, including wage and hour class actions. Natalie also has extensive experience in the employment law aspects of reorganization, acquisition and down-sizing of corporations and serves as a core member of Littler's Business

Restructuring Practice Group.

In addition to her litigation and counseling practice, Natalie is a frequent speaker at industry, university, and in-house counsel events on topics ranging from disability and leave laws to wage and hour class action avoidance to cross-border investigations. She is also Co-Chair of Littler's Diversity & Inclusion Council, Co-Chair of Reunion – Littler's affinity group for Latino/as, and a Steering Committee member of the Women's Leadership Initiative. She is current President of the Northern California and Hawaii regions of the Hispanic National Bar Association, and also serves as its Associate General Counsel for employment law matters, and Chair of the Office and Personnel Committee. She was recently selected to serve a 3-year term on the Board of Directors of the San Francisco Bar Association of San Francisco.

Natalie earned her B.A. with Honors from UC Berkeley and her J.D. from Columbia University School of Law where she was a Harlan Fiske Stone Scholar and recipient of the Emil Schlesinger Labor Law Prize at graduation.

Susan Quale, PHR

VP of Human Resources - Sierra Cascade Nursery, Inc.

Co-Presenter Workshop P: "H-2A and Immigration Issues Affecting Agricultural Employers"

Susan Quale is the Vice President of Human Resources for Sierra-Cascade Nursery, Inc., a leading supplier of strawberry plants to commercial fruit growers. Her responsibilities include the oversight and coordination of all HR functions, including benefits and compensation, health and safety, workers' compensation, labor law compliance, labor management including food service, housing and transportation for the company including administration of the H-2A program. Sierra-Cascade Nursery grows many crops in addition to the strawberries and has multiple sites in California and Southern Oregon. The company employs in excess of 2400 people at its peak and utilizes multiple H-2A contracts each year, housing and feeding over 1200 employees. Susan has been with SCN for 18 years and is a Certified HR Professional.

Anthony P. Raimondo

Attorney - Raimondo & Associates

Presenter for Workshop M: "Practical Solutions to Common Wage and Hour Challenges"

Anthony P. Raimondo is the President of Raimondo & Associates, Fresno-based firm that conducts a practice concentrating in labor relations and employment law, including management representation in counter-organizing campaigns, unfair labor practice defense, grievance and arbitration defense, and collective bargaining negotiations. The firm defends employers in state and federal courts in actions ranging from harassment and discrimination to wage and hour disputes. The firm advocates for employers in administrative agency proceedings and investigations including the National Labor Relations Board, the Agricultural Labor Relations Board, the California Labor Commissioner, U.S. Department of Labor, Cal/OSHA, EEOC, and others.

Mr. Raimondo has been representing employers since 2001 when he left the Fresno County Public Defender to enter private practice. He has assisted employers with strategic planning in labor relations, and has counseled employers in day to day workplace issues to avoid litigation. Mr. Raimondo has successfully turned back organizing campaigns from some of America's most aggressive unions, and has negotiated favorable contracts for unionized employers. Mr. Raimondo has assisted clients with government investigations and audits, and regularly defends wage claims before the California Labor Commissioner.

Mr. Raimondo is the primary labor and employment resource for California's Western United Dairymen, and regularly publishes articles in industry newsletters. Mr. Raimondo is admitted to practice in the State of California and U.S. District Court, Eastern District of California and Northern District of California.

Jason Resnick

Vice President and General Counsel - Western Growers

Co-Presenter for Workshop A: "Human Resource Nightmares and Tricky Terminations"

Co-Presenter for 2015 Labor & Employment Law Update

Jason Resnick provides legal guidance to Western Growers' corporate entities, senior management and membership. He also has primary staff responsibility for the Western Growers Labor Committee. Jason is a frequent speaker and magazine contributor on employment and labor law matters and other legal issues affecting the California and Arizona agriculture industries. He is a past co-chair of the Agribusiness Committee of the State Bar of California. His litigation experience includes trying jury and bench trials, administrative proceedings before state and federal agencies, and drafting appellate briefs to the California Supreme Court and state and federal courts of appeal. Jason earned his Bachelor of Arts degree from the University of California, Irvine and his Juris Doctor degree from the University of the Pacific, McGeorge School of Law.

Paul Riley, MBA, CSP

Global Safety Manager - Church of Jesus Christ of Latter-day Saints

Presenter for Workshop G: "Bridging the Gap Between Human Resources and Safety"

Paul Riley is a Certified Safety Professional with over 23 years of experience in Occupational Safety and Health. He received his Bachelor's degree in Environmental & Occupational Safety & Health from Brigham Young University and his Master's degree in Business Administration (MBA) from Western Governors University. He has worked in the Safety and Health profession in several different industries. He has worked in mining, agriculture, insurance, government, and construction. Mr. Riley is currently the Global Safety Manager for the Church of Jesus Christ of Latter-day Saints (Church). The Church and its affiliated businesses own and operate several non-profit and for-profit agricultural operations around the world. These operations include cattle, nuts, raisins, corn, potatoes, olive oil, oranges, and apples, as well as other crops. Mr. Riley has been with the Church for over 11 years now and is responsible for working with all Church departments and affiliated businesses worldwide. Mr. Riley has served as President of the Utah Chapter of the American Society of Safety Engineers (ASSE). ASSE has organized several practice specialty and special interest groups over the years. While serving as the chair of ASSE's National Management Practice Specialty in 2008, Paul was instrumental in organizing a new practice specialty group call the Human Resource Branch. The HR Branch was created to help provide HR professionals with a venue to meet with other safety professionals and to provide them support for their safety responsibilities.

Julio C. Sanchez, MBA

General Manager - RAMCO Enterprises, LP

Co-Presenter for Workshop E: "Managing Your Employees During the Labor Shortage"

After graduating from Cal Poly San Luis Obispo in 2001 with a degree in Ag Business, Julio Sanchez held positions of Director of HR/Safety for RAMCO, and in the past two years, General Manager. In 2005, he received his MBA from Golden Gate University. RAMCO is headquartered in Salinas with offices in Santa Maria, Oxnard, Watsonville, and Yuma, providing employment services to the agricultural, food processing, and light manufacturing industries. RAMCO is also involved in various conventional and organic contract growing ventures of both, vegetables and strawberries.

Mónica Schiaffino

Attorney - Littler

Co-Presenter for Workshop D: "Global Data Privacy and Security"

Presenter for Workshop H: "Doing Business in Mexico"

Co-Presenter for Workshop L: "Compliance and Liability Prevention on Global Level"

Mónica Schiaffino is a shareholder in Littler's Mexico City and Monterrey offices. She has been practicing labor law for over a decade and is an experienced litigator. She has extensive experience with implementation of pension plans; coordinating and implementing labor structures dealing with expatriates; employee and business transfers; internal labor regulations and compliance; employee handbooks, policies and employment contracts; incentive plans; confidentiality agreements; conducting due diligence; and labor restructuring and collective bargaining agreements. Prior to joining Littler, she was a consultant and litigator at two other major law firms in Mexico. She is named "Lawyer of the Year" in Best Lawyers in Mexico, 2014.

Mónica has co-authored several important articles, which have appeared in various renowned publications, and she frequently speaks at labor law conferences. She has participated as coordinator in the preparation of several handbooks regarding individual and collective dismissals in the Americas for Ius Laboris and was the Americas Regional Coordinator of such Alliance for almost two years. She is a founding member of The Labor Group of The Querétaro Chapter of the Asociación Nacional de Abogados de Empresa (ANADE) and a member of the Asociación de Ejecutivos de Relaciones Industriales (AERIAC). She earned her law degree with honors from the Universidad Nacional Autónoma de México and an Advanced Law Degree from the Centro de Estudios de Actualización en Derecho, in México.

Joel Sherman

Director, Safety & Workers' Compensation - Grimmway Farms

Presenter for Workshop I: "Impact of Drugs in the Workplace - An Unintentional Case Study"

Joel Sherman is the Director of Safety, Workers' Compensation and Regulatory Compliance for Grimmway Farms, a large vegetable grower/packer/shipper based in Kern County, California. Mr. Sherman oversees three departments responsible for the safety and workers' compensation issues for more than 7,500 employees and contract laborers.

A graduate of California State University Bakersfield, Joel has more than thirty years experience in the safety and workers' compensation field. He has served in a variety of capacities including claims adjuster, loss control consultant, policy services representative, and as the workers' compensation liaison for a large industrial medicine practice. A certified self-insurance administrator, Joel presently teaches Introduction to Workers' Compensation at CSUB. He was the Chairman of the board of directors of the California Coalition on Workers' Compensation (CCWC) for 2009 and 2010 and was recently elected to the board of directors of the California Self-Insurance Association (CSIA). Actively involved in the comp reforms of 2004, he continues to participate in legislative reform of the system. In December of 2010, Governor Schwarzenegger appointed him to the Fraud Assessment Commission. Joel was also recently invited to participate in the Agricultural Sector of the NIOSH National Occupational Research Agenda, and is a member of the Cal/OSHA Advisory Committee.

Denise Spars

Director of Human Resources - Tejon Ranch

Co-Presenter for Workshop A: "Human Resource Nightmares and Tricky Terminations"

Denise Spars has been in the human resources field for over 20 years. She has been the HR Director for Tejon Ranch for the past 5 years. Denise received her Advanced Human Resource Certification from Cornell University and is currently pursuing a Finance Certification from Cornell University. She serves on the board of Directors of the Agricultural Personnel Management Association as the Valley Area Director.

Arturo Trejo

Corporate Safety Manager for California Operations - JG Boswell Company

Co-Panelist for Safety Roundtable: "Navigating Safety—Are We There Yet?"

Arturo Trejo is a Corporate Safety Manager at J. G. Boswell Company in Corcoran, California. He has previously held positions of Environmental, Health and Safety Manager, Production Manager, and Operations Team Leader for E. & J. Gallo Winery; Production Supervisor for Leprino Foods and Kellogg Company. He received a Bachelor of Science degree in Business Administration and Management from California State University, Stanislaus. Among many certification, Art holds a Professional Safety Management Certification, Hazardous Materials and Transportation, Certified Ergonomics Assessment Specialist, Radiation Safety Officer, Incident Commander, Confined Space Entry/Non-Entry Rescue, Fall Prevention and Protection, Equipment Inspection, Laser Safety: Hazards, Inspection, and Controls, Cal/OSHA Standards for General Industry, Community Emergency Response Team.

Jeff Vargas

Vineyard Operations Coordinator - Treasury Wine Estates, Grape Resources

Co-Presenter for Workshop O: "Safety—Breaking Through the Firewall of Compliance to Reach Zero Harm"

Jeff Vargas is a bi-lingual (English-Spanish) Vineyard Operations Coordinator, who exercises the implementation of company Health & Safety policy along with federal, state and regional regulations.

2015 WORKSHOP DESCRIPTIONS

Wednesday, January 28, 2015

HR 101: Elements of Human Resource Management (HRPA Session)

Presenters: Lourdes Gonzalez & Laura Penera

As an introduction to Human Resource Management (HRM), this survey course provides an overview of basic elements, including understanding the functions of HRM in an organization, typical designs of HRM departments, the responsibilities of HRM personnel, various roles HRM specialists have, and career options for prospective HRM employees.

Safety Roundtable: Navigating Safety—Are We There Yet?

Roundtable Panel Discussion

Moderator: Kimberly Naffziger; Panelists: Vanessa Galvan, Morgan LeBlanc, Robin Nicola & Arturo Trejo

Get the Forum started with a dynamic panel discussion on safety and health issues impacting agriculture. Hear from industry experts and share your insights on challenges, opportunities and experiences navigating safety in today's ever-changing environment.

HR Roundtable: High Impact Discussion of Human Resource Topics

Moderators: Daniel Gallegos & Lourdes Gonzalez

The HR Roundtable provides an opportunity for participants to interact, debate, and find solutions on how HR can lead the change in your organization. Bring your questions—anything from leadership development to onboarding employees, the short- and long-term challenges you are facing.

Thursday, January 29, 2015

A: Human Resource Nightmares and Tricky Terminations

Presenters: Jason Resnick & Denise Spars

Terminations are a legal minefield that you should navigate only after careful consideration and adequate preparation. Even though most employment relationships are "at-will," meaning you can terminate an employee at any time, some terminations are trickier than others. A misstep can lead to serious liability for the employer and exposure to huge monetary damages. This program will give you the information to terminate with confidence or know when to put on the brakes.

B & F: Ready, Set, Lead: Designing a Leadership Development Program for Your Organization (3-hour session)

Presenter: Monica Goodale

During this hands-on workshop, you will learn to design a leadership development program for your organization. The workshop will provide you with a framework that can easily be tailored to your organization's unique circumstances. The framework represents the core best practices of leadership development, including:

- Ensuring a connection between business goals and any development program
- Obtaining true support from senior leadership and how to keep that support over time
- Balancing technology-enabled and more traditional participation
- Accounting for organizational culture and beliefs about leadership

This workshop is perfect for those who need to quickly understand how to create an effective leadership development program (could also include supervisory skills programs, overall training & development programs). You will walk away with a template for a program, and ideas on how to identify additional information and resource needs, and how to implement a program once you are back at your organization.

C: Severe Injury and Fatality Prevention

Presenter: Dan Hair

There were 4,628 workplace fatalities in the U.S. in 2012. Many organizations have built excellent programs that have effectively lowered incidence rates and other trailing indicators. Unfortunately, they occasionally still experience serious injuries or fatalities. Why? A research consensus has been built over the last decade or so that serious and fatal injuries are different from less severe injuries and require a different approach. In this seminar, participants will examine some of the distinct causes of serious and fatal injuries, learn why traditional safety programs often fall short and additional approaches that should be taken.

D: Global Data Privacy and Security

Presenters: Natalie Pierce & Monica Schiaffino

The trend towards broad data protection regulation in Latin America accelerated in 2013 as Colombia and Costa Rica became the fifth and sixth Latin American countries with enforceable privacy legislation and Mexico began imposing substantial penalties. Led by experts in the field, this panel will address key compliance obligations and their practical implications for international employers, including restrictions on cross-border data transfers, developing a successful privacy program, handling security breaches, and understanding the enforcement environment.

E: Managing Your Employees During the Labor Shortage

Presenters: Patrick Moody & Julio Sanchez

This session will cover new and innovative ways in which to manage employees, with an eye toward employee retention, during the ongoing labor shortage. Participants will leave with a game plan to help maximize employee retention while maintaining management capabilities and functions.

G: Bridging the Gap Between Human Resources and Safety

Presenter: Paul Riley

In today's "do more with less" environment, the role of Human Resources is more critical than ever. The HR professional often wears more than one hat. One of those hats may include "safety". This presentation will provide HR professionals with the important "next steps" once they find themselves wearing the "safety" hat in addition to their other duties.

H: Doing Business in Mexico*Presenter: Monica Schiaffino*

Amendments to Mexico's labor code and other laws impacting the workplace have substantially altered the legal landscape in recent years for companies conducting business in Mexico. Mexican Labor and Employment Law attorney Monica Schiaffino will discuss the basics of labor and employment law in Mexico with some attention to issues specific to the agricultural sector, and evaluate the impact of these new laws and the corresponding new challenges that companies face.

I: Impact of Drugs in the Workplace - An Unintentional Case Study*Presenter: Joel Sherman*

Have you ever wondered about the value of pre-employment drug testing? Learn about firsthand experience from a large agricultural employer who discontinued pre-employment drug testing for a 14-month period. The results were sobering.

J: The Affordable Care Act: Compliance, Including Recordkeeping*Presenter: Ed Bray*

It's safe to say that 2015 can be labeled as the year of the ACA "play or pay" provision and preparing for the 2016 IRS reporting requirements. While some employers will have until 2016 to comply with "play or pay," most employers will need to start compliance in 2015. To avoid penalties, this means offering appropriate health insurance coverage to the right employees. Plus, although the new ACA IRS reporting requirements (Sections 6055 and 6056) don't take effect until early 2016, you will want to start preparing for them now. Why? 1) You may not have the required employee (and potentially dependent) data to be reported; and 2) Your systems/vendors may not be equipped to provide the respective information. Please join Ed Bray, Ascension's SVP of Compliance, who walked in your shoes for over 10 years leading benefits departments at Hawaiian Airlines and The First American Corporation, as he provides both, legal and practical guidance on how to effectively prepare for and comply with these new ACA requirements.

K: SAFETY: It isn't Rocket Science...or is it?*Presenter: Carl Morello, P.E, ARM, ALCM, AFIS*

Developing a safety culture that works in business can be difficult when P-Q-P, (Profits, Quality, Production) don't involve and embrace it. The 1986 Space Shuttle Challenger disaster identified an alarming behavior that everyone makes and needs to be recognized and changed to effectively integrate safety into the business model. This presentation will identify that behavior and relate it to effective accident investigation techniques and also discuss how common loss analysis efforts usually fall short of identifying the areas that truly need to be focused on to reduce injuries or loss exposures.

L: Compliance and Liability Prevention on Global Level*Presenters: Natalie Pierce & Monica Schiaffino*

Global codes of conduct can be one of the most effective methods of corporate oversight for multinational corporations and can essentially tie together corporate values, diverse local cultures and divergent international standards into one compliance scheme. But creating and implementing a code that is relevant and enforceable for a global workforce can be challenging. How do you define your objectives and the covered responsibilities? What international standards need to be incorporated or considered? How broadly or specifically should it address supply chain issues, human rights and labor rights, environmental standards, and social, economic and community-related issues? This session will help organizations understand the scope of this undertaking and address steps that can be used to draft codes suitable for the organization's particular needs, industry, strategy and structure.

M: Practical Solutions to Common Wage and Hour Challenges*Presenter: Anthony Raimondo*

This presentation will focus on practical solutions to common problems that lead to wage and hour exposure, including meal and rest period scheduling, avoiding off the clock work, capturing non-productive time, controlling loss of tools and equipment, and other day-to-day issues that can lead to liability under wage and hour laws.

N: Coaching and Mentoring Your Organization*Presenter: Lourdes Gonzalez*

Organizations are realizing the many benefits of developing talent through coaching and mentoring programs. It is easy to imagine but hard to implement. This workshop will explore what methods to use on the implementation of effective programs, how these methods can support talent development, and the tools available for running these programs. We will identify the key differences between coaching and mentoring, how can we develop effective coaches and mentors internally, as well as ethical issues in coaching and mentoring. We will also discuss real world examples of success including developing a coaching and mentoring culture in your organization. This workshop is geared to managers, supervisors and human resources practitioners.

O: Safety—Breaking Through the Firewall of Compliance to Reach Zero Harm*Presenters: William Krycia, Robin Nicola & Jeff Vargas*

Cal/OSHA fines can be costly. Being prepared for a Cal/OSHA inspection can save time and money, but preventing an injury or saving someone's life is priceless. This interactive panel discussion will focus on strategies to take your safety inspection and hazard assessment program beyond compliance to "best practice". Come learn how to take your company to a higher level to reach "Zero Harm".

P: H-2A and Immigration Issues Affecting Agricultural Employers*Presenters: Dax Deason, Bryan Little & Susan Quale*

Agricultural companies who currently use the H-2A program can't live without it. Companies who are not using the program are hesitant to jump in, despite the severe labor shortage. It is time to finally act! This session will provide real world information from immigration and HR professionals who hire H-2A employees on a yearly basis. Participants will also learn about other visa programs that may help to fill key positions and receive the latest updates in the world of immigration.

Friday, January 30, 2015

2015 Labor and Employment Law Update*Presenters: Patrick Moody & Jason Resnick*

Be sure to finish off the Forum right, with Pat Moody and Jason Resnick, as they cover the latest and greatest in up to the minute labor and employment law issues. They will cover recent cases that you need to know about, and get you up to speed on all the laws that are going into effect this year. This will be a fast-paced session with a whole host of invaluable information to help you excel in 2015 and beyond.

2015 FORUM SCHEDULE

Wednesday, January 28, 2015

TIME	Human Resource Professional in Agriculture (HRPA) Session:
8:30-3:00	HR 101: Elements of Human Resource Management - Lourdes Gonzalez & Laura Penea
1:30-3:00	Safety Roundtable: Navigating Safety—Are We There Yet? - Kimberly Naffziger (Moderator) Panelists: Vanessa Galvan, Morgan LeBlanc, Robin Nicola & Arturo Trejo
3:00-3:30	Break
3:30-5:00	HR Roundtable: High Impact Discussion of HR Topics - Daniel Gallegos & Lourdes Gonzalez (Moderators)
5:30-7:00	President's Welcoming Reception

Thursday, January 29, 2015

8:00-9:00	Opening Remarks: Joseph Mallobox, APMA President and National Director of HR for Taylor Farms Keynote: James Houston, Deputy Secretary for the California Department of Food and Agriculture
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9:00-9:15 Break

Concurrent Sessions	LABOR & EMPLOYMENT	MANAGEMENT	HEALTH & SAFETY	GLOBAL
9:15-10:30	A. HR Nightmares and Tricky Terminations - Jason Resnick & Denise Spars	B. Ready, Set, Lead: Designing a Leadership Development Program for Your Organization - Monica Goodale	C. Severe Injury and Fatality Prevention - Dan Hair	D. Global Data Privacy and Security - Natalie Pierce & Monica Schiaffino
10:30-10:45	Break			
10:45-12:00	E. Managing Your Employees During the Labor Shortage - Patrick Moody & Julio Sanchez	F. Continued: Ready, Set, Lead: Designing a Leadership Development Program for Your Organization - Monica Goodale	G. Bridging the Gap Between HR and Safety Functions - Paul Riley	H. Doing Business in Mexico - Monica Schiaffino

12:00-1:30 **Lunch and Luncheon Keynote: Benefits of the CFO and HR Working Together**
Philip V. Taluban, CPA, FCPA - Chief Financial Officer, Ocean Mist Farms

Concurrent Sessions	LABOR & EMPLOYMENT	MANAGEMENT	HEALTH & SAFETY	GLOBAL
1:45-3:00	I. Impact of Drugs in the Workplace—An Unintentional Case Study - Joel Sherman	J. ACA: Compliance, Including Recordkeeping - Ed Bray	K. SAFETY: It isn't Rocket Science...or is it? - Carl Morello	L. Compliance and Liability Prevention on Global Level - Natalie Pierce & Monica Schiaffino
3:00-3:15	Break			
3:15-5:00	M. Practical Solutions to Common Wage and Hour Challenges - Anthony Raimondo	N. Coaching and Mentoring Your Organization - Lourdes Gonzalez	O. Safety—Breaking Through the Firewall of Compliance to Reach Zero Harm - William Krycia, Robin Nicola & Jeff Vargas	P. H-2A and Immigration Issues Affecting Agricultural Employers - Dax Deason, Bryan Little & Susan Quale

6:30-9:00 35th Annual APMA Dinner and the 5th Annual HRPA Graduation Ceremony

Friday, January 30, 2015

TIME	
8:00-9:00	Closing Remarks and Special Keynote
9:00-9:15	Break
9:15-12:00	2015 Labor & Employment Law Update: Patrick Moody & Jason Resnick

2015 FORUM WORKSHOP SELECTIONS

Name: _____ Company: _____

WEDNESDAY, JANUARY 28, 2015

8:30 A.M. – 3:00 P.M. **Yes No**
 HRPA Certificate Program Course 101 - Lourdes Gonzalez & Laura Penera

SAFETY ROUNDTABLE:

1:30 P.M. – 3:00 P.M. **Yes No**
 Navigating Safety—Are We There Yet? - Kimberly Naffziger, Vanessa Galvan, Morgan LeBlanc, Robin Nicola, Arturo Trejo

HR ROUNDTABLE:

3:30 P.M. – 5:00 P.M. **Yes No**
 High Impact of HR Topic - Daniel Gallegos & Lourdes Gonzalez

THURSDAY, JANUARY 29, 2015

8:00 A.M. – 9:00 A.M. **Yes No**
 Opening Remarks and Keynote - Joseph Mallobox & James Houston

9:15 A.M. - 10:30 A.M.

CONCURRENT SESSIONS (please select one session - A, B, C or D):

- A: HR Nightmares and Tricky Terminations - Jason Resnick & Denise Spars _____
- B: Ready, Set, Lead: Designing a Leadership Development Program - Monica Goodale _____
- C: Severe Injury and Fatality Prevention - Dan Hair _____
- D: Global Data Privacy and Security - Natalie Pierce & Monica Schiaffino _____

10:45 A.M. – 12:00 P.M.

CONCURRENT SESSIONS (please select one session - E, F, G or H):

- E: Managing Your Employees During the Labor Shortage - Patrick Moody & Julio Sanchez _____
- F: Ready, Set, Lead: Designing a Leadership Development Program - Monica Goodale _____
- G: Bridging the Gap Between HR and Safety Functions - Paul Riley _____
- H: Doing Business in Mexico - Monica Schiaffino _____

12:00 P.M. - 1:30 P.M.

Lunch & Keynote "Benefits of the CFO and HR Working Together" - Philip Taluban **Yes No**

1:45 P.M. – 3:00 P.M.

CONCURRENT SESSIONS (please select one session - I, J, K or L):

- I: Impact of Drugs in the Workplace—An Unintentional Case Study - Joel Sherman _____
- J: The Affordable Care Act: Compliance, Including Recordkeeping - Ed Bray _____
- K: SAFETY: It isn't Rocket Science...or is it? - Carl Morello _____
- L: Compliance and Liability Prevention on Global Level - Natalie Pierce & Monica Schiaffino _____

3:15 P.M. – 5:00 P.M.

CONCURRENT SESSIONS (please select one session - M, N, O or P):

- M: Practical Solutions to Common Wage & Hour Challenges - Anthony Raimondo _____
- N: Coaching and Mentoring Your Organization - Lourdes Gonzalez _____
- O: Safety—Breaking Through the Firewall of Compliance to Reach Zero Harm - William Krycia, Robin Nicola & Jeff Vargas _____
- P: H-2A and Immigration Issues Affecting Ag Employers - Dax Deason, Bryan Little, Susan Quale _____

6:30 P.M. – 10:00 P.M.

35th Annual APMA Dinner and 5th Annual HRPA Graduation Ceremony **Yes No**

FRIDAY, JANUARY 30, 2015

8:00 A.M. - 9:00 A.M.

Closing Remarks and Special Keynote **Yes No**

9:15 A.M. - 12:00 P.M.

2015 Labor and Employment Law Update - Patrick Moody & Jason Resnick **Yes No**

Please fax your workshop selections (831) 422-7318 or mail to: APMA, 512 Pajaro Street, Suite 7, Salinas, CA 93901.



HOTEL INFORMATION

Monterey Plaza Hotel

400 Cannery Row, Monterey, CA 93940-1489
www.montereyplazahotel.com

Join us at this beautiful ocean front venue located in the heart of the historic Cannery Row and near many Monterey Bay area attractions!

APMA negotiated rate is **\$165** per night (inland view) and **\$250** per night (ocean view) for the Forum attendees. Please make your reservations directly with the Monterey Plaza Hotel by calling **800-334-3999**.



In order to receive our group rate, callers must identify themselves with **APMA**.

The negotiated rate will end on January 5, 2015.



RECERTIFICATION CREDITS

The 2015 Forum program has been submitted for **10.25 general recertification credit hours toward PHR, SPHR and GPHR** recertification through the HR Certification Institute. Please inquire at the registration desk on specific information for the HRCI.

The Global Track has been submitted for **5.5 global recertification credit hours toward GPHR**.

HRPA Class (HR 101) was approved for **6 hours of general recertification credit hours toward PHR, SPHR and GPHR**.





512 Pajaro Street, Suite 7
Salinas, California 93901

35th Annual APMA Forum

A photograph of the Monterey Plaza Hotel, a multi-story building with a mix of orange and white facades, situated on a cliffside overlooking the ocean. The building has several balconies and a prominent entrance. The ocean is visible in the foreground, with waves crashing against a rocky shore. The sky is a clear, pale blue.

Monterey Plaza Hotel
Monterey, California
January 28-30, 2015

www.agpersonnel.org