

Aug. 13, 2025

File # 25-05-283

DIRECTOR'S ORDER UNDER SECTION 104 OF THE *CONSUMER PROTECTION ACT*

TO

Jacobus Smienk (Director)

AND

2039795 Alberta LTD. o/a Coulee Collision

AND

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 and Red Tape Reduction 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 104 OF *THE CONSUMER PROTECTION ACT*

TO

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AND

2039795 Alberta LTD. o/a Coulee Collision

AND

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ISSUE(S)

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

2039795 Alberta LTD. o/a Coulee Collision, located at 2702 2 Avenue N in Lethbridge, Alberta, is operating without an AMVIC licence.

Consumer Protection Act (CPA)

Licence required: designated business

Section 104(1) – “No person may engage in a designated business unless the person holds a licence under this Act that authorizes the person to engage in that business.”

DIRECTOR'S ORDER

That 2039795 Alberta LTD o/a Coulee Collision and any other employee, representative or agent, immediately cease engaging in unlicensed automotive business activity within the province of Alberta until properly licensed as per Section 104(1) of the *Consumer Protection Act*.

Jacobus SMIENK, 203975 Alberta LTD. o/a Coulee Collision must immediately:

1. Cease engaging in unlicensed automotive business activity while unlicensed to do so under Section 104(1) of the *Consumer Protection Act*.
2. Remove any and all advertisements on mass media communication sites and platforms that solicit the unlicensed activity until it has been issued a licence to lawfully operate by the regulator AMVIC.

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"

Gerald Gervais, Registrar
Alberta Motor Vehicle Industry Council (AMVIC)
Director of Fair Trading (as delegated)
August 13, 2025