

Ministry of Training,
Colleges and Universities

Office of the Superintendent

Private Career Colleges Branch
9th Floor, Mowat Block
900 Bay Street
Toronto ON M7A 1L2

Ministère de la Formation
et des Collèges et Universités

Bureau du Surintendant

Direction des collèges
privés d'enseignement professionnel
9^e étage, édifice Mowat
900, rue Bay
Toronto ON M7A 1L2



RESTRAINING ORDER

By Email (karenbrunger@imageinstitute.com), by fax (289-304-0558) and by Courier

June 13, 2011

International Image Institute Inc.
604 Edward Ave Unit 3
Richmond Hill, Ontario
L4C 9Y7

And

Care of
Steinberg, Schatzker, C.A.'s
4801 Keele Street, Unit 43
Downsview, Ontario
M2J 3A4

Dear Karen Brunger:

This is a Restraining Order issued under s. 46(1) of the *Private Career Colleges Act, 2005* ("Act"). As the Superintendent of Private Career Colleges, I believe that International Image Institute Inc. ("School") has contravened the Act and/or regulations, and I order the School to stop contravening the following provisions of the Act and/or regulations:

- Advertising an unregistered private career college and unapproved vocational programs that require approval, in contravention of section 11 of the Act; and
- Operating an unregistered private career college and holding yourself out as the operator of a private career college, in contravention of section 7 of the Act.

Detailed reasons in support of my decision to issue this order are found in Schedule "A", attached. Failure to comply with this order may result in any or all of the following, further enforcement actions:

- Application for an order from the Superior Court of Justice;
- The issuance of further Administrative Monetary Penalties; and/or
- Prosecution for offences under the Act. Upon conviction by a court,
 - A corporation is subject to a fine of up to \$250,000;
 - An individual is subject to a fine of up to \$100,000, a prison term of up to one year, or both; and
 - An officer or director of a corporation who concurs in the commission of the offence, is subject to a fine of up to \$25,000, a prison term of up to one year, or both.

You must provide written confirmation signed by a person with authority to bind the School, together with all available supporting evidence, that the steps outlined below have been taken. This written confirmation must be delivered by June 20, 2011 by registered mail or courier to my attention and confirm that the School:

- Has stopped advertising an unregistered private career college and unapproved vocational programs that require approval; and
- Has stopped operating an unregistered private career college and holding yourself out as the operator of a private career college.

As noted above, the applicable legislation is the *Private Career Colleges Act, 2005* and the regulations made thereunder. The legislation and regulations are available at www.e-laws.gov.on.ca. If you are unable to access any relevant information on e-laws, you may contact our offices at (416) 314-0500 to request that a copy of the legislation and regulations be sent to you.

Pursuant to sections 49(2) and 49(6) of the Act, this order is published on the Ministry of Training, Colleges and Universities' website.

Kindly govern yourself accordingly,

ORIGINAL SIGNED BY

Allan Scott
Superintendent of Private Career Colleges

Schedule "A"

Detailed Reasons and Findings

The Superintendent has issued this order based on the following findings and supporting facts and evidence:

Contravention of section 11 of the Act - Restrictions on advertising and soliciting

On April 20, 2011, a Designate of the Superintendent ("Designate") reviewed the website belonging to the School, <http://www.imageinstitute.com/>, and found it to be advertising a "Consultant Professional Development" program. The program is described as consisting of 10 courses delivered at a cost of \$7,500 + HST (\$8,475).

1. 21-day Intensive Image Career Development: Image consultant products and supplies - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.imageinstitute.com/store/image-career-development-intensive/1.-21-day-intensive-image-career- image institute

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- Visuals

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Search

Advanced search

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Login

Register

Home > Training & Services > Image Career Development Intensive

1. 21-day Intensive Image Career Development

Price: \$7,500.00

Product ID : EI

0 review(s)

E-mail to a friend

Percentage of my deposit

100% - Within 1 week of Training

Quantity 1

Add to Cart

international image institute
imagine the potential

Certificate of Completion

is granted to

Ann King

for satisfactory completion of training in

advanced image consulting

June 8, 2011 10:56 AM

The same website provides contact information for the School, including three e-mail addresses, a physical address (604 Edward Ave Unit 3, Richmond Hill, ON), phone number (905-237-5840), and fax number (289-304-0558).

On April 20, 2011, using an e-mail address provided on the School's website, a Designate sent an e-mail to Karen Brunger, Director of the School, and inquired about its image consultant program.

On the same day, Karen Brunger responded via e-mail advising that the 21 day intensive course is offered once per year. She also attached a course catalogue. This catalogue provided a description of ten courses, including five core courses, such as "colour analysis" and "image management", and five advanced programs such as "communication & client management" and "business development".

According to the catalogue, students who complete each of the five core courses receive a Certificate of Completion in "Image Consulting Professional Development", and students who complete all ten courses receive a Certificate of Completion in "Advanced Image Consulting Professional Development".

The catalogue lists the price and duration for each of the ten courses. Together, the five core courses cost a total of \$5,258 plus HST (\$5,941), while the total cost of taking all ten courses \$7,775 plus HST (\$8,785), but students who register for all ten will pay only \$7,500 plus HST (\$8,475). The total number of contact hours listed for the five core courses is 84 hours, and 126 for all ten of the courses.

The catalogue also includes some descriptions of the course and its target market. The second page of the catalogue, for example, states that the School "...provides training and resources for beginner to advanced image consultants", while a statement by Karen Brunger on the third page reads "Whether you are a practicing image consultant, considering a new career, or adding to your existing career, this training can make a positive difference in your life."

Similarly, four pages of the catalogue are testimonials from former students, one of which contains the statement "...students walk away with the knowledge they need to immediately begin practicing image consulting." Two other pages provide information about image consulting and the requirements for working in the industry.

This information indicates that the training provided by the School is suitable for individuals attempting to being working in the field of Image Consulting.

The "Image Consulting Professional Development" and "Advanced Image Consulting Professional Development" courses correspond to National Occupational Classification (NOC) 6481- Image, Social and Other Personal Consultants. Based on the evidence gathered these courses fit the definition of vocational programs requiring approval of the Superintendent according to the Act. Since these programs are not approved, advertising of same is prohibited in accordance with Section 11 of the Act.

Contravention of section 7 of the Act - Prohibition against operating a private career college

Under section 7(2) of the Act, no person shall hold themselves out as the operator of a private career college unless the person is registered. Under the Act, if an institution provides one or more vocational programs to students for a fee they are by definition a private career college.

The following evidence has formed the basis for the Designate's reasonable belief that the School is holding itself out to be the operator of a private career college:

- the evidence offered in the previous section clearly indicates that the School is advertising vocational programs for a fee;
- the website <http://www.imageinstitute.com/> provides the School's address, fax number, phone number and e-mail address;
- a brochure provided to a Designate by Karen Brunger on April 20, 2011 identifies her as the director and instructor of the School. It also states that she has instructed at George Brown College, and Humber College, as well as one currently registered Private Career College, and one previously registered Private Career College;
- the brochure provided to a Designate by Karen Brunger on April 20, 2011 contains the statement "International Image Institute is an internationally renowned government-approved institute based in Toronto, Canada, founded and directed by Karen Brunger; and
- according to ONBIS, Karen Brunger is the Director of International Image Institute Inc.

Previous Efforts to Obtain Compliance Had No Effect

On February 3, 2010 the School submitted a pre-screening application for a \$7,500, 126 hour image consulting program.

On March 4, 2010, a Designate sent a letter to the School advising that the program must be approved by the Superintendent and that it must not deliver this training until such time as it has been registered as a private career college.

Despite being aware of its requirement to register, the School is currently operating as a private career college as outlined above.

Legal and Operating Entities

According to an ONBIS search, International Image Institute Inc. was registered in Ontario on February 2, 2006. Karen Brunger has been listed as its Director since its date of registration.