

2021-02-23

File # 20-10-055

DIRECTOR'S ORDER UNDER SECTION 157 OF THE *CONSUMER PROTECTION ACT*

TO

Nicholas James BOUCHER

9Lives Consulting LTD.

AND

ANY EMPLOYEE, REPRESENTATIVE, OR AGENT OF THE ABOVE

This Director's Order was issued under Section 157(1) of the *Consumer Protection Act* (CPA) in response to, in the opinion of the Director, contraventions of the CPA. As mandated by Section 157(3) a person or publisher who is subject to an order under this section may appeal under Section 179.

Pursuant to Section 179, to appeal the order, the person must serve the Minister of Service Alberta with a notice of appeal within **thirty (30) days** after receiving the order. Please include your name, your address for service, details of the order being appealed and your reasons for appealing.

**DIRECTOR'S ORDER UNDER SECTION 157 OF THE CONSUMER PROTECTION ACT****TO****Nicholas James BOUCHER****9Lives Consulting LTD.****AND ANY EMPLOYEE, REPRESENTATIVE, OR AGENT OF THE ABOVE****ISSUE(S)**

The Alberta Motor Vehicle Industry Council (AMVIC) has identified the following issue during the course of an investigation.

Nicholas James BOUCHER is engaged in unlicensed, designated automotive business activity in contravention of the following:

*Consumer Protection Act*

Section 104(1)

**DIRECTOR'S ORDER**

That Nicholas James BOUCHER, 9Lives Consulting LTD. and any other employee, representative or agent, **immediately cease engaging in a designated automotive business** within the province of Alberta until properly licensed as per Section 104(1) of the *Consumer Protection Act* (CPA).

Nicholas James BOUCHER and 9Lives Consulting LTD., must immediately:

1. Cease all unlicensed, designated automotive business activity through 9Lives Consulting LTD. while unlicensed to do so under Section 104(1) of the *Consumer Protection Act*.
2. Remove all ads on mass media regarding 9Lives Consulting LTD. that offer unlicensed, designated automotive business activity until properly licensed with the regulator AMVIC, to engage in this activity.
3. Review AMVIC website at: [www.amvic.org/business/business-licence/apply-licence-registrationrenewals/](http://www.amvic.org/business/business-licence/apply-licence-registrationrenewals/) for licensing requirements.

**NON COMPLIANCE WITH ORDER**

ANY PERSON WHO FAILS TO COMPLY WITH AN ORDER OF THE DIRECTOR UNDER SECTION 157 OF THE *CONSUMER PROTECTION ACT* CONTRAVENES THIS ACT AND IS GUILTY OF AN OFFENCE AND MAY BE PROSECUTED PURSUANT TO SECTION 163 OF THE *CONSUMER PROTECTION ACT*.

REFUSAL, SUSPENSION, CANCELLATION, TERMS

SECTION 127(b)(i) *CONSUMER PROTECTION ACT* STATES:

THE DIRECTOR MAY REFUSE TO ISSUE OR RENEW A LICENCE, MAY CANCEL OR SUSPEND A LICENCE AND MAY IMPOSE TERMS AND CONDITIONS ON A LICENCE FOR THE FOLLOWING REASONS:

- (i) FAILS TO COMPLY WITH AN ORDER OF THE DIRECTOR UNDER SECTION 129 OR 157, UNLESS, IN THE CASE OF AN ORDER UNDER SECTION 129 OR 157, THE ORDER HAS BEEN STAYED.

"original signed by"

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Gerald Gervais, Registrar  
Alberta Motor Vehicle Industry Council (AMVIC)  
Director of Fair Trading (as delegated)

March 2, 2021