

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.



October 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.*

October C Leader Access: Ernie Johannson of CIBC Retail Markets

Ernie Johannson, Senior Vice President Marketing, Retail Markets at CIBC, will host MHOL's legacy initiative on October 31, 2007: **C Leader Access**

C-Leader Access is a speaker series designed to provide upcoming talent access to senior executives to facilitate learning about leadership. Attendees are 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 share their travels with a relatively small group of young invitees at their location to deliver close access.

Attendance is free with limited seating. Register now by completing the **registration form**. Please call Dijana Cosic at 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.

Marketing Hall of Legends: 2008 Inductees Announced - Early Bird Tickets Available Until October 15 -

Thank you to all who have voted for 2008 Canadian marketing legends. Our executive judging panel met on June 28 and they have selected MHOL 2008 Mentor and Builders. They then short-listed 10 Visionaries and Enablers for marketing community leaders to vote in.

We are happy to announce the following as our 2008 Inductees to the Marketing Hall of Legends:

2008 Visionaries:

Murray Koffler, Shoppers Drug Mart
Isadore Sharp, Four Seasons Hotels and Resorts

2008 Enablers:

Tony Chapman, Capital C
Bill Durnan, Cossette Communication Group

2008 Builders:

Peter Elwood, former Unilever
The late Ed Marra, Nestlé

2008 Mentor:

The late Peter Zarry, Schulich School of Business

To reserve tickets for our January 30, 2008 awards gala held at the Four Seasons Hotel in Toronto, please contact Dijana at cosic@mandrake.ca. Early Bird ticket price of \$395 (plus GST) will increase on October 16 to \$425 (plus GST).

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>

Eva Kaufman Joins Mandrake's Executive Search Division

The partners and staff of Mandrake are pleased to announce that Eva Kaufman has joined Mandrake as Vice President, Executive Search Division. Eva has

extensive experience in executive search having worked with large, international, retainer based firms over the past 15 years. Prior to joining Mandrake, and as a member of the Global Technology Practice, Eva was instrumental in developing various successful executive search strategies now widely used to assist in the recruitment of high-performance leaders and the development of high-performance leadership teams. [Click here](#) for Eva's biography.

"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@destiny.me or call 416-972-6843

Visit our website at www.destiny.me.

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

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.

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

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Vice-Président Exécutif/Directeur Général Montréal
Mandrake Groupe Conseil (Montréal)
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Leadership Is a Muscle

by Carole Martin

There's a long-standing debate about whether leaders are born or made. But let's not revisit nature versus nurture. Instead, let's ask a weirder question: Could it be that your point of view on this issue is what actually makes you a better or worse leader? And if so, is nature or nurture the more career-enhancing POV?

How is your attitude about your abilities affecting your success?

Please click below for the full article:

<http://www.fastcompany.com/magazine/117/column-made-to-stick.html>

Sharpening Your Skills: Negotiation

Sharpening Your Skills dives into the HBS Working Knowledge archives to bring together articles on ways to improve your business skills.

"Negotiation is increasingly a way of life for effective managers," say HBS professor James Sebenius and colleague David Lax. Their new book, 3-D Negotiation, describes how you can shape important deals through tactics, deal design, and set-up, and why three dimensions are more powerful than one. The following questions are answered in this insightful archive blend:

- How can I negotiate more skillfully and confidently?
- How can I negotiate in an uncertain environment?
- Do negotiation dynamics change in a family business?
- What's the strategic way to make concessions?

Click on the link below for the full article:

<http://hbswk.hbs.edu/item/5778.html>

Re-Engineering Today's Core Business Process - Strong and Truthful Conversation

by Mark Hollingworth

Think of the last time you had a powerful conversation. What made it powerful? Now ask yourself how long is it since you had such a conversation at work? With your boss? With your subordinates? It has probably been a while - maybe too long.

It is not uncommon today for people to spend well over 50 percent of their work day in various conversations. This applies equally well to a CEO or executive team as to the shop floor worker of the 21st century. These conversations may be face-to-face, one-on-one, in teams, over the phone or a conversation through a rapid exchange of emails. Why do we spend so much time in conversation? Because it is by far the best way of managing the complex system of evolving commitments that move our processes, people and organizations forward.

Click on the link below for the 7 factors that are part of a powerful conversation:

http://www.iveybusinessjournal.com/article.asp?intArticle_ID=716

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

- Steffan Barry to Doug Agency as Associate Creative Director
- Joy Boyson to The Marketing Store as Director of New Business, Technical Marketing
- Dave Carey to Extreme Group as Director of Business Development and Operations
- Mike Cook to Leo Burnett Company as Art Director
- Sarah Coombs to National Public Relations as Senior Consultant, Corporate
- Melanie Cote to Ogilvy as Associate Creative Director
- Jeffrey Da Silva to Indusblue as Associate Creative Director

- Arthur Griffiths to Octagon as Executive Vice President (Vancouver, BC)
- Mike Jones to Due North Communications as Art Director
- Kelly Lendvoy to Hill & Knowlton Vancouver as Vice President of Communications
- Ania Lindenbergs (formerly Russocki) to Allard Johnson Communications as General Manager and Executive Vice President
- Steve Mykolyn promoted to Executive Creative Director at Taxi
- Greg Power to Cossette Communications as Senior Vice President and General Manager of Optimum Public Relations
- Adelle Rempel to ACLC as Senior Art Director
- Monica Ruffo promoted to Executive Vice President and Chief Strategy Officer at Cossette Communications Group
- Rose Sauquillo promoted to Creative Director at Taxi
- Ian Schwey to Doug Agency as Associate Creative Director
- Ron Smrczek promoted to Creative Director at Taxi
- Steve Stahl to Leo Burnett Company as Copywriter
- Josh Stein to BOS Toronto as Associate Creative Director, Interactive
- Jennifer Steinman-Holden to Saatchi & Saatchi as Vice President, Group Account Director
- Mike Sundeel to Sharpe Blackmore as Senior Art Director
- Heather Vincent to Juniper Park as Copywriter
- Dave Watson promoted to Creative Director at Taxi

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Cossette Communication Group	12.95	13.5	7.21	KOS-T
Envoy Capital Group	3.01	4.71	2.48	ECG-T
Interpublic Group of Cos.	10.34	13.94	9.66	IPG-N (US\$)
MDC Partners	10.63	11.64	7.65	MDZ.A-T
Omnicom Group	50.99	55.45	46.8	OMC-N (US\$)
Pareto Corp.	1.05	1.39	0.87	PTO-T
WPP Group	72.01	78.62	60.11	WPPGY-Q (US\$)

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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

- Marc Bosanac to Chrysler Canada as Vice President of Marketing
- Tom Crowley promoted to Senior Vice President at Catalyst Paper
- Stacey Mowbray to Molson as Senior Vice President, Marketing

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Anheuser Busch	51.57	55.19	46.05	BUD-N (US\$)
Campbell Soup	36.05	42.65	34.7	CPB-N (US\$)
Coca-Cola	57.88	58.33	43.72	KO-N (US\$)
Colgate Palmolive	72.86	72.5	59.35	CL-N (US\$)
Corby Distilleries	25.76	28.4	23.02	CDLA-T
General Mills	58.36	61.52	54.17	GIS-N (US\$)
George Weston Ltd.	70.76	83.9	68.48	WN-T
Heinz	45.96	48.73	41.05	HNZ-N (US\$)
Johnson & Johnson	66.25	69.41	59.72	JNJ-N (US\$)
Kellogg	55.35	56.89	47.71	K-N (US\$)
Molson Coors Canada	55.05	55.005	36.5	TPX.B-T
Nike	61.77	60.99	43.76	NKE-N (US\$)
Pepsico Inc.	73.21	74.25	61.15	PEP-N (US\$)
Procter & Gamble	71.08	71.32	60.42	PG-N (US\$)
Revlon	1.19	1.75	1.01	REV-N (US\$)
Saputo Inc.	54.03	57.5	35.8	SAP-T
Unilever PLC	31.91	34.86	24.16	UL-N (US\$)

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Mario Bédard to Retirement Residences Real Estate Investment Trust as Executive Vice President of Real Estate
- Betty De Vita to CitiBank Canada as Chief Executive Officer, Director, Country Business Manager
- James Donegan to OMERS as Senior Vice President of Public Investments
- Lyne Erwin to Marsh Canada Ltd. as Senior Vice President
- Jim Falle to Aviva Canada Inc. as Executive Vice President and Chief Financial Officer
- Lyell Farquharson to American Express Canada as Vice President and General Manager of Business Travel
- Steve Frenkiel to Clairvest Group as Associate
- Kevin Glass to Retirement Residences Real Estate Investment Trust as Chief Financial Officer
- Danial Hall to BFL Canada as Vice President, Client Executive
- Paul Kennedy to Oxford Properties Group as Executive Vice President, Chief Legal Counsel
- David D. Kilburn to McLean Budden as Senior Vice President and Portfolio Manager
- Donna Kingelin to Retirement Residences Real Estate Investment Trust as Executive Vice President of Operations (Canada and US)
- Jacques Simard to BFL Canada as Vice President, Risk Management
- Stephen Smit to State Street Trust Company Canada as President
- Gerald Throop to National Bank Financial as Vice President and Managing Director, Global Institutional Equities
- Andrew Trickett to Oxford Properties Group as Senior Vice President, Global Principal Investments
- Peter Walker to Munich Reinsurance Company of Canada as Executive Vice President

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
AIC Diversified Canada Split	32.45	36.75	28.76	ADC-T
American Express	62.52	65.89	53.91	AXP-N (US\$)
Bank of Montreal	64.24	72.75	59.03	BMO-T
Bank of Nova Scotia	52.3	54.73	46.7	BNS-T
CI Financial Income Fund	27.19	30.75	22.95	CIX.UN-T
CIBC	102.8	107.45	83.01	CM-T
IGM Financial	53.32	56.34	45.55	IGM-T
Manulife Financial	43.06	43.3	31.12	MFC-N (US\$)
Merrill Lynch	72	115	70.66	MLC-T
National Bank of Canada	55.93	66.8	51.55	NA-T
Royal Bank of Canada	55.76	61.08	47.9	RY-T
Sun Life Financial Inc.	53.82	54.29	38.99	SLF-N (US\$)
TD Bank	73.36	77.1	62.8	TD-T

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Nathalie Boucher to Olive Canada Network as Director of Sales and Marketing (Montreal, PQ)
- Denis Timotheatos to Canoe as Director of Sales, Jobboom Publishing and Jobboom Learning
- Scott Atkinson to St. Joseph Media as Director of Interactive Sales
- Shane O'Brien to Terapath as VP Development

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Amazon.com	95.324	95.85	31.75	AMZN-Q (US\$)
eBay	39.1	39.91	28.3	EBAY-Q (US\$)
Entrust	2.24	4.6	1.97	ENTU-Q (US\$)
ETrade Financial	13.98	26.08	9.92	ETFC-Q (US\$)
Expedia (D)	34.61	35.28	15.84	EXPE-Q (US\$)
IAC/InterActiveCorp.	29.74	40.99	25.08	IACI-Q (US\$)
Intuit Inc.	32.23	35.98	26.14	INTU-Q (US\$)
Novell	7.93	8.26	5.7	NOVL-Q (US\$)
priceline.com	92.82	95.5	38.14	PCLN-Q (US\$)
Red Hat	21.42	25.25	13.7	RHT-N (US\$)
Yahoo!	28.37	33.61	22.27	YHOO-Q (US\$)

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MEDIA

Courtesy of Mandrake

Appointments

- Rob Assimakopoulos to The Canadian Football League as Vice President of Marketing
- Brian Bonnick promoted to Executive Vice President, Technology at IMAX Corporation
- Susanne Boyce promoted to President of Creative, Content and Channels at CTVglobemedia
- Rick Brace promoted to President of Revenue, Business Planning and Sports at CTVglobemedia
- Bonnie Brownlee to CTVglobemedia as Senior Vice President of Corporate Communications
- Patrick Buchholz to La Presse as Assistant Vice President of Legal Affairs
- Mike Cosentino promoted to Senior Vice President of Program Scheduling at CTV
- David Hamilton to Rogers Publishing as Publisher of Hello Canada Magazine
- Brent Haynes promoted to Vice President of The Comedy Network and Space at CTV
- Scott Henderson promoted to Vice President of Program Communications at CTV
- David Johnson promoted to Vice President of Promotions at CTV
- Rick Lewchuk promoted to Senior Vice President of creative agency and brand strategy department at CTV
- Jack McFadden to Northern Light Direct Response Television as Vice President
- Luc Sabbatini to Astral Media Outdoor as President
- Francois Oliver to Transcontinental as President and Chief Executive Officer
- Craig Purcell to Insight Sports as President, Sports and Entertainment Division
- Ed Robinson promoted to Executive Vice President Programming at CTV
- Michael Sifton to Sun Media Corp. as President and Chief Executive Officer
- Sadia Zama to Women in Film and Television Toronto as Executive Director

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Astral Media	44.5	47.72	37.5	ACM.A-T
CanWest Global Communications	7.18	12.04	7	CGS.A-T
Corus Entertainment	47.38	54.24	38.07	CJR.B-T
Magna Entertainment	2.52	6.3	1.75	MEC.A-T
Rogers Communications	53.73	59.97	31.255	RCI.A-T
Shaw Communications	25.75	28.74	15.965	SJR.B-T
Time Warner Inc.	19.12	23.15	17.77	TWX-N (US\$)
Torstar Corp.	19.79	23.4	16.9	TS.B-T
Transcontinental Inc.	21.43	22.9	18.3	TCL.A-T
TVA Group	14.98	18.51	13.89	TV.A-B-T

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Dr. Patricia Daly to Vancouver Coastal Health Care as Chief Medical Health Officer
- Rik Ganderton to Rouge Valley Health System as President and Chief Executive Officer
- Dr. Jean Godin to Teva Neurosciences as General Manager
- Jessica Hill to The Canadian Partnership Against Cancer as Chief Executive Officer
- Dr. Ray LeBlanc to Capital Health as Vice President of Research and Academic Affairs (Halifax, NS)
- Dr. Barry McLellan to Sunnybrook Health Sciences Centre as President and Chief Executive Officer
- Dr. Andrew Padmos to The Royal College of Physicians and Surgeons as Chief Executive Officer
- Dr. John Service to The Mental Health Association as Executive Director
- Chuck Shields to The Canadian Association of Medical Radiation Technologists as Chief Executive Officer
- Dr. William Tucker to The Canadian Medical Protective Association as President

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Abbott Labs	54.86	59.5	45.41	ABT-N (US\$)
Astrazeneca PLC	52.23	66.49	44.62	AZN-N (US\$)
Biovail	17.93	28.78	16.6	BVF-T
Bristol Myers Squibb	29.85	32.35	23.93	BMY-N (US\$)
Eli Lilly & Co.	58.55	61	51.13	LLY-N (US\$)
GlaxoSmithKline PLC	53.6	59.98	48.3	GSK-N (US\$)
Merck & Company	53.63	55.14	41.61	MRK-N (US\$)
Novartis AG	54.03	61.6	51.19	NVS-N (US\$)
Novo-Nordisk	120.41	124.19	72.66	NVO-N (US\$)
Pfizer	25.54	28.5	23.13	PFE-N (US\$)

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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

- Kevin Durkee to Jetstar Group as Vice President Client Services
- Charles Hayes to Cara Operations as Vice President, Food & Beverage Design
- Joyce Lee to Cara Operations as Vice President, Financial Reporting
- Laurel Mackay-Lee to Cara Operations as Vice President, Financial Control

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Alimentation Couche-Tard	20.05	28.25	19.85	ATD.A-T
Best Buy	49.78	58.49	41.85	BBY-N (US\$)
Canadian Tire Corporation	96	109.25	83	CTC-T
Danier Leather	9.97	9.6	5.39	DL-T
Forzani Group	20.96	26.5	16.05	FGL-T
Home Depot	33.8	42.01	31.85	HD-N (US\$)
Indigo Books & Music	16.49	17.88	14.57	IDG-T
Jean Coutu Group (PJC)	13.7	16.5	11.31	PJC.A-T
Le Chateau	13.75	17.87	10.29	CTU.A-T
McDonald's	57.38	56.95	40	MCD-N (US\$)
Metro Inc.	34.95	41.78	33.23	MRU.A-T
Reitmans (Canada)	18.9	27	18.9	RET-T
Sears Canada	30.32	31	20.51	SCC-T
Shoppers Drug Mart	55.3	55.59	44.02	SC-T
Staples Inc.	22.68	28	21.04	SPLS-Q (US\$)
Wal-Mart	45.21	52.15	42.09	WMT-N (US\$)

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Kristin Burnham to Bell Mobility & BDI as Director of Marketing and Communications Advertising
- François Beaulieu to Cogeco Cable Inc. as Vice President and Chief Information Officer
- Alan Ferguson promoted to Vice President, Business Development at Gennum Corporation
- Jacques Gravel to Cogeco Cable Inc. as Vice President of Network Services and Quebec Operations
- Ranji Persad to NCR Canada as President
- Louise St-Pierre to Cogeco Cable Inc. as Vice President of Customer Services and Ontario Operations
- Kevin Thornton to Corel as Senior Vice President of Sales and Marketing (Ottawa, ON)

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
3Com Corp	4.86	5.22	3.22	COMS-Q (US\$)
Apple	167.86	167.91	72.6	AAPL-Q (US\$)
Dell Inc. (E)	27.91	29.61	21.61	DELL-Q (US\$)
Hewlett-Packard Co.	52.46	52.18	37.44	HPQ-N (US\$)
IBM	118.3	119.6	83	IBM-N (US\$)
Ingram Micro	20.15	22.5	17.81	IM-N (US\$)
Intel	25.84	27.71	18.75	INTC-Q (US\$)
JDS Uniphase	15.77	19.66	12.41	JDSU-Q (US\$)
Microsoft	30.1	31.84	26.6	MSFT-Q (US\$)
Open Text	28.31	29.2	18.65	OTC-T
Oracle	22.585	22.55	15.97	ORCL-Q (US\$)
Q9 Networks Inc.	15.95	16.25	10	Q-T
QLogic	13.51	22.94	11.46	QLGC-Q (US\$)
SAP AG	56.8	59.86	44.17	SAP-N (US\$)
Sun Microsystems	5.96	6.78	4.5	JAVA-Q (US\$)
Xerox Corp.	17.68	20.18	15.26	XRX-N (US\$)

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Helen Bozinovski to Aviva Canada Inc. as Senior Vice President of Human Resources, Canada
- Gord Brandt to OMERS as Senior Vice President of Human Resources

Stock activity

Courtesy of Mandrake

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TORONTO MONTREAL CALGARY

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