

InterViews Online

bi-weekly

provided by Mandrake



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A Point of View Industry Review

- Communications
- Consumer Goods
- Financial Services
- Internet Services
- Technology
- Telecom

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

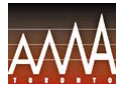
Each issue focuses on strategies for the emerging to experienced professional. Also included is an activity summary for both Talent (executives on the move) and Corporations (stock quotes).

- 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

PROCRASTINATION: CONQUERING THE INNER DEMON

Most of us procrastinate to varying degrees without it causing a problem for others or ourselves. However, when it begins to affect all areas of one's life, procrastination can undermine an individual's ability to function effectively. This article from mylifepath.com profiles the reasons behind procrastination and some methods to break the cycle.

There are several common reasons for procrastination. When one has too much to do, putting things off can temporarily relieve the stress. Many people also hope that the task(s) will go away or someone else will do them. For others, the adrenaline rush of doing things at the last minute is an attraction. Still others use procrastination as a defense for poor performance.

Overcoming the habits associated with procrastination must happen over a period of time. Break projects into smaller, more manageable tasks and reward yourself for achieving these milestones. Making a voluntary commitment to someone else to complete the project by a set deadline is another effective technique.

So stop procrastinating and read the full article!

<http://www.mylifepath.com/topic/procrastination>

HOW OVERCOMING FEAR CAN BOOST YOUR CAREER

A powerful emotion that can paralyze many people from being able to take action, fear has the ability to control, limit and cause one to make decisions that hinder their career. Approaching and overcoming fear is the focus of this article from CareerJournal.com.

An integral first step in regaining control over fear is to admit, even to yourself, that you are afraid.

Everyone has an inner "fear voice" warning you of the potential risks and dangers associated with executing a specific task or action you are afraid of. However, we all also have a "confidence voice" affirming our abilities and successes. Tuning into your "confidence voice" when trying to address a fear can help propel you past personal and professional barriers.

If you're ready to take the leap and learn more about how to conquer your fears, click on the link below.

<http://www.careerjournal.com/myc/climbingladder/19981105-mccormick.html>

Rx FOR ANGER AT WORK

With its varied value systems, deadlines, competitive co-workers, gossip and misunderstandings, the workplace can be a breeding ground for anger. This *CareerMag.com* article outlines the ways to understand anger and manage it.

There are several situations that commonly lead to feelings of anger at work: being left out, a critical or incompetent boss, feeling under appreciated, or malicious co-workers.

Although in many scenarios anger is a normal emotional reaction, selfishness, perfectionism, and paranoia can lead to illegitimate anger.

A number of methods can be used to control angry feelings. Accept the anger and give yourself permission to be angry. Accept what you can and can't do about what is making you feel angry. Using humour can also assist in dissipating it. As well, forgiving the person or individuals that made you angry can actually help you let go of your irate feelings.

To start learning how to deal with your feelings of hostility and read the full article, click on the link below.

http://www.careermag.com/db/cmaga_article_cobrand?org=cmag&cid=947

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

▲ top

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

- Alain Bergeron to Edelman Public Relations Worldwide as Vice President, Corporate and Financial Communications.
- Echo Advertising and Marketing have made several promotions. Len Gill to Chairman; Barry Avruch to President, Chief Operating Officer; Steve Pulver to Executive Vice President; Marilyn Sherman to Executive Vice President, Media; Tori Hockin to Vice President; Jacqui Butterworth to Vice President, Media Director; Ed Weiss to Vice President, Associate Media Director; and Rey Tabbarok to Vice President, Theatrical Entertainment.
- Palmer Jarvis DDB Toronto promotes Jim Herrler to Executive Vice President, Managing Director.
- Daniel Granger to Edelman Public Relations Worldwide (Canada) as General Manager, Edelman Montreal and Senior Vice President, Technology, Edelman Canada.
- Nancy Lapointe to Groupe Rinaldi Communication Marketing as Senior Art Director.
- Pascal Hierholz to Saint-Jacques Vallée Young and Rubicam as Vice President, Creative Director.
- Leo Burnett Company promotes Kelly Zettel to Associate Creative Director. Tony Lee also joins as Associate Creative Director.
- Cundari Group promotes Dennis Forbes to Vice President, Creative Director.
- DCC Communications has made several promotions. Gary Hutchinson to Vice President, Graphic Services, and Mark Russell and Keith McDevitt to Vice Presidents, Group Account Directors.
- Dawn McCabe to Vickers and Benson Arnold Advertising as Senior Art Director.

▲ top

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

- Brent Ballantyne to Consumers Packaging Inc. as Chief Executive Officer.
- Kellogg Canada Inc. promotes Brian Humes to Senior Vice President, Sales.
- Ted Kelly to Coors Canada as Director, Field Marketing, East.
- Wrigley Canada promotes Richard Morgan to Vice President, Finance and Procurement.
- Molson Inc. promotes Michael Downey to Senior Vice President, Global Marketing.
- Sobeys Inc. has made several appointments. Duncan Reith to Executive Vice President and Chief Merchandising Officer; Diane Rabbani to Senior Vice President, Human Resources and Chief People Officer; Glenn Hynes to Senior Vice President, Planning and Business Intelligence; Michael Flood to Vice President and Chief Information Officer; and John Lynn is promoted to Executive Vice President, Support Services.
- Richard Lenny to Hershey Foods Corp. as Chief Executive Officer.
- David Lytko to Molson Canada as Vice President, Sales Planning and Development.

▲ top

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- The Empire Financial Group promotes Douglas Hogeboom to President and Chief Executive Officer (effective May 1).
- Stephen Saldanha to HSBC Asset Management (Canada) Limited as Investment Counsellor, Private Investment Management.
- Susanne Laperle to Export Development Corporation as Senior Vice President, Human Resources.

▲ top

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Stuart Garner to NewsStand Inc. as Chairman and Executive Director of Strategic Development.
- PhotoChannel Networks promotes Peter Scarth to Chairman and Chief Executive Officer, and Kyle Hall to President, Chief Operating Officer.
- Lenina Frez Alvarez and Martin Boucher to PetitMonde as Director, Business Development, and Director, Commercial Communications, respectively.
- Normand Béique to B2B2C as Vice President, Marketing.
- Robert Leahy and Robert Schwartz to Teleglobe as Senior Vice President, Corporate Marketing, and Senior Vice President, Chief Human Resources Officer, respectively.
- W. Kym Wittal to SaskTel as Chief Technology Officer.
- Yahoo! Canada promotes Michael Zahra to General Manager.
- Karin Dschankilac to Book4golf.com as Director of Finance.

▲ top

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Koichi Wani to iFire Technology Inc. as Director of Advanced Engineering (effective April 3).
- Patrick Brockett to Mitel Corp. as President and Chief Executive Officer.
- ATI Technologies Inc. promotes Bryan Robb to Vice President, Legal and General Counsel.
- iTech Capital Corp. promotes William Staudt to Chairman, Co-Chief Executive Officer and Director.
- Christopher Silk to InQuent Technologies as Vice President, Sales.
- AskIt.com promotes Raymond Blum to Chief Technology Officer.
- Burnsand promotes Blair Baxter to Chief Financial Officer, and Paul Bertin to Chief Executive Officer.
- Scott Roberts to DeepBridge as Vice President of Pharmaceutical Consulting.
- Richard Walton to Active Control Technology Inc. as President.

▲ top

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Rick Roth to 360networks as Vice President, Marketing and Corporate Communications.
- Betsy Bernard to AT&T Corp. as Chief Executive Officer.

▲ top

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

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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▲ top



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