

InterViews Online

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Mandrake

A Point of View Industry Review

Communications
Consumer Goods
Financial Services
Internet Services
Media
Pharmaceutical
Retail
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 human resource management strategies and issues facing today's modern organizations.
- Also included is an activity summary for 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.*

May 2005

Nominations Begin for the 2nd Annual Canadian Marketing Hall of Legends

The Marketing Hall of Legends was created to honor Canadians who have dedicated their lives to the pursuit of excellence in the field of marketing. It is meant to honor a body of work and a lifetime of achievements. MHOL is an initiative of the American Marketing Association, Toronto Chapter, and is presented by Mandrake.

The criteria for selection was based on those Canadians whose ideas and contributions to marketing and brand building have made a tremendous impact in the Canadian and/or global marketplace. The MHOL celebrates Canadian excellence in four separate categories of the marketing profession: Visionaries, Builders, Enablers and Mentors. Nominations for the 2006 Legends will be accepted from **May 15 to June 15, 2005**. For details on the categories and to access the nomination form, please click on www.marketinghalloflegends.ca for the official MHOL website.

Brett Marchand of Lowe Roche and Jim McKenzie of Leo Burnett to kick-off MHOL's C-Leader Access Speaker Series

C-Leader Access is a speaker series designed to provide upcoming talent access to Canada's best marketing executives and help you learn about leadership through the speaker's experience, and the lessons they've learnt on their journey. C-Leaders share their travels with a relatively small group of young attendees at their location to deliver close access. C-Leader Access is a Legacy Program developed through the Marketing Hall of Legends.

Brett Marchand, CEO and President of Lowe Roche Advertising will speak on Wednesday, May 18th, 2005 at the Lowe Roche office. Founded in 1991, Lowe Roche is one of the most successful start-ups in Canadian advertising history. The agency has a portfolio of award-winning and results-oriented creative for clients like Mercedes Benz, Nestlé Purina, Mackenzie Financial, Johnson & Johnson, Stella Artois, Coca-Cola and Virgin Mobile.

Jim McKenzie, departing CEO of Leo Burnett will speak on Tuesday, May 31st, 2005 at the Leo Burnett office. Under Jim's stewardship, Leo Burnett Canada has collected impressive accolades from the Leo Burnett family and the industry in general - twice earning Leo Burnett Global Agency of the Year, as well as Strategy Agency of the year, and most recently Leo Burnett's Rising Star Agency of 2004. Jim provides a story of longevity with a 25+ year history at Leo Burnett.

To attend, you must be a young professional having worked between 18 months and 5 years in Marketing/Advertising or related fields. For more information or to sign-up, click here: [Brett Marchand](#) and [Jim McKenzie](#). Space is limited.

Stefan Danis to present at the 2nd Annual Recruitment & Retention Summit

The 2nd Annual Recruitment & Retention Summit is an opportunity for leading organizations to develop winning recruitment techniques and best retention practices from leading organizations. The Summit will be held June 14, 15 & 16, 2005 in Toronto.

Stéfan Danis, CEO & Chief Talent Officer of Mandrake will facilitate a workshop on Structuring your Employee Orientation Program for Retention Success - Thursday, June 16th from 1:30-4:30pm. This workshop will provide practical strategies, techniques and guidelines to structuring your employee orientation

processes so that you get it right, from the start. For more information about the Summit, [click here](#) or call 1-800-363-0722.

Mandrake's 15th Annual Skate for Kids the best one yet!

The 15th Annual Skate for Kids event took place on Saturday April 23rd at St. Michael's College School Arena and was a tremendous success. The fundraiser raised more than \$60,000 for local children's charities including the Tim Horton Children's Foundation Camps, Hockey Fights Cancer and ProAction. This event has raised more than \$550,000 for charities since its inception.

The day was successful both on and off the ice, thanks to the generous contribution of all of our sponsors. 9 spirited games were played by corporate teams playing alongside former NHL players, including: Lou Franceschetti, Mark Osbourne, Jeff Beukeboom, Dave Gagner, Steve Vickers, Gary Leeman, Dave Gardner, Dan Doust, Dmitri Mironov, Mike Hough, Joe Cirella, Pat Flatley, Wilf Paiement, and Peter Ihnacak.

Mandrake would like to thank all 18 corporate hockey teams and the 65-product silent auction donors for their participation. For more information, go to www.skateforkids.com.

Mandrake joins the International Executive Search Federation (IESF)

In March 2005, Mandrake joined **IESF**, the world's largest group's of independently owned executive search, recruitment and human resource consultants. In fact, cumulative revenues would add up to the fourth largest firm globally. With offices in 46 business capitals across the world, they now operate in 38 countries. This venture provides Mandrake opportunities for cross border searches and access to the global offices for human capital search resources.

Mandrake is the exclusive Canadian member; IESF member offices can now be found in Argentina, Austria, Australia, Belgium, Brazil, Cambodia, Czech Republic, Chile, China, Colombia, Denmark, France, Germany, Hong Kong, Hungary, Italy, India, Japan, South Korea, Malaysia, Mexico, Netherlands, Norway, Poland, Russia, Singapore, Spain, Sri Lanka, Sweden, Switzerland, Slovakia, South Korea, Taiwan, Thailand, Vietnam, UK, Uruguay, and the USA.

Mandrake is now formally engaged in searches in Eastern Europe, The USA, and Singapore.

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

If you aren't 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 or call 416-972-6843 x.826

Deb McDermott- mcdermott@destinyme.ca or call 416-972-6843 x.823

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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,

SIX FATAL MISTAKES TO AVOID WHILE YOU STILL HAVE A JOB

No matter how secure you may feel in your current position, it's never a good idea to assume you'll have a job forever. This article from *Career Know-How* highlights six mistakes most people make while they have a job and how to avoid them.

They include:

- Not locking in credit cards and loans
- Not improving "self"
- Not putting money aside for a "rainy day"
- Not having a systematic strategy for developing "people assets"
- Wasting too much time on unproductive activities
- Not starting and developing a parallel career.

To learn more about how avoiding these mistakes can assist you with employment and career security, click on the link below to read the full article.

www.careerknowhow.com/planning/fatal.htm

HOW TO LAY THE FOUNDATION FOR A NEW JOB IN JUST SEVEN DAYS

Anyone who has made a serious job search attempt knows that a lot of time and dedication go into the process. This article from *Quintessential Careers* shows how you can lay the foundation for finding a new job in just a week by having a certain set of goals to accomplish each day and doing your best to achieve them.

These goals over the seven days include:

- Day one - Establish your job-search goals and get organized
- Day two - Make an inventory of your accomplishments and analyze your network of contacts
- Day three - Perfect your career marketing documents and spend more time on networking
- Day four - Exhaust all possible job leads
- Day five - Prepare for job interviews and follow-up on job leads
- Day six - Continue to follow-up all job leads as well as pursue further career development
- Day seven - Continue following up all job leads, schedule interviews, and consider other options.

To learn more about how this seven-day plan can be the springboard for an effective job search process, click on the link below to read the full article.

http://www.quintcareers.com/one-week_job-search.html

NETWORKING FOR THE SHY

Networking can be challenging for even the most extraverted people, but it's especially painful for shy individuals. This article from *Monster.ca's Career Centre* offers some tips to help shy people succeed at this crucial career skill.

They include:

- Start with friends and family
- Try setting up informational interviews with friends of friends
- Do your research
- Use the contacts you didn't realize you already had
- Use your college or university connections
- Take advantage of local networking events.

To read more about how you can learn to make networking a less daunting experience, click on the link below to read the full article.

<http://content.monster.ca/networking/shy/>

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

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

- Andrew Bailey to Proximity Canada as Vice President Interactive
- Patrick Beauclin to Cossette Communications Group as Vice President, Convergent Creative Services (Montreal)
- Peter Bolt to John St. as Partner
- Marcus Evans to Proximity Canada as President & CEO
- Kelly Ferguson to Compass360 Design & Advertising as Art Director
- François Forget to Cossette Communications Group as Vice President and General Manager (Montreal)
- Ed Freibauer to Cossette Communications Group as Vice President, Grapheme
- Brian Makse to The FSA Group as Sales Account Director
- Doug Malcolm to Compass360 Design & Advertising as Partner and Chief Strategist
- Louis-Hugo Marchand to FCB Direct as Creative Group Head (Montreal)
- Kathy Murphy to Veritas Communications as Vice President and Head of Consumer Practice
- Cameron Reid to Hot House Marketing Inc. as President (Victoria)
- Alex Sakiz to Cossette Communications Group as Vice President, Convergent Communications (Montreal)
- Don Sancton to Hill & Knowlton Canada as Senior Vice President and National Practice Leader, Health & Pharmaceutical Practice
- Patrick Scissons to BBDO as Senior Writer
- Guy Tremblay to Consumer Impact Marketing as Director of Client Services

Stock activity

Courtesy of Mandrake

▲ top

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CONSUMER GOODS

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Appointments

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Stock activity

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▲ top

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- David Adams to Meridian Credit Union as Chief Financial Officer
- Ronald Beettam to Equitable Life of Canada as President and Chief Executive Officer
- Alison Dalglish-Pottow to Jones Brown Inc. as Managing Partner and National Practice Leader

- Fiorentina Di Vito to BMO Nesbitt Burns as Vice President and Managing Director
- Peter Friend to Dancap Group of Companies as Chief Investment Officer
- Stephen Gesner to Meridian Credit Union as Chief Information Officer
- John Gleason to Superior Plus Inc. as Senior Vice President, Corporate Development
- Bob Hague to Meridian Credit Union as Chief Member Services Officer
- Wendy Hannam to Scotiabank as Executive Vice President, Domestic Branch Banking
- Lorne Harper to HSBC Securities as Executive Vice President and National Director
- Sean Jackson to Meridian Credit Union as President and Chief Executive Officer
- Allyson Kinsley to MasterCard Canada as Vice President, Strategic Business Development
- Michael Leonardelli to Altamira Investment Services as Vice President, Sales, Advisor Distribution
- Ron Lepin to Ontario Teachers' Pension Plan as Vice President, Infrastructure
- Mark Louw to Mastercard Canada as VP Merchant Relations
- Barbara Mason to Scotiabank as Executive Vice President, Marketing, Sales and Service
- Rosemarie McClean to Ontario Teachers' Pension Plan as Senior Vice President, Member Services
- Ian McLeod to Meridian Credit Union as Executive-In-Charge
- John Montalbano to Phillips, Hager & North Investment Management Ltd. as President
- Kenneth Quinn to Citibank Canada as Director and Chief Executive Officer
- Paul Reaburn to AEGON Canada as President and Chief Executive Officer
- Adam Shepherd to The Citigroup Private Bank as Managing Director and Global Market Manager
- Timothy Stockman to Kensington Capital Partners Limited as Vice President Finance
- Marianne Taggio to Meridian Credit Union as Chief Corporate Strategy Officer
- Randy Weyersberg to Meridian Credit Union as Chief Marketing and Communications Officer
- Tom Wise to Meridian Credit Union as Chief People Officer
- Mark Wiseman to Ontario Teachers' Pension Plan as Vice President, Funds and Co-Investments, Teachers Private Capital
- Robert Wright to Export Development Canada as President and Chief Executive Officer

Stock activity

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▲ top

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Kerry Munro to Yahoo Canada as General Manager
- Paula Simoes to 24/7 Canada as Director of Email Services

Stock activity

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▲ top

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MEDIA

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Appointments

- Ellen Baine to CHUM Limited as Vice President of Programming and Program Acquisitions
- Jennifer Blain to CBC as Director of Presentation
- Isabella Cattelan to Globe and Mail as Chief Financial Officer
- Nigel Fuller to CHUM Limited as Regional Vice President for Ontario
- Don Gaudet to Toronto 1 as General Manager of Programming
- Paul Gratton to CHUM Limited as Vice President of Entertainment Specialty Channels, Bravo!
- David Johnson to CHUM Limited as Leader of On-air Promotion and Creative Services Unit for all Stations
- Roma Khanna to CHUM Limited as Senior Vice President of Content
- David Kines to CHUM Limited as Vice President, Music and Youth Specialty Channels
- David Kirkwood to CHUM Limited as Executive Vice President, Sales and Marketing
- Marcia Martin to CHUM Limited as Vice President of Production
- Sandra Mason to Globe and Mail as General Manager, Digital Media
- Glenn McConnell to Vauntcom Media as Senior Vice President of National Advertising and Business Development
- Peter Palframan to CHUM Limited as Senior Vice President of Operations

- Arlene Patterson to National Broadcast Reading Service as Director of Marketing Communications
- Al Thorgeirson to CHUM Limited as Regional Vice President for Alberta and Manitoba

Stock activity

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▲ top

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PHARMACEUTICAL

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Appointments

- Pierre Coulombe to National Research Council of Canada as President
- Stephen DeFalco to MDS Inc. as Chief Operating Officer
- Patrick Loustau to Novo Nordisk Canada as General Manager
- David Ricks to Eli Lilly Canada as President and General Manager

Stock activity

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▲ top

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RETAIL

Courtesy of Mandrake

Appointments

- Dave Allen to McDonald's Restaurant of Canada as Chief Operating Officer
- Bill Flemming to Petro-Canada as Vice President, East Coast (Newfoundland)
- Louie Mele to McDonald's Restaurant of Canada as President and Managing Director
- Hubert Watt to Forzani Group as Vice President, Corporate Marketing (Calgary)

Stock activity

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▲ top

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Michael Cardiff to INEA Corporation as Chief Executive Officer
- Jim Clarke to Comstock Canada Ltd. as Senior Vice President, Western Canada
- Debby Harris to AccelRate Power Systems Inc. as Vice President - Corporate and Market Development
- Jeff Hayward to Computer Associates Canada as Vice President, Marketing
- Barry Welsh to Comstock Canada Ltd. as Chief Financial Officer

Stock activity

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▲ top

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TELECOMMUNICATIONS

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▲ top

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▲ top



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