

HORIZONS NOTICE

Notice of Discipline Committee Decision and Order Case #11-15(a)

The Discipline Committee conducted a hearing on January 22, 2014 into a complaint of the Professional Conduct Committee.

The general nature of the complaint was that the member, Marcia Sedor, CA, sent marketing materials to municipal government clients of other firms which contained statements with respect to fees charged by other firms that cannot be substantiated, and which implied improper billing practices by other firms.

The allegation was that the member breached bylaws 201.1 and 217.1 which state:

201.1 A member, student or firm shall act at all times in a manner which will maintain the good reputation of the profession and its ability to serve the public interest.

217.1 A member or firm may advertise or seek publicity for the member's or firm's services; achievements or products and may seek to obtain new engagements and clients by various means, but shall not do so, directly or indirectly, in any manner.

(a) which the member or firm knows, or should know, is false or misleading or which includes a statement the contents of which the member or firm cannot substantiate;

(b) which makes unfavourable reflections on the competence or integrity of the profession or any member or firm; or

(c) which otherwise brings disrepute on the profession

The Discipline Committee accepted the members' admission that she did violate Bylaws 201.1 and 217.1 and therefore issued the following Order:

- That the member shall receive and acknowledge in writing a letter of reprimand
- That the member shall pay a fine of \$2,500

Further, the Discipline Committee also ordered that a notice of the decision and Order be published in *Horizons* and posted on the Institute's website on a named basis.