

InterViews Online

provided by Mandrake



→ www.mandrake.ca

A Point of View Industry Review

Communications
Consumer Goods
Financial Services
Internet Services
Media
Healthcare
Retail
Technology
Telecom

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



May 2006

- 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.*

Richard Peddie to speak in May C-Leader Access, a Marketing Hall of Legends Legacy Initiative

The C-Leader Access speaker series invites you to get up close and personal with one of the greats in Canadian marketing. To find out more [click here](#).

Richard Peddie
President & CEO
Maple Leaf Sports & Entertainment Ltd.
Date: Wednesday May 31st, 2006
Time: 12:00PM to 2:00PM Location: Mandrake

Richard Peddie is the President & CEO of Maple Leaf Sports & Entertainment Ltd. heading up the Toronto Raptors, Toronto Maple Leafs and Air Canada Centre, as well as Leafs TV and Raptors NBA TV. A native of Windsor, Richard's career started in sales & marketing with Colgate Palmolive and blossomed with Koolaid, Hostess Munchies, Pillsbury Doughboy and Toronto's world-class SkyDome, now Rogers Centre. For more information or to register, [click here](#).

Stefan Danis is the keynote speaker at Thomson Nelson 2006 Spring Speaker's Forum.

Stefan Danis, Mandrake's CEO & Chief Talent Officer, will be the keynote speaker at Thomson Nelson 2006 Spring Speaker's Forum, at The Olympic Spirit, Tuesday May 9th at 4:30pm, 35 Dundas Street East in Toronto. The session will be about how to secure your dream job!

Stefan Danis to speak at Food and Consumers Products of Canada's conference: Recruitment and Retention: Facing the Challenges

On May 16th, Stefan Danis, Mandrake's CEO & Chief Talent Officer, will present his latest findings on the Talent Wars to FCPC members. Please visit www.fcpc.ca for more details. If you would like to discuss how to face the talent shortage, please call Stefan directly.

Re-Cap of SKATE FOR KIDS 2006 - NHL Alumni & Prominent Businesses Teamed Up to Benefit Children's Charities on Saturday, April 29th

Mandrake's 16th annual Skate for Kids raised nearly \$50,000 for children's charities. This year's corporate teams played with NHL alumni Shayne Corson, Mike Pelyk, Steve Thomas, Jeff Beukeboom, Bill Carroll, Joe Cirella, Terry Clancy, Dan Daoust, Pat Flatley, Stew Gavin, Peter Zezel and more. Everyone had a great time with their families, on and off the ice, watching games, bidding on silent auction items and enjoying the bar-b-que.

Launched in 1991, Skate for Kids is a celebrity hockey event hosted by Mandrake and St. Michael's College School. To date, we have raised \$650,000 for notable children's charities including Tim Hortons Children's Foundation camps and ProAction Cops & Kids, a charity that funds police programs for youth at-risk.

There are many ways businesses can support Skate for Kids: register a corporate team to play with the pros, donate cash or submit items for gift bags or silent auction. Stay tuned for details on how to get involved in Skate for Kids 2007. Please visit www.skateforkids.com.

Bob Lank to Speak at 3rd Annual Recruitment & Retention Summit

On June 15th, Bob Lank, VP HR Practice and Managing Director of FirstHCM www.firsthcm.com, and Sue Nador, Partner at NVision, will lead a workshop

on Building Your On-boarding Program for Productivity, Commitment, and Retention.

On-boarding has often been described as the poor cousin of Human Resources. It is an important activity that does not get the attention it deserves. However, organizations are quickly discovering that office tours, explanations of company policies, and signing new recruits up for health and benefits programs is not what effective on-boarding is really about.

This workshop will provide practical strategies and techniques to develop your on-boarding process so that you get it right from the start and build engagement, productivity and commitment in your own organization. For details, please call Svetlana Cosic at 416-922-5600 ext 266. For full details [click here](#).

Mandrake Strengthens Human Resource Practice

The Partners at Mandrake are pleased to announce that Bob Lank has joined the organization as Vice President and leader of the Human Resources practice. Bob will be further developing the focus and expansion of the Human Resource practice area at Mandrake where recent successful searches have included VP's of Human Resources, Compensation and Organizational Development.

Bob commented, "This is a wonderful opportunity to leverage my skills, passion and experience to further expand Mandrake's proven search success into the critical functional area of Human Resources".

Mandrake is also a founding partner of First Human Capital Management (www.firsthcm.com), which delivers a range of HR and organizational effectiveness solutions (through partners who are expert in their fields) targeted to every stage of the Employment Life Cycle. In addition to leading the Human Resource search practice, Bob is also Managing Director of FirstHCM. For more information, [click here](#).

Mandrake's Life Sciences-Healthcare Practice

Mandrake's Partners are pleased to announce Brian Novak as Vice President, leader of the Life Sciences-Healthcare practice. Brian's focus will be the continued expansion of the Life Sciences-Healthcare practice during Mandrake's 35th Anniversary year.

With an in-depth understanding of the divisions and the skills needed to succeed within; Brian is committed to building partnerships with the industry, individual and organization.

Brian commented, "This is a wonderful opportunity to leverage my skills, passion and experience to further expand Mandrake's proven search success into the Life Sciences-Healthcare industry."
For more information, [click here](#).

"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™, 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@destinyyme.ca or call 416-972-6843 x.826

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

Visit our website at www.destinyyme.ca.

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.

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.

To subscribe to InterViews Online, please click on the link below **subscribe**.

To unsubscribe from InterViews Online, please click on the link below **unsubscribe**.

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
danis@mandrake.ca

Normand Lebeau, CRHA
Vice-Président Exécutif/Directeur Général Montréal
Mandrake Groupe Conseil (Montréal)
nlebeau@mandrake.ca

SECRETS TO OFFICE HUMOUR THAT WON'T GET YOU FIRED

Office humour can help bring workers together and relieve tension and stress. However, it can just as easily backfire if one is not careful. This article from *Fast Company* offers some tips that help prevent a sense of humour from becoming a source of trouble.

They include:

- Start slowly
- Think first
- Play it safe
- Be respectful
- Check for negativity
- Avoid sensitive topics
- Excel first
- Don't get carried away.

To learn more about how these tips can help you hone your sense of humour for the work environment, click on the link below to read the full article.

<http://www.fastcompany.com/articles/2006/04/tips.html>

KEEP YOUR EMAIL EMOTIONS IN CHECK

Becoming sensitive to both our verbal and non-verbal communications is an important skill for building effective working relationships. An area where one has to be particularly careful is with emotions expressed over email. This article from *Monster.ca's Career Centre* describes why e-mail can be such an emotional minefield and how you can avoid an unintended cycle of email warfare.

To read more about the misconceptions associated with emotions in e-mail correspondence, click on the link below to read the full article.

http://content.monster.ca/6775_en-CA_pf.asp

FOUR STRATEGIES FOR MAKING CONCESSIONS

One of the key elements in learning successful negotiation skills is knowing when and how to make concessions. This article from *HBS Working Knowledge* presents four strategies that will help maximize the effectiveness of concessions during any negotiation process.

They include:

- Label your concessions
- Demand and define reciprocity
- Make contingent concessions
- Make concessions in instalments.

To learn more about how you can improve this important career skill, click on the link below to read the full article.

<http://hbswk.hbs.edu/item.jhtml?id=5235&t=strategy>

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

▲ top

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

- Shoshanna Addley to Grey Worldwide as Direct and Interactive Senior Writer
- Howard Beauchamp to ACLC as Associate Creative Director
- Craig Belcher promoted to Vice President, Client Services at Consumer Impact Marketing
- Jason Buback to Grey Worldwide as Senior Writer
- Dom Caruso promoted to President & Chief Executive Officer at BBDO Toronto
- Camielle Clark to Grey Worldwide as Director, Creative Services and Broadcast Production
- Annie Cossette to Hill & Knowlton as Consultant
- Calvin Daniels promoted to Managing Director at BBDO Windsor
- Brad Dykema to Colour as Senior Writer (Halifax)
- Amy Evans promoted to Senior Consultant at Hill & Knowlton
- Steve Forrester to Grey Worldwide as Art Director and Senior Web Designer
- Rosie Gentile to Henderson Bas as Vice President Client Services
- Chris Greenfield to Tribal DDB as Managing Director
- Michael Grier to Redwood Communications as Advertising Sales Director
- Chris Heatherington to Copeland Communications as Creative Director (Victoria, BC)
- Jeff Hilts to FCB Toronto as Associate Creative Director
- Kim Hughes to Henderson Bas as Director of Media and Audience Development
- Dennis Isaacson to Grey Worldwide Northwest as Design & Production Director (Vancouver)
- Joy Jennissen to Hill & Knowlton Canada as General Manager (Vancouver)
- Mike Jones to Colour as Senior Art Director (Halifax)
- Jackie King promoted to Vice President at Hill & Knowlton
- Vikki Kuzmich to Grey Worldwide as Director of Print Production
- Dorothy Lyszkiewicz to Publicis WellCare as Medical Director
- Graham MacDougall to Extreme Group as Director, Digital Marketing (Halifax)
- Ian MacKellar promoted to Creative Director at BBDO Toronto
- Tara McCarthy to Strategic Objectives as Vice President
- Steve Meraska to Leo Burnett as Senior Vice President, Managing Partner
- Cindy Mersky to Publicis WellCare as Vice President and General Manager (Toronto)
- Jack Neary promoted to Vice-Chair, Chief Creative Officer at BBDO Toronto
- Terry O'Shea to Sudler & Hennessey as Business Director (Montreal)
- Richard Patterson to Publicis WellCare as Managing Director and Business Development (Montreal)
- Karen Poncelet to Consumer Impact Marketing as Director of Business Development
- Beat Richert to PHD Canada as General Manager, PHDiQ
- Michael Scher to Target Marketing and Communications as Creative Group Head (St.John, NFL)
- Gerald Schoenhoff to Grey Worldwide as Vice President, Associate Creative Director and Senior Art Director
- Travis Shorrock promoted to Creative Group Head at Sharpe Blackmore Euro RSCG
- Robyn Seymour to Barlow Media as Media Director (Vancouver)
- Dave Stevenson to Grey Worldwide as Direct and Interactive Associate Creative Director
- Phil Sylvester to The Hive Strategic Marketing as Creative Director
- Todd Toborg to Redwood Communications as Art Director
- Les Tapolczai to Henderson Bas as Strategic Planner
- Judy Tapp promoted to Vice President, Advertising Sales at Outdoor Broadcast Network
- Bryan Tenenhouse to Draft Toronto as Chief Creative Officer
- Ron Tite to Sharpe Blackmore Euro RSCG as Vice President and Associate Creative Director
- Kim Warren promoted to Vice President, Account Director at McDonnell Haynes Integrated Communications

Stock activity

Courtesy of Mandrake

▲ top

Visit us on the web at 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

- John Caddick to The Hain Celestial Group as Vice President, Sales
- Wendy Durward promoted to Director, Marketing Communications at Nissan Canada
- Ian Forsyth promoted to Director, Corporate and Product Planning at Nissan Canada
- Karim Lalani promoted to Vice President and General Manager at Whirlpool Canada
- Bruce McCubbin promoted to Chief Executive Officer at Moosehead Breweries Limited
- Mary Parniak to ConAgra Foods Canada as Vice President, Finance
- Steven Poirier promoted to President at Moosehead Breweries Limited
- Andrew Pollock to Maple Leaf Fresh Foods as Vice President, Marketing
- Hugh Ryder to Sony Canada as Executive Director Sales Retail Expansion

Stock activity

Courtesy of Mandrake

▲ top

Visit us on the web at 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 Consumer Goods industry!

FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Ted Ecclestone to Cranston, Gaskin, O'Reilly & Vernon Investment Counsel as Chief Financial Officer and Chief Operating Officer
- Thomas Graham to Alberta Securities Commission as Director, Corporate Finance
- Bryce Hunter to HUNTERS International Insurance as Chairman
- Craig Hurford promoted to President and Chief Executive Officer at Commonwealth Insurance Company
- Timothy Ius promoted to Executive Vice President at Commonwealth Insurance Company
- Jim McArdle promoted to Senior Vice President, Legal Services and Secretary at Export Development Canada (EDC)
- David McKellar to Alberta Securities Commission as Director, Market Regulation
- Catherine Meyer to President's Choice Financial as Senior Director Human Resources
- Sheila Norman to Cranston, Gaskin, O'Reilly & Vernon Investment Counsel as Partner
- Kevin O'Brien promoted to Senior Vice President, Financing at Export Development Canada (EDC)
- Scott Pennock to The Cadillac Fairview Corporation Limited as Senior Vice President, Portfolio Manager
- Dennis Shave promoted to Executive Vice President, Claims at Commonwealth Insurance Company
- Larry St. Eve to Day Construction Group as Senior Controller
- Marlene Thompson to Canadian Tire Financial Services as Vice President, Card Products
- Wilfred Vos to ROI Capital Ltd. as Senior Vice President
- James Whitman to Altamira Investment Services as Senior Vice President, Sales & Services

Stock activity

Courtesy of Mandrake

▲ top

Visit us on the web at 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 Financial Services industry!

INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Mark Updegrove to Yahoo! Canada as Director of Sales

Stock activity

Courtesy of Mandrake

▲ top

Visit us on the web at 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 Internet Services industry!

MEDIA

Courtesy of Mandrake

Appointments

- Lynn Chambers to Transcontinental Inc. as Group Publisher, Canadian Living & Homemakers magazines
- Benoît Huard promoted to Vice President and Chief Financial Officer at Transcontinental Inc.
- Kin-Man Lee promoted to Publisher and Chief Executive Officer, Toronto Sun and Executive Vice President at Sun Media Corporation
- Josée Maillette to Bowne Financial Print as Senior Financial Sales Executive (Montreal)
- Bill McDonald to Metro Toronto as Publisher
- Martin Richard promoted to Vice President, Sales Director at Bowne Financial Print (Montreal)
- Craig Roskin to CHUM Television, Alberta/Manitoba as Station Manager, CHUM Television Edmonton
- Dan Sorotschynski to Dose as Director of Marketing

Stock activity

Courtesy of Mandrake

▲ top

Visit us on the web at 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 Media/Broadcasting/Publishing/Entertainment industries!

HEALTHCARE

Courtesy of Mandrake

Appointments

- Dr. David Bailey to Genome Alberta as President and Chief Executive Officer (Alberta)
- Natasha Belisle promoted to Associate Sales Director, Neuroscience Business Franchise at Novartis Pharmaceuticals
- Dr. Michael Berendt to Aegera Therapeutics Inc. as President and Chief Executive Officer (Montreal)
- Alain Boisvert to Novartis Pharmaceuticals as Vice President, Health Policy and Market Access
- Annie Bourgault promoted to Associate Director, Marketing Services at Pfizer
- Robert Butchofsky promoted to President and CEO at QLT Inc.
- Jean-Michel Carpentier to Servier Canada Inc. as Business Unit Director, Quebec-Atlantic Region
- Marcel Chenard promoted to Vice President, Sales at Lundbeck Canada Inc.
- Lorena Di Carlo promoted to Vice President, Marketing at Lundbeck Canada Inc.
- Tonya Dickenson promoted to Director, Marketing Intelligence at Novartis Pharmaceuticals
- Carols Dourado promoted to President and General Manager at Schering-Plough Corporation
- Nathalie Drouin promoted to Brand Director, Gleevec/AMN at Novartis Pharmaceuticals
- Evica Eric promoted to Director, Business Information at Lundbeck Canada Inc.
- David Fielder to Ceapro Inc. as Vice President Scientific Affairs (Edmonton)
- Lesley Ford to Sick Kids Hospital as Director Total Employment Services
- Michele Gagnon to sanofi-avenits Pharma as Director Scientific Communications
- Dominique Gilbert promoted to Director of Education and Health Outcomes at Lundbeck Canada Inc.
- Doug Grant promoted to Vice President, Hematology/Cardiovascular Business Unit at Bayer Inc., Pharmaceutical Division
- Jeff Martens promoted to Associate Sales Director, Oncology at Novartis Pharmaceuticals
- Shawn McMillan to Ceapro Inc. as Chief Financial Officer (Edmonton)
- Michael Nader to Vancouver Coastal Health Authority as Regional Director, Medical Imaging & Biomedical Engineering
- Harout Semerjian promoted to Associate Sales Director, Oncology at Novartis Pharmaceuticals
- Fakhredine Shadman promoted to Assistant to the President at Novartis Pharmaceuticals
- Kyle Steiger promoted to Brand Director, Prexige at Novartis Pharmaceuticals

Stock activity

Courtesy of Mandrake

▲ top

Visit us on the web at 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 Pharmaceutical industry!

RETAIL

Courtesy of Mandrake

Appointments

- Solomon Amos to Holt Renfrew & Co. Ltd. as Director, Customer Relationship Marketing
- Mario Chiofolo to Northern Group as Vice President, Marketing
- Mark Foote to Loblaws as Executive Vice President
- Tom Gauld promoted to President and Chief Executive Officer at Canadian Tire
- Karen Hannah to Loblaws as Senior Vice President, Human Resources
- Timothy Lilleyman to Toronto Congress Centre as Vice President, Operations

Stock activity

Courtesy of Mandrake

▲ top

Visit us on the web at 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 Retail industry!

TECHNOLOGY

Courtesy of Mandrake

Appointments

- Donald Allard to Neptune Technologies & Bioessources as Vice President, Sales & Marketing (Laval)
- Kelly Baker to Novator as Vice President, Product Management
- Dan Delaloye to Celero Solutions as Chief Executive Officer
- Michael Fagan promoted to Vice President, Branch Manager at Sierra Systems, Toronto
- Lauren Flaherty to Nortel Networks Corp. as Chief Marketing Officer
- Stephen Saunders to CGI Group as Executive Consultant, Healthcare Practice

Stock activity

Courtesy of Mandrake

▲ top

Visit us on the web at 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 Technology industry!

TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

Stock activity

Courtesy of Mandrake

▲ top

Visit us on the web at 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 Telecommunications industry!

DISCLAIMER

The information contained in "InterViews Online" 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.

To view our **Privacy Policy** please **click here**.

▲ top



Mandrake

Executive Search • Mergers & Acquisitions • Strategic Alliances • Organizational Consulting

TORONTO MONTREAL CALGARY

www.mandrake.ca