

# InterViews Online

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Mandrake

May 2004

## A Point of View Industry Review

- Communications
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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.*

### Marketing Hall of Legends of Canada is launching May 13.

Mandrake is proud to invite the marketing and communications community to attend the launch of the Marketing Hall of Legends May 13th at 5 p.m. in downtown Toronto. Mandrake CEO Stéfan Danis is Co-Founder and Co-Chair of this event. Please RSVP and [click here](#) for details.

### Skate for Kids 2004 raises \$50,000 for children charities.

Stephen Milic, Partner at Mandrake and event Chair is pleased to announce that Skate for Kids, held on April 24th, delivered again! Various children charities will profit from the proceeds, which have exceeded \$500,000 since the event's inception in 1991. Please visit [www.skateforkids.com](http://www.skateforkids.com) for more details. If you are interested in getting involved with next year's event, which will take place in late April, please call Stephen at 416-922-5600 x.213, or email him at [milic@mandrake.ca](mailto:milic@mandrake.ca).

### 6 well deserving new partners appointed at Mandrake.

Mandrake is pleased to announce the appointment of six new Partners - Daphne Bykerk, David Smith, Louise Daignault, Steve Milic, Mark Atkins and Michael Gates. Each has made a significant contribution in their time with Mandrake and the appointments are well deserved. [Click here](#) to learn more!

### Best Employers in Canada Conference.

Stéfan Danis, CEO and Chief Talent Officer at Mandrake, spoke at the Best Employers in Canada Conference on April 27th. To access his presentation about "How to Find Talent and how to Keep Talent", which was voted as one of the best, please email Daniela Ionescu at [ionescu@mandrake.ca](mailto:ionescu@mandrake.ca).

### TBWA\Speaker's Series "Where the boys are. A look at why so few women make it to the top in advertising.

Stefan Danis, CEO and Chief Talent Officer at Mandrake, will be a panelist at this anticipated discussion at TBWA's Toronto office at noon on May 13th. Please email Paula Howell at [paula.howell@tbwa-toronto.com](mailto:paula.howell@tbwa-toronto.com) to RSVP or [click here](#) for more details.

### "Is your job search producing the Results you want?"

If you are not getting the results you want from your job search efforts, isn't it time you spoke to the experts?

Through a strategic partnership with DestinyME(tm), a career management firm, we have a high-value service offering to:

- help you create your career plan
- align your career objectives with your values
- present yourself powerfully on paper
- deliver a more powerful interview
- assist you in negotiating the right compensation.

To take action contact:

Allison Quennell- [quennell@destinyme.ca](mailto:quennell@destinyme.ca) or call 416-972-6843 x.826.

Vivian Rossteuscher - [rossteuscher@destinyme.ca](mailto:rossteuscher@destinyme.ca) or call 416-972-6843 x.823. Visit our website at [www.destinyme.ca](http://www.destinyme.ca).

### Upcoming Telecom Summit Notification

Mandrake would like to remind you of the upcoming 2004 Canadian Telecom Summit, June 16-17, 2004. It is the third annual gathering of Canada's

telecommunications leadership. The Summit has built a reputation for bringing together the people who are shaping Canada's telecommunications sector, from carriers, manufacturers, policy makers and regulators. There is a stellar lineup of keynote speakers for the 2004 Conference, with John Chambers of Cisco, Frank Dunn of Nortel, Michael Sabia of BCE, Darren Entwistle of TELUS, Bill Linton from Call-Net, and John McLennan of Allstream. The schedule, which details members of all of the panels, can be found at: [www.gstconferences.com](http://www.gstconferences.com). A discount is provided for early registrants.

If your e-mail software is not showing the full graphics of this newsletter, we encourage you to check it out on our website at [www.interviews-online.net](http://www.interviews-online.net).

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## A Point Of View

Welcome to InterViews Online!

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 this month's selection.

Sincerely,

Stéfan Danis  
CEO and Chief Talent Officer  
Mandrake  
[pointofview@mandrake.ca](mailto:pointofview@mandrake.ca)

Normand Lebeau  
Directeur Général/ Associé  
Mandrake Groupe Conseil (Montréal)  
[nlebeau@mandrake.ca](mailto:nlebeau@mandrake.ca)

## TAKING FEEDBACK TO HEART (AND ACTION)

An ability to receive feedback is a necessary skill for any career professional at any level. This article from *HBS Working Knowledge* offers techniques to learn how to respond positively to feedback and the changes it demands.

They include:

- Recognize your emotions and responses
- Get support
- Reframe the feedback
- Break up the task
- Use incentives.

To learn more about how you can make feedback a successful part of your career growth, click on the link below to read the full article.

<http://hbsworkingknowledge.hbs.edu/item.jhtml?id=3500&t=organizations>

## LIFE BALANCE AND HOW TO ATTAIN IT

Our personal, work-related and family lives continually demand our attention. However, it's easy to get out of balance if we start to constantly sacrifice one aspect of our lives for another. This article from *Quintessential Careers* offers steps to attaining and keeping a life balance.

They include:

- Discover who you really are
- Discover what you really want to do
- Recognize and manage your conflicts
- Eliminate guilt imposed on you by others
- Eliminate guilt you impose on yourself.

Follow the path you chose to achieve your future goals. To learn more about achieving a better life balance, click on the link below to read the full article.

<http://www.quintcareers.com/life-balance.html>

## LEARN MORE IN MEETINGS

One of the best indicators of a successful meeting is when the group is learning more together than they would through other means. This article from *Business Know-How* presents two styles of learning - motivation and direction- that can help make meetings more efficient, effective and enjoyable.

To learn more about how motivation styles and direction styles can make meetings a true learning experience, click on the link below to read the full article.

<http://www.businessknowhow.com/growth/meetings.htm>

We welcome your feedback on these articles. Please e-mail us at [pointofview@mandrake.ca](mailto:pointofview@mandrake.ca) .

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### Industry Review

A 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*

### Appointment

- Tom Anselmi promoted to Executive Vice President, Chief Operating Officer at Maple Leafs Sports & Entertainment
- Chris Gordon promoted to Vice President and General Manager of Chum Radio Ottawa at Chum Limited
- James Alla to 24/7 Real Media Inc. as Senior Vice President, Technology Sales
- Deni Baschiera promoted to Senior Vice President, Managing Director at Arnold Brand Response
- Craig Bond to B Street Communications as Vice President, Creative Director
- Scott Brubacher to MacLaren McCann Canada as Vice President, Director Public Relations
- Walter Campbell promoted to Chief Financial Officer at MDC Corporation
- Sheila Corriveau promoted to President & CEO at Porter Novelli Canada
- Colleen DeCourcy promoted to Executive Creative Director at Organic
- Luc Desjardins promoted to CEO at Transcontinental (Montreal)
- Yves Deziel promoted to Executive Vice President at Cogem Research Inc.
- Kal Dreisziger to Allard Johnson as Creative Director (Montreal)
- Bruce Forty to AMW Design as Managing Director
- Jean François LeBrun to Cohn & Wolfe Montreal as Executive Vice President, General Manager (Montreal)
- Kevin Golding to Eucan Urban Equipment of Canada (formerly OMG Media) as Director of Sales & Marketing
- Rob Grumbach promoted to Senior Vice President, Managing Director at Arnold Brand Promotions
- Ellen Kamor promoted to Vice President, Account Management at 24/7 Real Media Inc.
- Katie Kempner to MDC Corpo as Vice President, Director of Corporate Communications
- R.P. Kumar promoted to Vice President, Director of Competitive Strategy at FCB Worldwide
- Peter Lewis promoted to Vice Chairman at MDC Corporation
- Pia Nummi to Karacters Design Group as Creative Director
- Kendra Rawls to R.L. Polk Canada Inc. as Vice President & General Manager
- Michael Shostack promoted to Executive Vice President, Managing Director at Arnold Interactive
- Sandra Vlaar Ingram to National PR as Vice President
- Patrick Walshe to Starcom MediaVest as Chief Executive Officer of SMG Canada
- Robin Whalen to Publicis Dialog as Senior Director

### Stock activity

*Courtesy of Mandrake*

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Visit us on the web at [www.mandrake.ca](http://www.mandrake.ca) for more **appointments** and further information about Mandrake!

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

## CONSUMER GOODS

*Courtesy of Mandrake*

### Appointments

- Jane Anders to ConAgra Foods International as Senior Director, Research & Development
- Ralf Fuehr promoted to Vice President Finance at ConAgra Foods Canada
- Rolf Richter to ConAgra Foods Canada as President
- John Sheppard promoted to CEO at Cott Corporation
- Dale Storey promoted to Vice President, Marketing at General Mills Canada

### Stock activity

*Courtesy of Mandrake*

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## **FINANCIAL SERVICES**

*Courtesy of Mandrake*

### Appointments

- Jean-Francois Blais promoted to President & CEO at AXA Canada
- Pam Davis to World Wildlife Fund as Director Director Marketing
- Dino Medves promoted to Senior Vice President, Ontario Region at HSBC Bank Canada
- Pasquale (Pat) Minicucci promoted to Senior Vice President, International Banking, Caribbean Region at Scotiabank
- Linda Niro promoted to Regional Vice President, Western Region at EDC (Calgary)
- John Oliver promoted to Senior Vice President, Retail and Small Business Banking, Atlantic Region at Scotiabank
- Nancy Russell to London Life Insurance Company as Assistant Vice-President, Internal Audit
- Jean-Denis Talon promoted to Chairman at AXA Canada

### Stock activity

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## **INTERNET SERVICES**

*Courtesy of Mandrake*

### Appointments

- Gary Briggs to eBay Canada as Vice President and Country Manager
- Louise Clements to Rogers Women's Group Web Sites and General Manager of Chatelaine.com
- Nick Melatti to FCI Broadband as President and Chief Executive Officer

### Stock activity

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## **PHARMACEUTICAL**

*Courtesy of Mandrake*

## Appointments

- Scott Gillis promoted to Vice President, Purchasing and Manufacturer Relations at Kohl & Frisch Limited
- Mark Donnison to Canadian Blood Services as Executive Director, Business Dev & Customer Relations
- Hank Klakurka to Merck Generics Group as Chief Executive Officer
- Raymond Morrison to Brockville General Hospital as Director of Finance
- Les Williams to Kohl & Frisch Limited as Vice President, Logistics

## Stock activity

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## **RETAIL**

*Courtesy of Mandrake*

### Appointments

- Frank Dunn promoted to Vice President, Merchandising for Food Basics at A&P
- Roy Ellis to McDonald's Restaurants of Canada as Senior Vice President, Customer Experience
- Hugh Hooker promoted to Associate General Counsel and Corporate Secretary at Petro-Canada (Calgary)
- Laurie Laykish to McDonald's Restaurants of Canada as Vice President, Marketing
- John Novak to Tippet-Richardson Limited as President & CEO
- Ian Mitchell to M&M Meat Shops as Vice President, Finance & IT
- Duncan Reith promoted to Chief Merchandising Officer at Sobeys
- R.K. (Kim) Yost promoted to President and CEO at The Brick Warehouse Corporation (Edmonton)

### Stock activity

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## **TECHNOLOGY**

*Courtesy of Mandrake*

### Appointments

- Brian Kyle promoted to Vice President, Finance & Chief Financial Officer at Teranet Inc.
- Doug McCuaig to CGI as Senior Vice President and General Manager, Greater Toronto Area
- Anna Rossetti to Giesecke & Devrient Systems Canada as President, Card Systems and Solutions Canada

### Stock activity

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## **TELECOMMUNICATIONS**

## Appointments

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## Stock activity

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