

**Particulars of Notice of Contravention and Review Decision**

*S. 49(1) Private Career Colleges Act, 2005*

Thursday July 29, 2010

These particulars are posted following the issuance of an administrative penalty for which a review was requested. Penalties may be reviewed upon request within 15 days of receipt of a Notice of Contravention. The review decision is made considering not only the information originally available at the time the Notice of Contravention was issued, but also any new information not previously available that may have been supplied in support of the request for a review. On review, an administrative penalty may be upheld, rescinded or reduced. A review decision is final.

Original service date: April 13, 2010

Karen E. Goodfellow  
1278595 Ontario Inc.  
o/a Hollywood Hounds  
6505 Jeanne D'Arc Boulevard North  
Orleans, Ontario K1C 2R1

<b>Description:</b>	<b>Original Amount:</b>	<b>Review Decision:</b>
<p>PCCA, s. 11 Restrictions on advertising and soliciting</p> <p>On March 26, 2010, Ministry staff viewed the website (<a href="http://www.hollywoodhounds.ca/">www.hollywoodhounds.ca/</a>) belonging to Hollywood Hounds. The school's website advertises two professional dog groomer courses: a Pro Groomer Course and The Ultimate 16-month Groomer Course.</p> <p>On March 29, 2010 at 3:16 p.m., Ministry staff telephoned Hollywood Hounds and spoke with Karen Goodfellow, who identified herself as the owner and instructor of Hollywood Hounds. Ms. Goodfellow advised Ministry staff that only the pro groomer course is available. Ms. Goodfellow told Ministry staff that the pro groomer course was equivalent to 400 hours or 12 weeks and is only available as a full-time program. She specified that the cost of the pro groomer course is \$4500. The price of tools varied, but cost \$1,000 at most.</p>	<p>\$1,000 per day</p>	<p>The penalty of \$1,000 per day is reduced to \$500 per day for the period of April 13, 2010 to April 15, 2010 (inclusive).</p> <p>The balance of evidence available indicates that 1278595 Ontario Inc. was advertising an unregistered private career college. 1278595 Ontario Inc. came into compliance on April 15, 2010 by discontinuing all advertising of an unapproved vocational program.</p>
<p>PCCA, s. 7 Prohibition against operating a private career college.</p> <p>On March 29, 2010 at 3:16 p.m., Ministry staff telephoned Hollywood Hounds and spoke with Karen</p>	<p>\$1,000 per day</p>	<p>The penalty of \$1,000 per day is reduced to \$500 per day for the period of April 13, 2010 to April 15, 2010 (inclusive).</p> <p>The balance of evidence</p>

<p>Goodfellow, who identified herself as the owner and instructor of Hollywood Hounds. Ms. Goodfellow advised Ministry staff that only the pro groomer course was available. Ms. Goodfellow told Ministry staff that students are granted a certificate at the completion of the program, qualifying them as a groomer. Ms. Goodfellow told Ministry staff that she only takes one student at a time and currently has one student in the course on a part-time basis. She stated that it would be one or two months until the next registration, once the current student finishes the grooming portion of the course.</p>		<p>available indicates that 1278595 Ontario Inc. did hold itself out as an operator of an unregistered private career college. 1278595 Ontario Inc. came into compliance on April 15, 2010 as it no longer holds itself out as an unregistered private career college.</p>
<p>PCCA, s. 8 (1) Prohibition against providing vocational programs.</p>	<p>\$1,000 per day</p>	<p>Penalty of \$1,000 per day is rescinded.  The balance of evidence available does not indicate that 1278595 Ontario Inc. was providing an unapproved vocational program.</p>
<p>PCCA, s. 9 Charging fees for unregistered private career college and unapproved vocational programs.</p>	<p>\$1,000 per day</p>	<p>The penalty of \$1,000 per day is rescinded.  The balance of evidence available does not indicate that 1278595 Ontario Inc. was charging a fee for an unapproved vocational program.</p>
<p><b>Total:</b></p>		<p>\$3,000</p>