

MEMORANDUM OF UNDERSTANDING

Between

Atlantic Chamber of Commerce (ACC)

And

Chartered Professionals of Human Resources Newfoundland and Labrador (CPHR-NL)

Date: June 18, 2025

Effective Period: From June 18, 2025 to June 18, 2026

1. Purpose

This Memorandum of Understanding (MOU) outlines a collaborative relationship between the Atlantic Chamber of Commerce (ACC) / Local Chamber / Board of Trade and the Chartered Professionals of Human Resources Newfoundland and Labrador (CPHR-NL). The purpose is to foster collaboration and amplify the value provided to members of both organizations by creating shared opportunities for engagement, learning, and visibility.

2. Objectives

This partnership seeks to:

1. Establish a recognized and structured relationship that promotes organizational collaboration, connectiveness of key talent, and strengthening our value profiles in Newfoundland and Labrador.
 2. Facilitate coordinated outreach to members through knowledge exchange engagements, learning and development, job fairs, and advocacy.
 3. Build Human Resources and Business acumen of the members within the respective organizations.
 4. Increase member awareness of the CPHR association and value of the designation and provide a clear understanding of the certification process.
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3. Areas of Collaboration

ACC / Local Chamber / Board of Trade and CPHR-NL agree to explore and implement initiatives in the following areas:

- **Cross-Promotion of Events**

Promote each other's professional development sessions, networking events, and initiatives via newsletters, websites, and social media platforms.

- **Exclusive Member Access:**

Extend member or discounted pricing for select events and programs hosted by each organization.

- **Annual Booth Exchange:**

Provide one complimentary exhibitor booth per year at a mutually agreed-upon signature event hosted by each organization.

- **Joint Professional Development:**

Co-host a development event that intersects Human Resources and business topics, appealing to both memberships.

- **Community Outreach:**

Collaborate on one community or charitable initiative annually, strengthening local impact and visibility.

4. Roles and Responsibilities

Atlantic Chamber of Commerce (ACC) / Local Chamber / Board of Trade Shall:

- Promote CPHR-NL to members through association channels.
- Provide opportunities for CPHR-NL to engage in person or virtually with members.
- Encourage member participation in CPHR-NL membership, programs, and initiatives.
- Be open and creative in ways we can connect, work together, and support our communities.

- Share industry trends and provide opportunities for industry engagements.

CPHR Newfoundland and Labrador (CPHR-NL) Shall:

- Promote ACC / Local Chamber / Board of Trade to members through association channels.
- Provide opportunities for ACC / Local Chamber / Board of Trade to engage in person or virtually with members.
- Encourage member participation in local chamber membership, programs, and initiatives.
- Be open and creative in ways we can connect, work together, and support our communities.
- Share human resources trends and provide opportunities for human resource engagements.

5. Duration and Termination

This MOU will remain in effect from the date signed for a period of 1 year, unless terminated earlier by either party with thirty (30) days' written notice. Renewal or amendment of this MOU may be made with the mutual written consent of both parties.

6. General Provisions

- This MOU is non-binding and creates no legal or financial obligations.
 - Each party will bear its costs and expenses related to the activities under this MOU.
 - This MOU does not restrict either party from entering into similar agreements with other organizations.
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For Atlantic Chamber of Commerce (ACC) / Local Chamber / Board of Trade:

Signature:  Date: June 13, 2025

Name: Rhonda Tulk-Lane

Title: CEO

For Chartered Professionals of Human Resources Newfoundland and Labrador (CPHR-NL):

Signature:  Date: June 17, 2025

Name: Allison Billard, CPHR

Title: President
