

InterViews Online

bi-weekly

provided by Mandrake



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A Point of View Industry Review

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Mandrake, one of Canada's foremost executive search firms, is pleased to provide you with our monthly online newsletter.

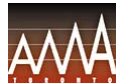
Each issue focuses on strategies for the emerging to experienced professional. Also included is an activity summary for both Talent (executives on the move) and Corporations (stock quotes).

- InterViews Online is part of a coordinated, multi-tiered initiative that delivers on Mandrake's mission statement: *Causing Organizations and People to Fulfill their Purpose.*



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Issue 2

If you have difficulty viewing this newsletter, we encourage you to check it out on our website at <http://www.interviews-online.net>.



Mandrake is proud to be a major sponsor of the **Marketer of the Year Awards**, presented by the Toronto Chapter of the American Marketing Association May 30, 2001. Click on the AMA logo to learn more about this prestigious event.

A Point Of View

Welcome to InterViews Online bi-weekly!

InterViews Online is a service provided by Mandrake to assist you in augmenting and developing your own strategies for success in today's modern workplace.

"A Point of View" will alternate between delivering an opinion on effective career management, and featuring a selection of articles we have chosen with relevant information.

We hope you enjoy the reading material. Comments can be e-mailed to pointofview@mandrake.ca.

Sincerely,

Stéfan Danis
President & CEO
Mandrake

LEARNING THE ART OF NEGOTIATION

Obtaining what you want from your career - whether it is recognition, money or success - requires some form of negotiation. This *CareerBuilder.com* article outlines some of the basics in winning all those little battles in the workplace.

It's important to understand your own true motivation, as well as that of the other party, whether it is your manager, or someone else in another department. When negotiating an issue, come to the table with questions and not problems to find out what the other party needs. Communicate how you feel, and are able to contribute towards the goals of the organization or project. Once you understand the other side's point of view, discuss options that may satisfy everyone's interests.

To start sharpening your negotiation skills, click on the link below.

http://www.careerbuilder.com/wl_work_0002_negotiation.html

HOW TO GET A BETTER-THAN-AVERAGE RAISE

Obtaining an increase in your compensation is not simply the result of making a good impression at evaluation time, but of a planned multi-step process. How to plan this effective raise "campaign" is the subject of this article from *About.com*.

One of the first steps in your campaign should be educating yourself about the compensation policies of your organization. Ensure you are measuring your achievements by the same standards your boss feels are important, and keep a log of these accomplishments. Although it may be difficult to actually ask for the raise, it's essential to make it clear to your boss that you are requesting one. Stress the reasons you *deserve* the raise, rather than *why you need* one. If you are turned down, establish if and when you might expect an increase in your salary, or attempt to negotiate other benefits, such as membership in a professional

association or training.

Above all, remain professional throughout the entire exchange.

To read the full article, click on the link below.

<http://careerplanning.about.com/careers/careerplanning/gi/dynamic/offsite.htm?site=http%3A%2F%2Fwww.hardatwork.com%2Fescalator%2Fraise.html>

ASK YOUR BOSS FOR MORE! YOU'LL PROBABLY GET IT

An increase in salary is not the only form of compensation that your employer can provide. There are numerous other areas that can offer career happiness and advancement.

This *CareerMag.com* article outlines some possible requests and how to professionally execute them. Suggestions include more time off, more say in company decisions, more assignments, as well as more fun and a sense of purpose in your job. As well, the article profiles the most effective times to make your wishes known.

To read the full article, please click on the link below.

http://www.careermag.com/db/cmag_article_cobrand?org=unknown&cid=797

We welcome your feedback on these articles. Please e-mail us at pointofview@mandrake.ca.

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Industry Review

A bi-weekly wrap-up of stock activity and major appointments, organized by industry.

T (Toronto Stock Exchange), M (Montreal SE), N (New York SE), Q (NASDAQ), V (Vancouver SE), A (Alberta SE), L (London SE)

COMMUNICATIONS

Courtesy of Mandrake

Appointments

- Karen Attwell to Optimum Public Relations as Account Director and Team Leader for Financial Communications.
- Gerald Crowell to Pydea as Vice President.
- Wayne Dance to Times Colonist as Director of Advertising.
- Victoria Dix to Cohn and Wolfe as Managing Director, Switzerland.
- Brown Communications promotes Dave Gowryluk to President.
- Dan Tanenbaum and Lisa Ruben to Leo Burnett as Art Directors.
- BBDO Canada promotes both Scott Dube and Craig Cooper to Senior Vice Presidents, Creative Directors.

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Email Us and let us know what you think about our biweekly wrap up of stocks and appointments in the communications industry!

CONSUMER GOODS

Courtesy of Mandrake

Appointments

- Stephane Larocque to Danone Yogurts as Director, National Accounts.
- Andrea Graham promoted within Tropicana Canada to Senior Director of Marketing.
- The Quaker Oats Company promotes Janet Lafortune to Vice President, Marketing - Foods.
- Patrick W. Gibbons to Burger King Restaurants Canada Inc. as Chief Marketing Officer.
- Coca-Cola Ltd. promotes Edward Shartar to President and Chief Executive Officer.
- Nancy Marcus to Scott Paper Ltd. as Vice President, Sales and Marketing.

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Caisse de dépôt et placement du Québec appoints Claude Seguin to oversee its CDP Private Equity portfolio. Jean Lamothe is also named President of CDP Asia Investments.
- Bank of Montreal promotes Kathy Lisson to Executive Vice President, Consumer Lending and President, Bank of Montreal Mortgage Corporation.
- Leith Wheeler Investment Counsel Ltd. has made several promotions. William Dye to Chief Investment Officer; Gordon Gibbons to Vice President Client Services and Cecilia Wong to Chief Financial Officer.
- The Bank of Montreal has made several promotions. Robert McGlashan to Executive Vice President, Commercial Banking; Kathleen O'Neill to Executive Vice President, BMO mBanx Direct; Pamela Robertson to Executive Vice President, Ontario Division and Frank Techar to Executive Vice President, Small Business Banking.

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Larry Segall to Adclip Networks as President.
- Mark Loehr to Wit SoundView Group Inc. as Chief Executive Officer.
- Ron Birrell to Daedalian eSolutions Inc. as Senior Vice President of Sales.
- Anthony Jewitt to InStranet as Senior Vice President of Marketing.
- James Lonergan to TheStreet.com as Chief Operating Officer.
- Jonathan Zamick to Unplugged Games Inc. as Senior Vice President of Business Development.

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Tecsys Inc. promotes David Brereton (in addition to his role as Executive Chairman) and Peter Brereton (in addition to his role as President) to Co-Chief Executive Officers.
- Rhythms Canada promotes David Kington to Vice President, Sales.
- Paul Lewis to CyberSight as Director of Business Development.
- Tamas Hevizi to Zero-Knowledge Systems Inc. as President and Chief Executive Officer.
- Rhythms Canada promotes Sadru Kassam to Vice President, Network.

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Holly Whitely to Norigen Communications Inc. as Senior Vice President, Corporate Services.
- Bell Mobility Inc. promotes Ted Maksimowski to President and Chief Executive Officer, Bell Mobility Investments Inc.

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DISCLAIMER

The information contained in "InterViews Online Biweekly" and the opinions contained herein are not a complete analysis of every material fact respecting any company, industry or security. The information is based on sources believed to be reliable. Mandrake has not independently verified the facts, assumptions and/or estimates. In addition, opinions and estimates are subject to change without notice. Accordingly, no representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information.

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