

InterViews Online

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A Point of View Industry Review

Communications
Consumer Goods
Financial Services
Internet Services
Media
Healthcare
Retail
Technology
Human Resources

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



Mandrake

September
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).
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- 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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Marketing Hall of Legends: Nominations Narrowed Down - Voting Process Begins!

Thank-you to all who nominated more than 300 outstanding Canadian Marketers in the past two months. Our Judges (listed below) have now narrowed the nominee list down to 30 candidates per category. The next step is this: Top Canadian CMOs and CEOs will cast their vote and pick the next group of Legends that will be inducted in February of 2007.

If you are one of the voters, your password protected voting link will arrive in the next 10 days. Make sure to vote right away, as you will be considered to win two tickets to the 2007 MHOL Gala, a \$700.00 value.

Make sure to book off February 1st for the inducement Gala. More Gala details to come.

This year's MHOL judging panel is as impressive as ever:

Alan Berdowski, Chief Marketing Officer, Ontario Lottery and Gaming Corporation

Sunni Boot, President, Optimedia

Esmé Carroll, Chairman & CEO, ACLC Inc.

Sean Durfy, EVP Marketing & Sales, Westjet

Pat Gardiner, President, A.C. Nielsen Canada

Rob Guenette, President, Taxi

Jim Little, SVP Corporate Marketing, Bell Canada

Peter Luik, COO, HJ Heinz

Ron Lund, President & CEO, ACA

Alan Middleton, Executive Director, Schulich Executive Education Centre, York U.

Carl Nanni, Marketing Consultant

Randy Powell, President, Maple Leaf Fresh Food

David Sculthorpe, President, Cadbury Adams

Luke Sklar, Partner, Sklar Whilton

Trish Wheaton, President, Wunderman

Judith Wheeler, VP Marketing, Daimler Chrysler Canada

Stay tuned to find out who the 2006 marketing legends are and keep visiting www.marketinghalloflegends.ca for voting updates and **legacy programs**. To view the legends of 2005, **click here**.

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.

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.

Tim Cork, President of NEXCareer, is speaking to the SCNETWORK in December

TOPIC: HOLIDAY SOCIAL: RULES TO WIN THE NETWORKING GAME!

DATE: Wednesday, December 06, 2006

TIME: 5:00 PM to 8:00 PM

VENUE: Downtown Toronto Board of Trade

Tim Cork, President of NEXCareer, will be speaking to the SCNETWORK Group (the largest Senior HR Network Group in Canada). The main sponsors of this event are some of the biggest competitors in the outplacement business. The Strategic Capability Network (scnetwork.ca), formerly known as the Canadian Human Resource Planners (C.H.R.P.), helps leaders throughout organizations achieve competitive strength through people, by providing a forum for leading-edge thinking and practice on integrated human resource management. Visit them at: www.scnetwork.ca.

To register, please visit [click here](#).

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

Mandrake's 15th 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.

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](#).

"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@destinyme.ca or call 416-972-6843 x.826

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

Visit our website at www.destinyme.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.

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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
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BUILDING RELATIONSHIPS

by David DeJean

Good companies are built on good people. It's so simple that it sounds almost simpleminded. But finding, keeping and working with good people are some of the most complex challenges any executive faces.

"One of most important things about any business is working with people you like," says Sheldon Laube. "The grand mission isn't what sustains you. What gets me up everyday is people I work with, not the grand mission. Part of the reason I love going to work is that I get to see these people and interact with them."

To learn more on how to build lasting relationships within the workplace, click here:
http://greatboss.monster.ca/7727_en-CA_p1.asp

BUREAUCRATIC ORGANIZATIONS ARE BAD FOR OUR HEALTH

by Henry A. Hornstein and Donald de Guerre

Anecdotal evidence has always pointed to the existence of a link between an individual's health and the health of the organization in which he or she works. What's needed to establish the link is a systemic framework and research methodology, both of which these authors describe. Once that is done, new ideas and new approaches to workplace behaviour will replace much of the current thinking, in the end, vastly improving the health of individuals in the workplace.

Click on the link below to read more on healthy workplaces:
http://www.iveybusinessjournal.com/view_article.asp?intArticle_ID=618

CORPORATE VALUES AND EMPLOYEE CYNICISM

by Martha Lagace

Positive values are a fixture on corporate mission statements these days. But when leaders fail to live up to the values they've articulated, it's a recipe for employee cynicism, according to Sandra Cha and Amy Edmondson.

Cha, an assistant professor at McGill University, and Edmondson, of Harvard Business School, have studied the risks and rewards of organizational values in depth using a young, ambitious advertising agency for a field study. What they learned about positive values surprised them, and their findings were published in the February issue of *The Leadership Quarterly* as "*When Values Backfire: Leadership, Attribution, and Disenchantment in a Values-Driven Organization.*"

Please click here for the full interview:
<http://hbswk.hbs.edu/item/5229.html>

We welcome your feedback on these articles. Please e-mail us at newsletter@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

- Diana Arajs to Ketchum Public Relations Canada as Health Care Practice Leader
- Stephan Argent to Vizible as Vice President
- Kathy Barnett to Veritas Communications as Director of Public Relations
- Martin Beauvais to Zig as Creative Director
- Pete Breton to Cossette Communications Group as Group Creative Director
- Mark Buchner to Compass360 Design & Advertising as Design Director
- Michael Convery to Organic as Creative Director
- Dave Douglas to Cossette Communications Group as Group Creative Director
- Michael Emery to Scratch as Senior Designer
- Brady Gilchrist to Fuel Industries as Executive Vice President, Strategy and Head of Blue Science division (Ottawa, ON)
- Vince Guzzi to Watt International as Vice President, Brand Strategy
- Scott Kauffman to MDC Partners as Director
- Jason Kilby to Proximity Canada as Vice President, Director of Production
- Micheal Lambie promoted to Partner at Scratch
- Jan Nybida to Pareto Corporation as Vice President, CRM Solutions
- Kevin Reilly to McMillan as Director of Client Services (Ottawa, ON)
- Rose Sauquillo promoted to Associate Creative Director at Taxi Canada
- Maryse Sauvé to BBDO Montreal as Vice President, Group Account Director (Montreal, PQ)
- Harjot Singh to Cossette Nucleus as Strategic Planner
- Ron Smrczek to Taxi Canada as Associate Creative Director
- Darrell Snow to Blast Radius as Vice President of Technology and Chief Architect (Vancouver, BC)
- David Stubbs to Teehan + Lax as Creative Director
- Mary Sturgeon to Porter Novelli Canada as Executive Vice President (Vancouver, BC)
- Bill Sweetman to MacLaren McCann Direct & Interactive as Vice President, Internet Strategy
- John Yorke to GJP Advertising as Senior Vice President, Interactive Strategy

Stock activity

Courtesy of Mandrake

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

- Marc Beaudoin promoted to Group Sales Director, Footwear and Apparel division at Reebok Canada
- Michel Benoit promoted to Vice President, Global Marketing and Product Creation for Reebok/CCM Hockey (Saint Laurent, PQ)
- Earl Ellis to Campbell Company of Canada as Vice President, Finance
- Eric Elmhirst to Arla Foods Canada as National Sales Director
- Shelley Fisher to Reebok Canada as Marketing Director, Footwear and Apparel division
- Kathryn Fitzwilliam to Maple Leaf Foods as Vice President, Marketing Resources
- John Grange promoted to Director of Information Technology at Campbell Company of Canada
- Sharon Macleod promoted to Director, Spreads and Dressings at Unilever
- Len Rhodes promoted to Vice President and General Manager, Footwear and Apparel Division at Reebok Canada (Saint Laurent, PQ)
- Darryl Rowe to McCain Foods as Vice President Retail Sales (Florenceville, NB)
- Craig Ryan promoted to Vice President and General Manager of On-Field at Reebok Canada (Saint Laurent, PQ)
- Andrew Young promoted to Vice President, Marketing at McCain International (Florenceville, NB)

Stock activity

Courtesy of Mandrake

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Claude Bédard to Burgundy Asset Management Ltd. as Vice President (Montreal, PQ)
- Kenneth Broekaert promoted to Vice President at Burgundy Asset Management Ltd.
- Vito Ciciretto to Algonquin Power Income Fund as Chief Operating Officer
- Paolo De Luca to C.A. Bancorp Inc. as Chief Financial Officer
- Joan Dea promoted to Executive Vice President and Head of Strategic Management at BMO Financial Group
- John Doig promoted to Senior Vice President, Marketing at Scotiabank
- Jennifer Dunsdon promoted to Vice President at Burgundy Asset Management Ltd.
- Kevin Freer to CMAC Commercial Finance as Vice President, Structured Finance Division
- Paul Kaulbach to MasterCard Canada as Vice President, Market Development
- Steven Kroeker to Keyera Facilities Income Fund as Vice President, Corporate Development
- Robert Kunihiro to MI Developments as Vice President Finance
- John Liu to OMERS as Vice President and Chief Internal Auditor
- Hanif Mamdani promoted to Chief Investment Officer at Phillips, Hager & North Investment Management Ltd.
- Oliver Manahan to MasterCard Canada as Director, Emerging Technology
- Barbara Mason promoted to Executive Vice President, Wealth Management at Scotiabank
- Kamal Pastakia promoted to Vice President at Clairvest Group Inc.
- Jane Rowe promoted to Executive Vice President, Domestic Personal Lending and Insurance at Scotiabank
- Jeff Stroud to MasterCard Canada as Director, Emerging Technology, Chip Centre of Excellence
- Brian Toda promoted to Senior Vice President, Total Compensation Group at Scotiabank

Stock activity

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

Stock activity

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MEDIA

Courtesy of Mandrake

Appointments

- Paula Adam to Canoe as Director of Sales

- Kevin Bent promoted to President and Publisher of Pacific Newspaper Group at CanWest MediaWorks Publications (Vancouver, BC)
- Libby Biason promoted to Vice President, Sponsorship Sales for House of Blues Entertainment at House of Blues Concerts Canada
- Edward Brouwer to CanWest MediaWorks Publications as Vice President, Chief Information Officer
- Shawna Cohen to Rogers Media as Consulting Features Editor, front-of-book section, Chatelaine
- Deborah Fulsang to Rogers Media as Senior Style Editor, Chatelaine
- Mark Goodale to Torstar Media Group Television as Vice President and General Manager
- Laura Hughes to CHUM Television as Publicist for specialty channel Bravo
- Tom Mauthe to IMG Canada as Senior Director, Western Canada (Vancouver, BC)
- Sheilagh McEvenue to Rogers Media as Senior Articles Editor, Chatelaine
- Chris McGinley promoted to Senior Vice President, Station Operations at CanWest MediaWorks
- Donald McKenzie to XM Canada as Senior Vice President of Sales and Marketing
- Michael Moser to CBC as Director of Planning & Finance
- Stephen Reid to Transcontinental as Director of Marketing
- Maryam Sanati to Rogers Media as Deputy Editor at Chatelaine
- Zouhaire Sekkat to Transcontinental Media as Vice President, Digital Media
- Anna Sharratt to Rogers Media as Health Editor, Chatelaine
- Jen Walsh to House of Blues Concerts Canada as Director Client Services

Stock activity

Courtesy of Mandrake

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Michael Barron to Newfoundland and Labrador Centre for Health Information as Chief Executive Officer
- Jane deLacy to Humber River Regional Hospital as Vice President, Patient Services
- Heather Nicolson-Morrison to Ontario Home Respiratory Services as Executive Director
- Larry Vanier to MEDworxx Inc. as Vice President, Decision Support / Healthcare Processes
- Lyndal Walker to Abraxis Oncology as Vice President and Managing Director
- Susan Yorke to NxCare as Vice President Marketing

Stock activity

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RETAIL

Courtesy of Mandrake

Appointments

- Patrick Dickinson to Hudson Bay Company as General Manager of HBC Marketing
- Jurgen Schreiber to Shoppers Drug Mart as President and Chief Operating Officer

Stock activity

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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

- Dee Allott to Lexmark Canada as President
- David Anderson promoted to Executive Vice President and Chief Financial Officer at CGI
- Warner Andrews to Zarlink Semiconductor as Vice President, Strategic Marketing and Business Development (Ottawa, ON)
- Brad Ball to VisualSonics as Marketing Director
- André Bourque promoted to Executive Vice President and Chief Legal Officer at CGI
- Glenda Dorchak to Intrinsic Software International Inc. as Chief Operating Officer and Chairman of the Board of Directors
- Jaques Gravel promoted to Vice President, Quebec division at Cogeco Cable Inc.
- Jules Grenier promoted to Vice President, Portugal at Cogeco Cable Inc.
- André Imbeau promoted to Executive Vice Chairman at CGI
- James Powell to Roger Wireless as Director of Marketing, Ontario Region
- William White promoted to President at DuPont Canada

Stock activity

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Alain Blignaut to Westcast as Vice President of Human Resources
- Elly Bowen to Sobey's as Director Talent Management
- Jamie Harris to Rogers Communications as Senior Human Resources Advisor
- Louis Roberge promoted to Vice President of Human Resources at Agropur
- John Ross to Dynatec Corporation as Director of Human Resources
- Jon Wagnor to Oracle as Senior Consultant Change Management

Stock activity

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