

InterViews Online

provided by Mandrake



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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.

- 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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January 2007

Sign Up NOW. New course offered at York University by Stefan Danis called 'Me as a Brand'.

Fascinating course designed to help individuals currently searching for a role or ones who will in the future to be amongst the top 10% of job seekers.

The course is designed to empower you to bring clarity and best practices to your life long career journey, helping define a job that optimizes compensation while being a fit for your values, personality, goals, and experience. To sign up, please register using the last two pages of [this form](#) or call Daniela Ionescu @ 416.922.5600x243.

Marketing Hall of Legends: February 1st Gala is Near - Tickets are almost sold out so call now!

The Marketing Hall of Legends (MHOL) names its six inductees who have made exceptional contributions within the Canadian marketing industry. The inductees were nominated by peers and selected by a panel of judges for their outstanding work in brand building.

MHOL recognizes its inductees in the categories of Visionaries, Builders, Enablers and Mentors. Each inductee will be celebrated during the annual MHOL gala on Thursday February 1, 2007 at the Granite Club in Toronto.

To purchase tickets, contact Dijana Cosic at Mandrake: (416) 922-5600 x 255, cosic@mandrake.ca

Visionaries - Great entrepreneurs who created enduring, valuable and iconic Canadian brands.

- Ted Rogers - President and CEO, Rogers Communications Inc.

Builders - Charismatic leaders who built and enhanced existing brands, and in doing so, increased the competitive nature of their organizations.

- George Cohon - Founder, McDonald's Restaurants of Canada Ltd. and Founder, McDonald's Russia
- Andrew Brandt - Former Chair and CEO, LCBO

Enablers - Marketing communications professionals with a proven history of providing excellent brand building expertise.

- Terry O'Malley - Former President and Creative Director, Vicker & Benson
- Jacques Bouchard (posthumously) - Founder, Publicit?BCP

Mentors - Individuals who, through philanthropy or academic position, gave others the opportunity, inspiration or ability to pursue excellence in the Canadian marketing environment.

- Rupert Brendon - President and CEO, Institute of Communications and Advertising

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

About the Marketing Hall of Legends:

The Toronto Chapter of the American Marketing Association and Mandrake created the MHOL in 2004 to honour and celebrate the achievements of Canada's marketing professionals. Founding Friends, Sponsors, Executive Judges, nominators, committee volunteers, nominees and inductees all give time, talent and money to ensure the people, successes and vitality of the

Canadian marketing profession lives on.

Kevin Pfuhl, Executive Vice President and Strategy Director of GJP Advertising, to speak at January's C-Leader Access

Date: Wednesday, January 24, 2007

Time: 12:00pm - 2:00pm

Location: GJP Advertising

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 or to register, [click here](#).

To become a C Leader speaker or to register for upcoming events, contact Dijana Cosic at 416-922-5600 x 255 or cosic@mandrake.ca

Tim Cork Featured in the Sextant, Schulich International MBA, Newsletter

Tim Cork, President of **NEXCareer** and author of 'Tapping the Iceberg', has been featured in the Sextant, Schulich International MBA, newsletter. Tim has recently spoken at Schulich on Networking and skills required.

Please [click here](#) for the full newsletter 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:

Allison Quennell- quennell@destinyme.ca or call 416-972-6843 x.826

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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,

Stéphane 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

TAKING CONTROL OF YOUR WORKSPACE

By Glenn Beach

Let's face it: it's HARD to always be "on" when you're at work. No matter how much you try, even the best-laid plans and schedules break down; sometimes it seems like all the forces are against you. You can get discouraged, weary, frustrated and unfocused. You can blame your boss, your spouse, interruptions, computer crashes, too much work, too little time...the list goes on and on.

When it comes right down to it, though, we each have to take responsibility for our work environments. It's up

to us to create pride and excellence in our workplaces. We need to take responsibility for our own productivity, morale, creativity, motivation and sense of humour that we bring to our work.

You say "but stuff just happens that I have no control over." That's true. "Stuff" will happen, so it's your job to come up with disaster prevention and back-up plans. Interruptions and snafus don't need to become setbacks. Lists and schedules make the world go round. Be sure to prioritize, and take note of a few things that could be realistically postponed, if need be. Speaking of realism...be realistic in estimating how long it will take you to do the tasks at hand.

For more tips on how to take control of your workspace, click here:
<http://www.jobbankusa.com/CareerArticles/HomeBusiness/ca21104b.html>

LANGUAGE DIVERSITY: SKILLS FOR BRIDGING THE GAP

By Sondra Thiederman, PhD

More than 250 languages are spoken in North America today. Although this linguistic diversity can make life interesting, there are times when we need help to communicate across accent and language barriers. Because diverse workplaces are rapidly becoming more the rule than the exception, it is likely that at some point you will find yourself working with someone who is less than fluent in English or has an accent that is difficult to understand. These differences can be frustrating, but there is much you can do to bridge the gap:

Click on the link below for the full article:
http://diversity.monster.ca/10451_en-CA_p1.asp

JEST PRACTICES: BEST PRACTICES FOR HUMOUR IN THE WORKPLACE

By Craig Harrison

Most agree that humour in the workplace can have beneficial effects. Yet not all humour is good humour. The challenge: how to interject appropriate humour and fun into our serious jobs without hurting others or seriously undermining the company. When used appropriately, humour can work for you.

Click on the link below to find out how to make humour work for you:
<http://www.businessknowhow.com/manage/workhumor.htm>

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.

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

- George Artuso promoted to Managing Partner, Finance at MarketForce Communications
- Roger Banister to Copeland Communications as Vice President, Creative Strategy (Victoria, BC)
- John Boniface promoted to Chief Operating Officer at DraftFCB
- Kathleen Bouchier promoted to Vice President and General Manager at Optimum Public Relations (Vancouver, BC)
- Patti Brooks promoted to Director of Procedures and Production at MarketForce Communications
- Angela Carmichael to GCI Group as Vice President, Corporate Technology
- Eugene Chan to The Collective as Senior Designer
- Grant Connelly promoted to Chief Financial Officer at OutdoorPartner Media Corp.
- Luc Cormier to Media Experts as Executive Vice President (Montreal, PQ)
- Susannah Curry to MarketForce Communications as Associate Creative Director, Copy
- Colin Dickey promoted to Managing Partner, Director Client Services at MarketForce Communications
- Tania Ensor to CMG as Vice President and Corporate Sector Leader for Weber Shandwick and GolinHarris
- Brigitte Filiatrault promoted to Director at Porter Novelli Canada (Montreal, PQ)
- Anne Fortin promoted to Managing Director at DraftFCB Montreal
- Paul Fung to Grey Worldwide as Direct & Interactive Copywriter
- Paul Greenberg to The Collective as Vice President, Client Services
- Robin Heisey promoted to Chief Creative Officer at DraftFCB
- Dawn Kackley to BOOM Works as Associate Creative Director
- Tim Kibbey to Cossette/Nucleus as Vice President, Senior Strategist and Research Director
- Wally Kowal to Sacke & Associates as Vice President, Strategic Services
- Lucas Longman to Publicis as Art Director
- Paul McClimond promoted to Executive Creative Director at Sharpe Blackmore Euro RSCG
- Paul Mead promoted to President at DraftFCB Canada
- Bert Meulman to The Collective as Senior Art Director
- Chris O'Hara promoted to Media Director at Sharpe Blackmore Euro RSCG
- Jeffrey Quick to Henderson Bas as Chief Operating Officer
- Rene Rouleau to Brandworks International as Interactive Creative Team
- Chris Seguin to Carlson Marketing Canada as Creative Director

- Michael Service promoted to Director, Brand Strategy at MarketForce Communications
- Daniel Simon to Brandworks International as Interactive Art Director
- David Sly promoted to Vice President at Copeland Communications (Victoria, BC)
- Brian Steinhauer to GJP Advertising as Vice President, Business Development
- Ellie Sykes to Angus Reid Strategies as Vice President of Qualitative and Online Communities
- Peter ter Weeme to Junxion Strategy Inc. as Partner
- Ron Tite promoted to Creative Director at Sharpe Blackmore Euro RSCG
- Robert Vosburgh promoted to Managing Partner at MarketForce Communications
- Michael Wilson to GJP Advertising as Vice President, Associate Creative Director
- Lionel Wong to Grey Worldwide as Direct and Interactive Art Director
- Jason Wren to Brandworks International as Interactive Creative Team

Stock activity

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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

- Joe Lawrence promoted to Director of Sales at BMW Group Canada
- Kevin Marcotte promoted to Director of Marketing at BMW Group Canada
- Don Neville promoted to Director, Retail Business Development at BMW Group Canada
- Christopher Provost to Arla Foods as Director of Operations
- Blair Ruelens to Cadbury Schweppes PLC as Executive Vice President, Global Sales
- Scott Story promoted to Director of Sales and Marketing at BMW Financial Services

Stock activity

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Rob Badun to AGF Management Ltd. as President
- Frédéric Bélanger promoted to President and Chief Executive Officer at Professionals' Fund Group
- Stephen Brownridge promoted to Vice President, Heavy Oil at Baytex Energy Trust
- Mark Chauvin promoted to Executive Vice President, Risk Management and Chief Risk Officer at TD Bank Financial Group
- Dara Coulter to Securcor Financial Group as Chief Financial Officer
- David Crozier to Economical Insurance Group as Vice President, Commercial Insurance
- Shaun Danton to Key Equipment Finance as Vice President, Syndications
- Davee Gunn to Hahn Investment Stewards and Company as Chief Executive Officer
- Tom Hamza to Investor Education Fund as President
- Peter Hedges to Connor, Clark & Lunn Managed Portfolios as Vice President, Sales and Services (London, ON)
- John Macdonald to Consumer Waterheater Income Fund as President and Chief Executive Officer
- Bennett MacInnis to Richardson Partners Financial as Chief Operating Officer
- Brett McDonald promoted to Vice President, Land at Baytex Energy Trust
- Tim Morgan to Thornmark Asset Management Inc. as Partner, Private Client Services
- Chris Murphy to Thornmark Asset Management Inc. as Partner, Private Client Services
- Mary Nemeth promoted to Vice President, Chief Operating Officer at Wawanesa Mutual Insurance Company
- Shaun Paterson to Baytex Energy Trust as Vice President, Marketing
- David Phillips to Credit Union Central of Canada as President and Chief Executive Officer

- Andrew Pink to Thornmark Asset Management Inc. as Vice President and Portfolio Manager
- Peter Pigott to Entertainment One Income Fund as Chief Financial Officer
- Warren Reynolds promoted to Senior Vice President, Western Canada at Richardson Partners Financial Limited (Edmonton, AB)
- Mark Smith to Baytex Energy Trust as Vice President, Conventional Oil and Gas
- Cameron Williamson to Clairvest Group as Chief Financial Officer
- Glen Wilson to Key Equipment Finance as Vice President, Sales

[Stock activity](#)

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INTERNET SERVICES

Courtesy of Mandrake

[Appointments](#)

- Martin Carrier to Bluestreak Network as Vice President, Marketing and Communications (Montreal, QC)
- Dominique-Sébastien Forest to Canoe Inc. as Digital Content Director
- Brad Gilliland to Standard Interactive as Syndication Director
- Karen Huschilt to Standard Interactive as Vice President of Sales
- Stefan Powell to Standard Interactive as Vice President of Operations
- Simon Rivard to Canoe Inc. as Vice President of Marketing
- Cyrille Thilloy to Canoe Inc. as Chief of Technology

[Stock activity](#)

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MEDIA

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[Appointments](#)

- Kirk Allen promoted to Senior Vice President of Ad Sales at Torstar Corp.
- John Arklay promoted to Vice President, Creative Services and Brand at CTV
- Laura Baehr promoted to Vice President of Marketing, Kids Television at Corus Television
- Shelley Findlay promoted to Vice President for Marketing, Women's Specialty Television at Corus Television
- Jean-Paul Gagn?promoted to Publisher Emeritus, Les Affaires at Transcontinental Media
- Stephen Green to Astral Television Networks as Vice President, Sales and Affiliate Marketing
- Susan Hayes to CanWest MediaWorks as General Manager, Working.com
- Dr. Paul Hébert to Canadian Medical Association Journal as Editor-in-Chief
- Jim Johnson promoted to Vice President of Marketing, PayTV, Movie Central and Encore at Corus Television Western Canada
- Stéphane Lavallée promoted to Publisher, Les Affaires at Transcontinental Media
- Brad Martin promoted to President and Chief Executive Officer at Random House of Canada Limited
- Theresa McVean to The Toronto Star as Managing Director, Online Advertising
- Orietta Minatel promoted to Publisher, Flare Magazine at Rogers Publishing Limited
- Kim Peters promoted to Vice President, Online Classifieds at CanWest MediaWorks
- Mark Spencer to National Post as Vice President Advertising

[Stock activity](#)

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HEALTHCARE

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Appointments

- Bill Bailey to Halton Healthcare Services as Vice President, Redevelopment
- Natale Bubela to The Rouge Valley Health System as Acting Chief Executive Officer
- John Challinor to Jamieson Laboratories as Director of Communications
- Alex Chan promoted to Director, New Product Planning and Specialty Products at Purdue Pharma
- Janet Davidson to Trillium Health Centre as President and Chief Executive Officer
- Cynthia Di Lullo promoted to Director Market Research, Therapeutic Areas at Pfizer
- Kirk Fergusson to Canada Health Infoway as Acting Group Director, Corporate Affairs
- Patrick Gaskin to Grand River Hospital, Ontario as Acting Chief Executive Officer
- Sam Gourdji to Schering Canada as Vice President, Business Unit Operations
- Dawn Graham promoted to President at Merck Frosst Canada Ltd.
- Robert Hamilton to UCB Pharma Canada Inc. as President and General Manager
- Stephanie Karapita to Casey House as Chief Executive Officer
- Guy Lallemant to Pfizer Canada as Vice President, Therapeutic Areas
- Stuart Lourie to Novartis Pharmaceuticals as Brand Director
- Craig Miles to Novartis as Senior Director of Sales
- Pauline O'Connor to Wellesley Institute as Director of Research
- Edgardo Pérez promoted to President and Chief Executive Officer at Homewood Corporation
- Chris Power to Capital Health as President and Chief Executive Officer
- David Sands promoted to Executive Vice President and Chief Operating Officer at Homewood Corporation
- Izabelle Vezina promoted to Brand Director at Novartis Pharmaceuticals
- Dr. Elinor Wilson to Assisted Human Reproduction Canada as President

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RETAIL

Courtesy of Mandrake

Appointments

- Denise Darragh to Katz Group Canada as Vice President, Marketing and Advertising
- Stephanie Jamieson to Esprit as Vice President, National Sales
- Peter LaForme to Congress Centres Inc. as Vice President, Real Estate
- Doug Robinson to Lowe Canada as President
- Uwe Stueckmann to Lowe Canada as Vice President, Marketing
- Stephen Taylor to Lowe Canada as Vice President, Merchandising
- Alex Wasilov to Intrawest ULC as President and Chief Operating Officer

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Susan Gordon promoted to Vice President, Regional Marketing at Rogers Wireless
- Patrick Hadsipantelis to Rogers Wireless as Vice President Marketing, Fido
- Doug McEwen promoted to Assistant Vice President, Engineering at Shaw Communications Inc.
- Gordon Nelson to Rogers Communications Group Inc. as Vice President and General Manager
- Dr. Martin Rofheart promoted to Senior Vice President, Corporate Development at Gennum Corporation
- Dennis Steiger promoted to Vice President, Engineering at Shaw Communications Inc.

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HUMAN RESOURCES

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Appointments

- Cathie Brow to Minacs as Vice President, Human Resources
- Adele Burns to Mark IV Industries as Director, Human Resources
- Pierre Chamberland promoted to Chief Operating Officer at Morneau Sobeco
- Anne Coates to the Ministry of Health as Senior Consultant
- Linda Hart to Symcor as Director, Human Resources
- Caroline McPhail Director of HR, Bausch & Laumb
- Mark Porter to Shaw Communications Inc. as Senior Vice President, Human Resources
- Lisa Provisano to Canadian Tire as Director, Human Resources
- Rob Watson to MCW Consulting as Vice President, Human Resources
- Mark Wilson to Loblaws as Vice President, Human Resources

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