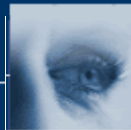


InterViews Online

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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.

- 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.*

March 2007

Marketing Hall of Legends: Nominate Now for 2008

Our third annual sold-out MHOL gala was held at the Granite Club in Toronto on February 1st. Have your say in who the 2008 Marketing Hall of Legends inductees will be by nominating through this link:

<http://www.marketinghalloflegends.ca/run.php/nominate.do>

Inductees for 2007:

Visionaries

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

Builders

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

Enablers

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

Mentors

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

Beside nominating, you too can become part of the MHOL's many initiatives. Contact us to become a member of the planning committee, or if you are interested in becoming a mentor, a speaker, or a participant in one of our Legacy Programs.

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>

Legacy Programs: C Leader Access speaking series, Peer to Peer Leadership Exchange and the Mentor Program. More details at http://www.marketinghalloflegends.ca/legacy_programs.php

Trish Wheaton Hosts Marketing Hall of Legends March 28th C-Leader Access

Trish Wheaton, President of Wunderman Canada, will host MHOL's legacy initiative in March: C Leader Access.

C-Leader Access is a speaker series designed to provide upcoming talent access to senior executives to facilitate learning about leadership. You will be inspired by the speaker's experiences and the lessons they have learned on their journey. C-Leaders are at the presidential level and are marketers by training or at heart. They will share their travels with a relatively small group of young invitees at their location to deliver close access.

Attendance is free with limited seating. Sign up now by completing the **registration form**. Please call 416-922-5600 ext 255 for more information. Interested in becoming a C Leader? Send us an e-mail at cosic@mandrake.ca and we will contact you.

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

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 those entering the workforce to bring clarity and best practices to their life long career journey, helping define a job that optimizes compensation while being a fit for their 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.

Bob Lank to speak at Interviewing for Talent

Bob Lank, Managing Director of **FirstHCM** and Vice President of **Mandrake**, will speak at **Interviewing for Talent** on April 12 and 13 of 2007, in Toronto.

Highlights and Benefits:

- Examine how to be well prepared for and how to structure an interview
- Look at strategies that can be implemented to ensure that only the most qualified candidates reach the interview stage
- Examine the behavioural interviewing process
- Look at how to promote and sell your company while conducting a job interview
- Examine how to ensure equality in the interviewing process and avoid any potential liability
- Learn best practices for conducting successful interviews
- Look at best practices for making hiring decisions
- Get details on how to develop a comprehensive and accurate job profile
- Learn post-interviewing strategies that will enhance the recruitment process

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

Mandrake Strengthens its CPG Practice

The Partners at Mandrake are pleased to announce that Lori Hansford has joined the organization as Vice President of the Consumer Packaged Goods practice. Lori will be further developing the focus and expansion of the CPG practice area at Mandrake where recent successful searches have included North American Director of Sales , National Sales Director & Vice President of Marketing.

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

Integra 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 Bob Lank at 416-922-5400 x370

"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@destiny.me or call 416-972-6843 x.826
Visit our website at www.destiny.me.

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
CEO and Chief Talent Officer
Mandrake
danis@mandrake.ca

Normand Lebeau, CRHA
Vice-Président Exécutif/Directeur Général Montréal
Mandrake Groupe Conseil (Montréal)
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EVERYTHING COUNTS IN FIRST IMPRESSIONS

By Bill Lampton, Ph.D.

Waiting at the baggage carousel at Logan International Airport in Boston, I noticed a young man walking by. Right away, he impressed me very positively.

- Confident and pleasant facial expression
- Posture that added to his "I'm in command" appearance
- A first-class business suit that boosted his professionalism
- His brisk stride made him appear energetic
- He was physically fit, even athletic looking

Then suddenly, in less than two seconds, my opinion changed. Why? He blew a bubble with his gum, and popped it. Suddenly, he was no longer the accomplished, sophisticated business man who had grabbed my attention. One simple flaw tarnished his image. He dropped from leader to another face in the crowd, just that quickly.

Click on the link below for the 20 destructive behaviours you should steer clear of:
<http://www.businessknowhow.com/growth/first-impressions.htm>

FINDING BALANCE AND MEANING IN A NINE-TO-FIVE WORLD

By Mike Cook

I have actually heard people say that the way they are at work is "not really the way they are." I cannot think of a sadder declaration about the conditions of one's life than that. Work should not be a life sentence for suffering.

The idea of work-life balance is an illusion we create. The reality is that we have only one life, about one third of which we spend earning a living.

So, how do you want to live your life, in and out of work? That's the question everyone seeking happiness and a sense of balance should be asking. What are your conditions of satisfaction? What are your material aspirations? How much do you need to earn to meet them? How much are your time and skills worth? What kinds of people do you prefer to work with? What kind of work really turns you on, makes you sing?

Click on the link below to find out more about balancing your work life with your life:
<http://www.businessknowhow.com/growth/balance9to5.htm>

MANAGE WORKERS INDIVIDUALLY, NOT BY GENERATIONS

By Melanie Joy Douglas

An HR study released last month advises employers to manage their workers individually, not according to their generation stereotype.

The study "Managing Across the Generations in Canadian Organizations," by the Canadian Council of Human Resources Associations (CCHRA), concludes that variations between generations are often less important than differences among individuals. Thus, the paper advises HR professionals to avoid managing heavily according to group characteristics: baby boomers vs. gen xers.

Click here to access the full story:
http://content.monster.ca/12368_en-CA_p1.asp

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

- Michael Beckerman to Ariad Custom Communications as President
- Carolyn Bingham promoted to Vice President, Group Account Director at JWT Canada
- Tonie Chaltas promoted to Chief Integration Officer at Hill & Knowlton
- Bernd Christmas to Hill & Knowlton Canada as Senior Vice President, Leader Aboriginal Affairs Practice
- Grant Connelly to Outdoor Partners as Chief Financial Officer
- Ian Dobson to New Advertising Canada as Vice President, Sales (Toronto, ON)
- Caroline Fraser to HKDP Communications as Director (Montreal, QC)
- Jeff Galbraith to DDB Canada as Copywriter (Vancouver, BC)
- Daryl Gardiner promoted to Associate Creative Director at DDB Canada (Vancouver, BC)
- Lisa Greenberg promoted to Creative Director at GJP Advertising
- Chris Hall promoted to Creative Director at Arnold Worldwide
- Jean-Claude Henri to Neo Advertising Canada as Executive Vice President, Marketing and Business Development
- Olga Krykunen promoted to Vice President, Finance & Administration at Promotion Solutions
- Mac Macdonald to Grey Worldwide Northwest as Vice President, Managing Director (Vancouver, BC)
- Jason McDonagh promoted to Vice President, Sales at Promotion Solutions
- Brett McIntosh promoted to Vice President, Managing Partner at Publicis Vancouver
- Chris Moore to DDB Canada as Art Director (Vancouver, BC)
- Peter Munck to Blast Radius as Executive Creative Director
- Lara Palmer to Taxi as Associate Creative Director (Vancouver, BC)
- Michael Porteous promoted to Vice President, Client Services at Promotion Solutions
- Graham Rapsey promoted to Creative Director at McMillan
- Oren Switzer-Tal promoted to Partner at Marshall Fenn Communications
- Matt Syborg promoted to Creative Director at Arnold Worldwide
- James Wentzell promoted to Partner at Marshall Fenn Communications
- Monique Zarry promoted to Vice President, Group Account Director at JWT Canada

Stock activity

Courtesy of Mandrake

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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

- John Howse to Campbell Soup as Group Sales Regional Markets and Alternative Channels
- Glen Smith to Campbell Soup as Group Sales, National Grocery Retailers
- Nola Volway to Campbell Soup as Director, Customer Marketing Group

Stock activity

Courtesy of Mandrake

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Nancy Hughes Anthony to The Canadian Bankers Association as President and Chief Executive Officer
- Roger Beauchemin promoted to President at McLean Budden
- Stephen Bonnyman to McLean Budden as Vice President
- Valerie Borg to Key Equipment Finance Canada as Vice President, Program Management and Originations
- Chaya Cooperberg to BFI Canada Income Fund as Director, Investment Relations and Corporate Communications
- Richard Egelton to CPP Investment Board as Chief Economist and Vice President, Economic Market Forecasts
- Philip Falls to UBC Investment Management Trust as President and Chief Executive Officer
- Rick Forchuk to The Empire Life Insurance Company as Associate Vice President, Individual Distribution
- John Harry to Home Capital Group as Senior Vice President, Credit and Risk Management, Commercial Lending
- Les Herr promoted to Senior Vice President, Individual Products at The Empire Life Insurance Company
- James Keating to McLean Budden as Vice President
- Mick Kelly promoted to Vice President, Sales, Retail at The Standard Life Assurance Company of Canada
- Frank Kelton to Man Financial Canada Co. as Head of Energy Sales for Canada (Calgary, AB)
- Deborah Kraft to Canadian Tax Foundation as Director of Professional Development and Corporate Secretary
- Harold Lounds to Standard Life Investments Inc. as Vice President, Investment Services
- David McCann to CPP Investment Board as Vice President, Head of Relationship Investments
- Danielle Morin to Standard Life Investments Inc. as Senior Vice President, Distribution and Client Services
- Dimi Ntantoulis to McLean Budden as Vice President
- Mark O'Connell to Interac Association and Acxsys Corporation as President and Chief Executive Officer
- Marianne Taggio to OTG Financial as President and Chief Executive Officer
- Chris Tambakis to Adgar Investments & Development Ltd. as Chief Executive Officer, North America

Stock activity

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Karen Huschilt to Standard Interactive as Vice President, Sales
- Brad Gilliland to Standard Interactive as Content Syndication Director
- Susie Pashos to Sympatico/MSN as Associate Director of Performance Advertising
- Stefan Powell to Standard Interactive as Vice President, Operations

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 Internet Services industry!

MEDIA

Courtesy of Mandrake

Appointments

- John Arklay promoted to Vice President, Creative Services at CTV
- Tim Blanks to Rogers Media as Editor-at-Large, Flare Magazine
- Carol Eby promoted to Director of Sales & Marketing at Marketing Magazine
- Stephen Green promoted to Vice President, Sales and Affiliate Marketing at Astral Television Networks
- France Lefebvre to Rogers Publishing as Editor-in-Chief for Chatelaine Magazine
- Kate MacLennan promoted to Western Editor of Fashion Magazine at St. Joseph Media (Vancouver, BC)
- Edith Perreault promoted to Vice President, Sales & Marketing at TVA Group
- Lise Ravary promoted to Publication Director, Chatelaine Magazine at Rogers Publishing
- Mélanie Thivierge promoted to Editor-in-Chief of Coup de Pouce Magazine at Transcontinental Media

Stock activity

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HEALTHCARE

Courtesy of Mandrake

Appointments

- William Albino Systems for Health (Ontario) as Chief Executive Officer
- Carolyn Baker to St. Joseph's Health Centre as President and Chief Executive Officer
- Sheila Hamilton to Peterborough Regional Health Centre as Vice President, Clinical Services and Chief Nursing Officer
- Dr. David Henry to Institute for Clinical Evaluation Sciences (ICES) as President and Chief Executive Officer
- Mark Jones to AstraZeneca Canada Inc. as President and Chief Executive Officer
- Marion McChesney to Hôtel-Dieu Grace, Hospital, Windsor Regional Hospital and Leamington District Memorial Hospital as Regional Laboratory Director
- Lisa Ruston to Peterborough Regional Health Centre as Corporate Director, Surgical Services and Quality Lead
- Yves Savoie to The Multiple Sclerosis Society of Canada as President and Chief Executive Officer
- Dr. Duncan Stewart to The Ottawa Hospital as Chief Executive Officer and Scientific Director of the OHRI and Vice-President of Research

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 Pharmaceutical industry!

RETAIL

Courtesy of Mandrake

Appointments

- Jeffrey Brookhouser to Premiere Executive Suites as President
- Joanne Forrester promoted to Vice President, Marketing at Boston Pizza
- Stephane Milot to Rona as Senior Director, Investor Relations
- Stephen Plunkett promoted to Executive Vice President, Western Canada at Boston Pizza
- Michele Roy to Rona as Vice President, Communications and Public Affairs
- Mike Tierney promoted to President at UPS Canada
- Robert Vaux promoted to Chief Financial Officer at George Weston Ltd.
- William Wells to Loblaw as Chief Financial Officer

Stock activity

Courtesy of Mandrake

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Paula Keays promoted to Vice President and Chief Financial Officer at McKeelson Canada
- Brian McFadden promoted to President and Chief Operating Officer at Prestige Telecom
- Mehdi Sif to Zeugma Systems as Vice President, Marketing

Stock activity

Courtesy of Mandrake

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Email Us and let us know what you think about our wrap up of stocks and appointments in the Technology industry!

HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Cathie Brow to Minacs Worldwide as Senior Vice President, Human Resources for North America and Europe
- Michael Cloutier to AstraZeneca PLC as Vice President, Human Resources Global Marketing
- Cheryl Craven to HSC as Vice President, Human Resources
- Mitch Danker to Sodexo as Vice President, Human Resources
- Elizabeth DelBianco to Celestica as Senior Vice President, Human Resources
- Jenny Do Forno to Infotech as Director Human Resources
- Lesley Ford to Minacs as Director Human Resources, International
- Zabeen Hirji promoted to Chief Human Resources Officer at RBC
- David Hoad to Dynea as Senior Vice President, Human Resources
- Scott Morey to Air Canada as Vice President, Labour
- Nilmini Perera to Johnson Electric as General Manager, Global Business Support and Organizational Development
- Sherri Smith to Loblaw's as Vice President, Compensation
- Kerry Thompson to Loblaw's as Vice President, Organizational Development
- Celeste Warren to AudienceView Software Corporation as Director Human Resources

Stock activity

Courtesy of Mandrake

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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.

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