

InterViews Online

provided by Mandrake



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A Point of View Industry Review

Communications
Consumer Goods
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Internet Services
Media
Healthcare
Retail
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Human Resources

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



August 2007

- 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.*

Marketing Hall of Legends: Voting Engines Are Now Open

Thank you to all who nominated Canadian marketing legends for the 2008 selection. Our executive judging panel met on June 28 and they have selected MHOL 2008 Mentor and Builders. Short-listed Visionaries and Enablers are now posted on our website and you may have received our 'call to vote' via e-mail. Upon receipt, please take a minute to cast your vote as, by voting, you will decide who our 2008 legends will be.

If you would like to learn more about MHOL and its legacy initiatives or if you would like to reserve tickets for our January 30, 2008 awards gala, please contact us at cosic@mandrake.ca

MHOL 2008 Judging Panel:

Chair, Judging:

Dr. Alan Middleton, Schulich School of Business

Judges:

1. Tony Altilia, Downtown Partners
2. Peter Amirault, Cara, Swiss Chalet
3. Vikram Bawa, Nestlé
4. Steve Bolliger, Vincer
5. Arlene Dickinson, Venture
6. Michel Frappier, Ontario Advertising Review Board
7. Blake Hellam, HSBC
8. Fred Jaques, Santa Maria Foods
9. Don McKenzie, XM Canada
10. Pat McNamara, APEX
11. Stuart Morris, Magna
12. Catherine Riggins, Canada Post
13. Paula Roberts, Sick Kids Hospital Foundation
14. Sandra Sanderson, Danier Leather
15. Molly Spinak, Quadrant Marketing
16. Max Tremblay, Workopolis

The MHOL is made possible through its Premier Sponsors including: The American Marketing Association Toronto Chapter, Mandrake, Rogers, The Nielsen Company, The Globe and Mail, CTV, and Marketing Magazine. For more information on the MHOL visit <http://www.marketinghalloflegends.ca>

The baby boom echoes again - -'As the available work force shrinks, some older workers are opting to turn over a new leaf and stay on the job'
By Wallace Immen

Tim Cork, the president of **NEXCareer**, has recently been quoted in Globe and Mail on how to manage your career once it is time to retire.

"If you are fiftysomething and you can expect to live into your 80s, you should be thinking of this as half-time and not the beginning of the end," says Tim Cork, president of Toronto-based career transition company NEXCareer Inc. and author of the advice book Tapping the Iceberg.

Tapping the Iceberg is now on sale and is already a national best seller. This book will help you tap into your unlimited potential through the Straight A's Philosophy: Attitude, Aptitude and Action.

To purchase 'Tapping the Iceberg', please visit **Amazon** or **Chapters.Indigo**.

Please [click here](#) for the full Globe and Mail article:

"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:

Alexandra Revesz - consultant@destinyme.ca or call 416-972-6843

Visit our website at www.destinyme.ca.

Visit [Interviewing for Talent](#) for more details.

Mandrake Strengthens Its Marcom Practice

The Partners at Mandrake are pleased to announce that Lynn Doyle has joined the organization as the Consultant of our Marcom practice. Lynn will be further developing the focus and expansion of this practice area as she has a background in executive consulting and understands our customer's needs from a strategic viewpoint.

Please [click here](#) for Lynn's biography.

Mandrake Strengthens Its CPG Practice

The Partners at Mandrake are also pleased to announce that Maurizio Calconi has joined Mandrake's CPG practice.

Maurizio joins Mandrake as Consultant, CPG and Sales, after a two year tenure at The Turner Recruitment Group, where he was a general practitioner in CPG and Foodservice practices.

Previously, Maurizio contributed to McCain Foods as the Area Sales Manager, as well as Wrigley Canada and DVA Navion, a fundraising management consulting firm.

Maurizio is married to Lea Nicole and is the proud father of Madelaine Elizabeth and Benjamin Franco.

Executive Coaching: Integra, a leading national coaching firm, joins FirstHCM Capital Management

The Partners of *First Human Capital Management* are delighted to welcome *Integra Enterprises*, Canada's leading corporate coaching organization to the FirstHCM family. Integra specializes in providing coaching solutions and learning programs to enhance individual and team performance within organizations.

Against the backdrop of a business environment characterized by rapid change, talent shortage, retention and performance issues, Integra Enterprises partners with proactive organizations. Integra's services include:

- Individual leadership coaching for individuals
- Business relationship coaching
- Conflict coaching
- Team coaching and
- On-site resident coaching

As the Canadian Regional Partner for **InnerCALL Global**, Integra also offers international coaching solutions for multi-national organizations to assure a consistent centralized approach across continents.

Retaining, engaging and developing the workforce through coaching initiatives effectively provides a clear competitive edge. Separately, Integra can also be hired by individuals. If you have an interest in hiring a personal coach, let us know.

If you would like more information on how coaching can benefit your organization please contact Stéfan Danis at 416-922-5400 x240.

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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
danis@mandrake.ca

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Feeling Stuck? Getting Past Impasse

Q&A with: Timothy Butler
Author: Martha Lagace

Most people at one time or another feel as if they are just spinning their wheels, unable to gain traction either in career or in life. This feeling of being stuck in one place, while troubling, is part of a necessary crisis leading to personal growth, says Dr. Timothy Butler, Senior Fellow and Director of Career Development Programs at Harvard Business School.

To learn how to deal with and overcome impasse, please click on the link below:
<http://hbswk.hbs.edu/item/5548.html>

Five Essential Strategies for Managing Up

by the Authors of I Didn't See it Coming

The game you once played on the school playground is now the game you play daily in the corporate jungle. Remember tetherball? There's a tall metal pole planted firmly in the ground with a long cord attached at the top. At the other end of the cord the ball is tied. No matter how hard you hit the ball, which direction it's headed or how fast it's going, the ball remains attached to the pole. The same goes for your relationship with your boss--and you can guess which one of you is the pole and which one is the ball. For as long as you're in the game, you're firmly attached to your boss, to his history, reputation, politics, choices, and to some extent his future.

Click here for five laws that you absolutely must follow if you have any hope of creating, maintaining, and managing any productive relationship with your boss.
<http://www.businessknowhow.com/manage/managingup.htm>

Strategic Training Always Puts Employees First

by Daniel Wentland

Putting the customer first may guarantee customer satisfaction, but that goal can also be achieved by putting employees first. Then, both the customer and the employee remain loyal.

Allocating adequate organizational resources to achieve an effective training environment has been a budgetary and operational challenge that has eluded many organizational decision-makers, primarily because they do not realize that training is only the tip of the iceberg when it comes to enhancing employee performance. Lurking beneath the issue of training is the commitment that an organization makes to its employees as reflected by the HR policies that management has established.

If you would like to learn more about professional training and how both you and your employer could gain from incorporating it into your workplace, please click here:
http://www.iveybusinessjournal.com/article.asp?intArticle_ID=703

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

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Industry Review

A wrap-up of stock activity and major appointments, organized by industry.

COMMUNICATIONS

Courtesy of Mandrake

Appointment

- David Black to Environics Communications as Senior Consultant
- Jonathan Careless to Grey Worldwide as Copywriter, Associate Creative Director
- Hughes Chandonnet to Republik as Co-Creative Director of Creative Services (Montreal, PQ)
- Brett Channer promoted to Chairman, Executive Creative Director at Saatchi & Saatchi
- Jean-Simon Charland to Republik as Co-Creative Director of Creative Services (Montreal, PQ)
- Julie Coghlan to Porter Novelli Canada as Director Western Canada (Vancouver, BC)
- Freda Colbourne promoted to Chief Executive Officer at Edelman Canada
- David Doft to MDC Partners as Chief Financial Officer
- Paul Evans to Grey Worldwide as Senior Writer
- Baron Manett to Ariad Custom Communications as Senior Vice President, Strategy and Client Development
- John McHugh promoted to Executive Vice President, Corporate, Financial and Public Affairs at Edelman Canada
- Natalie Morissette to Publicis Montreal as Senior Director of Integrated Communications (Montreal, PQ)
- Laurie Sloan to Advertising Review Board as Managing Director
- Ryan Wagman promoted to Associate Creative Director at Taxi 2
- Sebastien Wilcox to Wax as Senior Copywriter (Calgary, AB)
- Rita Yunger Linder promoted to Director of Strategic Planning and Business Development at Rev Advertising and Design
- Ellen Zabitsky to GJP Advertising as Executive Vice President of Client Development

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Cossette Communication Group	12	13.49	7.21	KOS-T
Envoy Capital Group	3.4	4.71	1.5	ECG-T
Interpublic Group of Cos.	10.27	13.94	8.11	IPG-N (US\$)
MDC Partners	11.06	11.48	7.55	MDZA-T
Omnicom Group	53.02	55.45	43.025	OMC-N (US\$)
Pareto Corp.	1.27	1.39	0.87	PTO-T
Publicis SA	42.9	49.4	36.81	PUB-N (US\$)
WPP Group	72.39	78.62	57.42	WPPGY-Q (US\$)

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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

Stock activity

Courtesy of Mandrake

	Latest Price	YTD High	YTD Low	Symbol
	\$	\$	\$	
Company				
Anheuser Busch	49.7	55.19	46.05	BUD-N (US\$)
Campbell Soup	37.21	42.65	35.55	CPB-N (US\$)
Coca-Cola	53.66	54.49	43.48	KO-N (US\$)
Colgate Palmolive	67.25	70.16	58.01	CL-N (US\$)
Corby Distilleries	25.5	28.4	22	CDLA-T
General Mills	56.09	61.52	51.5	GIS-N (US\$)
George Weston Ltd.	76.68	83.9	69.05	WN-T
Heinz	43.8	48.73	40.33	HNZ-N (US\$)
Johnson & Johnson	61.03	69.41	59.72	JNJ-N (US\$)
Kellogg	52.16	54.42	47.59	K-N (US\$)
Molson Coors Canada	94.5	110.01	72.51	TPX.B-T
Nike	56.95	60.35	37.76	NKE-N (US\$)
Pepsico Inc.	66.81	69.64	61.15	PEP-N (US\$)
Procter & Gamble	63.3	66.3	55.7	PG-N (US\$)
Revlon	1.12	1.75	0.9	REV-N (US\$)
Saputo Inc.	49.95	53.5	34.8	SAP-T
Unilever PLC	31.88	34.86	22.6	UL-N (US\$)

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Rob Beatty to Univeris Corporation as Director of Software Development
- Rosemary Berkery promoted to vice chairman and general counsel at Merrill Lynch
- Andrew Blair to CPP Investment Board as Vice President, Head of Real Estate Investments - Americas
- Brian Burke to Triasima Inc. as Director, Business Development and Client Services
- Paul Clements to Fording Canadian Coal Trust as Controller
- David Goodman promoted to President and Chief Executive Officer at DundeeWealth Inc.
- Mark Gow to Fording Canadian Coal Trust as Vice President, Finance
- Richard Grafton promoted to Vice Chairman at Canaccord Capital Inc.
- Robin Hibberd promoted to Executive Vice President, Domestic Personal Lending and Insurance at Scotiabank
- Caroline Kane promoted to Senior Vice President and Chief Agent in Canada at The Toa Reinsurance Company of America
- Isabel Meharry to Green Shield Canada as Vice President, Finance, Secretary Treasurer and Chief Financial Officer
- Jonathan Palfrey to Leith Wheeler Investment Counsel Ltd. as Senior Vice President, Private Clients & Foundations
- Michael Shumate to Mintz & Partners as US Tax Partner
- Frank Swedlove to Canadian Life and Health Insurance Association as President
- Lilian Tomovich promoted to Vice President, Brand Marketing at MasterCard Canada
- David Whyte to Goodman & Company, Investment Counsel Ltd. as President

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
AIC Diversified Canada Split	33.05	36.75	28.76	ADC-T
American Express	60.91	65.89	51.19	AXP-N (US\$)
Bank of Montreal	66.15	72.75	62.5	BMO-T
Bank of Nova Scotia	49.33	54.73	45.36	BNS-T
CI Financial Income Fund	27.05	31.18	22.95	CIX.UN-T
CIBC	91.44	107.45	76.91	CM-T
IGM Financial	52.69	56.34	45.55	IGM-T
Manulife Financial	37.59	38.96	30.52	MFC-N (US\$)
Merrill Lynch	76.28	115	76.15	MLC-T
National Bank of Canada	60.28	66.8	58.02	NA-T
Royal Bank of Canada	54.85	61.08	45.64	RY-T
Sun Life Financial Inc.	48.74	50.24	37.1	SLF-N (US\$)
TD Bank	69.2	74.89	57.5	TD-T

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Susan Byng to Sympatico/MSN as Associate Director of Strategic Alliances
- Christopher Day to Expedia Canada as Director of Marketing
- Mark Updegrave to Sympatico/MSN as Director of National Sales for Toronto, Western Canada and Alliant

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Amazon.com	79.71	89	25.76	AMZN-Q (US\$)
eBay	33.04	35.41	22.83	EBAY-Q (US\$)
Entrust	2.75	4.6	2.67	ENTU-Q (US\$)
ETrade Financial	17.16	26.08	16.85	ETFC-Q (US\$)
Expedia Inc	27.44	29.85	12.87	EXPE-Q (US\$)
IAC/InterActiveCorp.	28.66	40.99	24.42	IACI-Q (US\$)
Intuit Inc.	28.78	35.98	26.74	INTU-Q (US\$)
Novell	6.85	8.26	5.7	NOVL-Q (US\$)
priceline.com	64.1	71.49	25.62	PCLN-Q (US\$)
Red Hat	20.83	26.4	13.7	RHT-N (US\$)
Yahoo!	23.36	33.61	22.65	YHOO-Q (US\$)

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MEDIA

Courtesy of Mandrake

Appointments

- Richard Gray promoted to Head of News, A-Channel Group of television stations at CTVglobemedia
- Christopher Law to Rogers Media as Senior Director of Online Sales
- Tamara Pope to Transcontinental Printing as Director of Marketing

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Alliance Atlantis Commun.	52.25	54.94	32	AAC.A-T
Astral Media	41.59	47.72	35.71	ACM.A-T
CanWest Global Communications	8.22	12.04	8.01	CGS.A-T
Corus Entertainment	48.68	51.1	38.07	CJR.B-T
Magna Entertainment	2.09	6.3	2.15	MEC.A-T
Rogers Communications	53.52	59.97	26.905	RCI.A-T
Shaw Communications	25.03	28.74	15.93	SJR.B-T
Time Warner Inc.	18.9	23.15	15.77	TWX-N (US\$)
Torstar Corp.	21.82	23.4	16.9	TS.B-T
Transcontinental Inc.	19.74	22.9	17.75	TCLA.A-T
TVA Group	16.4	18.51	13.96	TVA.B-T

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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. Taylor Alexander to The Canadian Mental Health Association as Chief Executive Officer
- Kris Bailey to CritiCall Ontario as Executive Director
- Rahul Bhardwaj to Toronto Community Foundation as President and Chief Executive Officer
- Bonnie Brossart to Saskatchewan Health Quality Council as Interim Chief Executive Officer
- Dr. Ben Chan to Ontario Health Quality Council as Chief Executive Officer
- Anna Cook to Cox & Palmer as Partner (St.John's, NFL)
- Karen Dempsey to National Council of Women of Canada as President
- Marilyn Emery to The New Women's College Hospital as President and Chief Executive Officer
- Tim Gerke to Deep River and District Hospital as Interim Chief Executive Officer
- Joan Lesmond to Saint Elizabeth Health Care as Executive Director of Community Engagement
- Heather Linkletter to EMIS Inc. as Vice President, Sales & Marketing
- Brad McKay to Healthcare Food Services as Chief Executive Officer
- Michael Power to Smart Systems for Health Agency as Vice President Privacy and Security
- Michelle Willette to Cox & Palmer as Partner (St.John's, NFL)

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Abbott Labs	51.21	59.5	45.41	ABT-N (US\$)
Akzo Nobel Nv	82.46	88.88	53.63	AKZOY-Q (US\$)
Astrazeneca PLC	51.78	66.49	50.51	AZN-N (US\$)
Biovail	20.4	28.78	16.25	BVF-T
Bristol Myers Squibb	28.62	32.35	20.08	BMY-N (US\$)
Eli Lilly & Co.	54.6	61	51.13	LLY-N (US\$)
GlaxoSmithKline PLC	51.86	59.98	48.3	GSK-N (US\$)
Merck & Company	51.64	55.14	38	MRK-N (US\$)
Novartis AG	53.73	61.6	53.07	NVS-N (US\$)
Novo-Nordisk	108.45	113.29	62.03	NVO-N (US\$)
Pfizer	23.85	28.6	23.37	PFE-N (US\$)

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

- Sean Durfy promoted to President and Chief Executive Officer at WestJet
- Glenn Murphy to GAP Inc. as Chief Executive Officer
- Andy Wirth to Intrawest as Executive Vice President of Sales and Marketing and Chief Marketing Officer

Stock activity

Courtesy of Mandrake

	Latest Price	YTD High	YTD Low	Symbol
	\$	\$	\$	
Company				
Alimentation Couche-Tard	20.36	28.25	20.31	ATD.A-T
Best Buy	44.46	58.49	43.64	BBY-N (US\$)
Canadian Tire Corporation	91	113	83	CTC-T
Danier Leather	8.65	9.6	5.37	DL-T
Forzani Group	21.92	26.5	15	FGL-T
Home Depot	37.82	42.01	33.07	HD-N (US\$)
Indigo Books & Music	16.86	17.88	13.89	IDG-T
Jean Coutu Group (PJC)	14.93	16.5	9.91	PJC.A-T
Le Chateau	16.04	17.87	9.25	CTU.A-T
McDonald's	48.99	53.22	34.22	MCD-N (US\$)
Metro Inc.	38.3	41.78	29.25	MRU.A-T
Reitmans (Canada)	24.6	27	18.18	RET-T
Sears Canada	29.33	31	18.75	SCC-T
Shoppers Drug Mart	51.57	53.49	43.86	SC-T
Staples Inc.	23.41	28	21.08	SPLS-Q (US\$)
Wal-Mart	46.73	52.15	43.48	WMT-N (US\$)

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Frank Evans to Neotel International as Vice President of Sales and Marketing
- Mickey Jackman to Telus Communications as Director Trade Marketing

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
3Com Corp	4.02	5.24	3.6	COMS-Q (US\$)
Apple	136.49	148.92	62.58	AAPL-Q (US\$)
Dell Inc. (E)	28.18	29.61	20.52	DELL-Q (US\$)
Hewlett-Packard Co.	48.23	49.09	31.3	HPQ-N (US\$)
IBM	113.23	118.82	74.9	IBM-N (US\$)
Ingram Micro	20.03	22.5	16.54	IM-N (US\$)
Intel	24.3	26.52	17.22	INTC-Q (US\$)
JDS Uniphase	14.48	21.6	12.41	JDSU-Q (US\$)
Microsoft	29.52	31.84	23.85	MSFT-Q (US\$)
Open Text	19.97	28.31	14.9	OTC-T
Oracle	20.09	20.98	14.49	ORCL-Q (US\$)
Q9 Networks Inc.	15.25	15.65	9.75	Q-T
QLogic	13.11	22.94	12.93	QLGC-Q (US\$)
SAP AG	55.05	57.28	43.8	SAP-N (US\$)
Sun Microsystems	5.14	6.78	4.17	SUNW-Q (US\$)
Xerox Corp.	17.66	20.18	13.95	XRX-N (US\$)

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Dr. Jack Barkin to Humber River Regional Hospital as Chief of Staff
- Cathie Brow to Minacs Worldwide as Senior Vice President, Human Resources
- Carol Ebanks to Kellogg's Canada as Associate Director, Organization Effectiveness
- Neha Kotak to Courtyard as Manager of Talent Development
- Donna Krakovsky to Bell as Director Human Resources
- Sue MacKenzie promoted to Vice President, Human Resources at Petro-Canada
- Mirella Masucci to AC Nielsen as Director Compensation and Benefits
- Laura Randell to Loblaws as Senior Director, Recruitment and Retention
- Dominic Scaffidi to Loblaw Companies Limited as Vice President, Human Resources
- Andrew Stephens to Petro-Canada as Senior Vice President, Corporate Relations and Human Resources

Stock activity

Courtesy of Mandrake

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TORONTO MONTREAL CALGARY

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