

**Particulars of Notice of Contravention and Review Decision**  
S. 49(1) *Private Career Colleges Act, 2005* (“Act”)

Monday November 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 On review, an administrative penalty may be upheld, rescinded or reduced.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: August 6, 2010

Cynthia Joy Christie  
o/a River Ridge Dental Placement Agency  
and River Ridge Professionals  
1111 Davis Drive Suite 1-233  
Newmarket Ontario  
L3Y 9E5

Description:	Original Amount:	Review Decision:
<p>PCCA, 2005, s. 7 Prohibition against operating a private career college.</p> <p>On Thursday July 29, 2010 a designate of the Superintendent contacted River Ridge Dental Placement agency and spoke with Cindy Christie. Ms. Christie answered the phone and identified herself as “<i>River Ridge Professionals Cindy Speaking</i>”. When the caller informed her that she was seeking information on the program, Ms. Christie divulged the following information:</p> <ul style="list-style-type: none"> <li>▪ The program offered at River Ridge Professionals was Dental Receptionist/Admin program</li> <li>▪ The program ran for 10 weeks (8 weeks full time and 2 weeks strictly co-op. After week three in the program students start with a ‘one day’ co-op)</li> <li>▪ The program would be from 9am -1pm from Monday-Friday</li> <li>▪ The total cost of the program is \$2,500.00</li> <li>▪ The next available start date would be either the end of August or beginning of September</li> <li>▪ A class is currently running right now and is</li> </ul>	<p>\$1,000 per day</p>	<p>Penalty is reduced to \$1 per day for August 6, 2010.</p> <p>The balance of evidence available indicates that the River Ridge Dental Placement Agency was operating as an unregistered private career college. The River Ridge Dental Placement Agency came to compliance on August 6, 2010.</p>

<p>soon upon graduation</p> <ul style="list-style-type: none"> <li>▪ A few candidates are ready to start this coming September.</li> </ul> <p>On August 3, 2010 a former student submitted a copy of a letter from Cindy Christie in which Ms. Christie confirms the evidence referenced above.</p>		
<p>PCCA, 2005, s. 8 (1) Prohibition against providing unapproved vocational programs.</p> <p>See previous sections evidence</p>	<p>\$1,000 per day</p>	<p>Penalty is reduced to \$1 per day for August 6, 2010.</p> <p>The balance of evidence available indicates that the River Ridge Dental Placement Agency was providing unapproved vocational programs. The River Ridge Dental Placement Agency came into compliance on August 6, 2010.</p>
<p>PCCA, 2005, s. 9 Prohibition against charging fee.</p> <p>On August 3, 2010 the Private Career Colleges Branch received a copy of an invoice from a former student who states that she was enrolled in the “Dental Reception/Office Administration Course”. The invoice included the correct name and address of the business and confirmed the evidence shown in previous sections of this notice.</p>	<p>\$1,000 per day</p>	<p>Penalty is reduced to \$1 per day for August 6, 2010.</p> <p>The balance of evidence available indicates that the River Ridge Dental Placement Agency was charging a fee for unapproved vocational programs. The River Ridge Dental Placement Agency came into compliance on August 6, 2010.</p>
<p>PCCA, 2005 S. 11 Restrictions on advertising and soliciting</p> <p>On Tuesday August 3, 2010 the Private Career College branch received a fax from a former student showing a copy of a complaint. Attached to the fax was a copy of an invoice and advertising material for River Ridge Dental Placement agency (also known as River Ridge Professionals), “Dental Reception Training” On Thursday July 29, 2010 and Tuesday August 3, 2010, a designate of the Superintendent reviewed the website of River Ridge Professionals. The website clearly demonstrates that the school is advertising to individuals who are interested in entry level jobs in Dentistry. The website specifically states <i>“New to Dentistry: Courses available whether you are looking to enter the dental field or upgrade dental administrative skills.”</i> The information included on this website is consistent with information obtained directly from the school’s owner.</p>	<p>\$1,000 per day</p>	<p>Penalty is reduced to \$1 per day for August 6, 2010.</p> <p>The balance of evidence available indicates that the River Ridge Dental Placement Agency was advertising itself as an unregistered private career college and was soliciting students to unapproved vocational programs. The River Ridge Dental Placement Agency came into compliance on August 6, 2010.</p>
<b>Total:</b>		<b>\$4</b>