

Government of the Province of Alberta
Department of Service Alberta

Notice of Administrative Penalty

To: Mr. Michael Ruddy
8928 Baylor Crescent SW
Calgary, Alberta
T2V 3N4

After reviewing the information available to me, I have concluded that Mr. Michael (Mike) Ruddy, has contravened sections 19(2)(a)(ii) and 19(2)(d) of the Energy Marketing and Residential Heat Sub-metering Regulation in respect of which an administrative penalty may be imposed. Particulars of the contravention are as follows:

Date of Contravention:

January 20, 2014

Location of Contravention:

Calgary, Alberta

Details:

Michael "Mike" Ruddy, did not truthfully inform the consumer of his identity, did not properly disclose his purpose for approaching him as being to market energy, and misrepresented his affiliation with his service provider. In addition, it appears he made an untrue representation to a consumer in Calgary, Alberta by stating there was a letter sent out about proposed changes to his gas rates and that he was going around to homes to confirm customers were paying the proper rate.

I have assessed an administrative penalty of \$450.00 and served a notice of administrative penalty on Mr. Michael Ruddy pursuant to section 158.1(1) of the *Fair Trading Act* and the *Administrative Penalties (Fair Trading Act) Regulation, AR135/2013*, as noted in the Reasons for Decision.

You are required to submit payment for the administrative penalty within thirty days of the date of service of this Notice. If payment has not been received in this time period, the Notice may be filed in the Court of Queen's Bench and enforced as a judgement of that court pursuant to section 158.4 of the *Fair Trading Act*.

Dated this 22nd day of October, 2014.



Scott Hood
Director of Fair Trading (as delegated)
Service Alberta

Right of Appeal

Section 179 of the *Fair Trading Act* provides a right to appeal this decision. The appeal may be sent to the Minister of Service Alberta c/o the Director of Fair Trading at 3rd Floor, Commerce Place, 10155-102 Street NW, Edmonton, Alberta T5J 4L4. The appeal must be received within 30 days of the date you received the Notice of Administrative Penalty. The time period is strictly enforced. Your appeal must include the following information: 1) reason that you are appealing, 2) the decision being appealed, 3) your name, and 4) your address for service. Pursuant to the Administrative Penalties (*Fair Trading Act*) Regulation, the fee to appeal this administrative penalty is \$225.00.

Payment Information

You may pay this administrative penalty by cheque or money order payable to the Minister of Finance and mailed to the Director of Fair Trading:

3rd Floor, Commerce Place
10155 – 102 Street NW
Edmonton, Alberta T5J 4L4