

# InterViews Online

provided by Mandrake



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## A Point of View Industry Review

Communications  
Consumer Goods  
Financial Services  
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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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September  
2007

### October C Leader Access: Ernie Johansson of CIBC Retail Markets

Ernie Johansson, Senior Vice President Marketing, Retail Markets at CIBC, will host MHOL's legacy initiative on October 10, 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. 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. 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](mailto:cosic@mandrake.ca) and we will contact you.

### Marketing Hall of Legends: Complete list of 2008 Inductees To Be Announced Soon - Gala Tickets on Sale Now -

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:

#### 2008 Builders:

Peter Elwood, former Unilever  
Ed Marra (posthumous), Nestlé

#### 2008 Mentor:

Peter Zarry (posthumous), Schulich School of Business

Short-listed Visionaries and Enablers were then posted on our website and 750 Canadian executives got to have their say on who our 2008 inductees will be. An announcement will be made shortly in both Globe and Mail and Marketing Magazine.

To reserve tickets for our January 30, 2008 awards gala, please contact us at [cosic@mandrake.ca](mailto:cosic@mandrake.ca). Post Labour Day 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>

### "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](mailto:consultant@destinyme.ca) or call 416-972-6843  
Visit our website at [www.destinyme.ca](http://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.

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](http://www.interviews-online.net).

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To unsubscribe from InterViews Online, please click on the link below **unsubscribe**.

#### **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](mailto:danis@mandrake.ca)

Normand Lebeau, CRHA  
Vice-Président Exécutif/Directeur Général Montréal  
Mandrake Groupe Conseil (Montréal)  
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### **The Rejection Letter**

by Carole Martin

Were you ever the last one picked for a team in school? If so, you are familiar with waiting to be selected and the disappointment of not being among the stars. Interviewing can bring back those same feelings when you are not chosen for the job. You have remained upbeat during the process, hoping to get an offer any day, and instead you receive a form letter saying you have not been chosen. You're not alone if you feel let down.

To read on how to deal with and beat rejection letters, please click on the link below:  
[http://interview.monster.ca/7110\\_en-CA\\_p1.asp](http://interview.monster.ca/7110_en-CA_p1.asp)

### **Dealing with Regime Change at the Office**

by Margaret Heffernan

Regime change is hard on everyone. Whether it's a new CEO or a new owner, changes of control almost always begin with platitudinous statements about how everything will stay the same. Don't believe it. There really is no such thing as a seamless transition. The CEO who stays on to try to effect that, with the best will in the world, often makes things worse: now there are two bosses. Where do your loyalties lie? Sooner or later, everyone has to look to the future. It can feel disloyal -- that's why it's so painful. But you have to think about your future too.

You'll almost always sense regime change before it's official. The grapevine's working overtime; there seem to be a lot of unspecified meetings. This is unavoidable; the CEO wants everyone to stay focused on the day-to-day business, and many negotiations break down. Don't take the secrecy personally and try not to get too absorbed in water-cooler speculation. Your best protection is outstanding performance.

On advice on how to deal with regime change, please click on the link below:  
<http://www.fastcompany.com/resources/talent/heffernan/030606.html>

### **Proper Perspective on Priorities**

by John Mehrmann

Sometimes it seems that the responsibilities that we have for coworkers, company, career and family are in tragic conflict. How can we balance the requirements and the responsibilities between personal and professional lives? There are a limited number of hours in a day, so how do we measure them and where do we draw the line?

Please click on the link below to access the full article on priorities and work-life balance:  
<http://www.businessknowhow.com/growth/priority.htm>

We welcome your feedback on these articles. Please e-mail us at [enewsletter@mandrake.ca](mailto: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**

- Andrew Bailey promoted to President at Proximity Canada
- Sylvie Bourget to Areoplan as Vice President of Marketing
- Nolan Berg AdFarm as Chief Executive Officer
- Debbie Blevins to MyThum Interactive as Head of Business Operations
- David Campbell to GroupM Canada as President and Chief Executive Officer
- Jonathan Careless to Grey Canada as Associate Creative Director
- Gaetano Carpino to ACLC as Executive Director
- Freda Colbourne to Edleman as Chief Executive Officer
- David Daga to Cossette as Creative Director
- Brad Dykema promoted to Associate Creative Director at Colour
- Nicole Ellerton to Grey Canada as Art Director

- Paul Evans to Grey Canada as Senior Writer
- Paul Fong to Grey Canada as Copywriter
- Chris Gardner to Grey Canada as Senior Art Director
- Victoria Gray to Taxi West as General Manager (Vancouver, BC)
- Brian Groves to Grey Canada as Associate Creative Director
- Stephen Headley to ACLC as Art Director
- Alyea Henderson promoted to Vice President of National Sales at Titan Worldwide Canada
- Phillip Khosid to Grey Canada as Associate Creative Director
- Jason Kinnear to Edleman as Vice President and Leader of Technology Practice
- Jo Langham to The International Association of Business Communicators as Director of Examiners
- Matt Litzinger to Cossette as Creative Director
- Evan Long to Grey Canada as Senior Art Director
- Gar Lui to Grip as Flash Developer
- Brent Nelsen to Leo Burnett as Senior Vice President and Managing Partner of Planning
- Martin Szomolanyi to Grip as Interactive Art Director
- Stacy Vlastic to ACLC as Copywriter
- Lionel Wong to Grey Canada as Art Director

## Stock activity

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
Cossette Communication Group	12.68	13.5	7.21	KOS-T
Envoy Capital Group	3.1	4.71	1.65	ECG-T
Interpublic Group of Cos.	10.94	13.94	9.21	IPG-N (US\$)
MDC Partners	11.38	11.64	7.55	MDZ.A-T
Omnicom Group	51.93	55.45	43.925	OMC-N (US\$)
Pareto Corp.	1.1	1.39	0.87	PTO-T
Publicis SA	42.4	49.4	36.81	PUB-N (US\$)
WPP Group	71.19	78.62	58.77	WPPGY-Q (US\$)

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Visit us on the web at [www.mandrake.ca](http://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

- Peter Boag to Canadian Petroleum Products Institute as President
- Robb S. Chase to Herbal Magic as President and CEO
- Michael A. Rathier to Vice President of Corporate Communications at Domtar

## Stock activity

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
Anheuser Busch	49.7	55.19	46.05	BUD-N (US\$)
Campbell Soup	36.68	42.65	34.7	CPB-N (US\$)
Coca-Cola	54.66	56.85	43.72	KO-N (US\$)
Colgate Palmolive	66	70.16	59.35	CL-N (US\$)
Corby Distilleries	24.4	28.4	22.85	CDLA-T
General Mills	57.68	61.52	51.5	GIS-N (US\$)
George Weston Ltd.	70.91	83.9	69.05	WN-T
Heinz	45.55	48.73	40.94	HNZ-N (US\$)
Johnson & Johnson	61.66	69.41	59.72	JNJ-N (US\$)
Kellogg	55.08	55.98	47.71	K-N (US\$)
Molson Coors Canada	93.25	110.01	72.51	TPX.B-T
Nike	55.8	60.35	39.93	NKE-N (US\$)
Pepsico Inc.	68.56	70.25	61.15	PEP-N (US\$)
Procter & Gamble	66.11	66.75	59.83	PG-N (US\$)
Revlon	1.16	1.75	0.99	REV-N (US\$)
Saputo Inc.	50.5	53.5	34.91	SAP-T
Unilever PLC	31.43	34.86	23.71	UL-N (US\$)

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## FINANCIAL SERVICES

*Courtesy of Mandrake*

### Appointments

- Maureen Jensen to Market Regulation Services Inc. as President and Chief Executive officer
- Jim Norris to The Empire Life Insurance Company as Director of Group Marketing

### Stock activity

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
AIC Diversified Canada Split	32	36.75	28.76	ADC-T
American Express	59.4	65.89	51.49	AXP-N (US\$)
Bank of Montreal	63.51	72.75	59.03	BMO-T
Bank of Nova Scotia	52.07	54.73	45.86	BNS-T
CI Financial Income Fund	25.52	31.18	22.95	CIX.UN-T
CIBC	95.12	107.45	79.48	CM-T
IGM Financial	51.52	56.34	45.55	IGM-T
Manulife Financial	38.65	39.1	31.12	MFC-N (US\$)
Merrill Lynch	77.45	115	72.5	MLC-T
National Bank of Canada	53.25	66.8	53.1	NA-T
Royal Bank of Canada	53.96	61.08	47.9	RY-T
Sun Life Financial Inc.	49.1	50.24	38.99	SLF-N (US\$)
TD Bank	72.14	74.89	62.8	TD-T

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## INTERNET SERVICES

*Courtesy of Mandrake*

### Appointments

- Cherie Cohen to Zip Local as Director of Marketing
- Tony Hocevar to Clarity Systems as Vice President of Marketing
- Tony Russell to Rugman.com as President
- Philip Stainton to Saatchi an Saatchi Interactive as Managing Director
- Bill Sweetman to Tucows as General Manager of Domain Name Business

### Stock activity

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
Amazon.com	86.21	89	29.68	AMZN-Q (US\$)
eBay	35.74	37.44	25.5	EBAY-Q (US\$)
Entrust	2.2	4.6	2.05	ENTU-Q (US\$)
ETrade Financial	15.17	26.08	9.92	ETFC-Q (US\$)
Expedia (D)	30.06	30.96	15.46	EXPE-Q (US\$)
IAC/InterActiveCorp.	27.79	40.99	25.08	IACI-Q (US\$)
Intuit Inc.	27.23	35.98	26.14	INTU-Q (US\$)
Novell	7.4	8.26	5.7	NOVL-Q (US\$)
priceline.com	82.44	83.69	30.26	PCLN-Q (US\$)
Red Hat	19.54	26.4	13.7	RHT-N (US\$)
Yahoo!	24.15	33.61	22.27	YHOO-Q (US\$)

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## MEDIA

*Courtesy of Mandrake*

### Appointments

- David Corey to CHUM radio as Programming Director
- Sylvia Criger promoted to Managing Director of MediaCom Canada
- Gloria Di Ioia promoted to Managing Director of MediaCom Canada
- Maura Hanely promoted to Managing Director of MediaCom Canada
- Due Hoan Nguyen to La Presse as Advertising Director (Montreal, PQ)
- Jacqueline Loch promoted to VP, Consumer Publications at Rogers Media
- Karin MacPherson promoted to Managing Director of MediaCom Canada
- Andrea Martin promoted to President of Reader's Digest Canada and Latin America
- Jeanne Northcote promoted to Managing Director of MediaCom Canada
- Michele Pauchuk promoted to Managing Director of MediaCom Canada
- Amanda Ploughman promoted to President and Chief Executive Officer at MediaCom Canada

### Stock activity

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
Astral Media	41.8	47.72	37.5	ACM.A-T
CanWest Global Communications	7.81	12.04	7.01	CGS.A-T
Corus Entertainment	47.43	54.24	38.07	CJR.B-T
Magna Entertainment	2.11	6.3	1.75	MEC.A-T
Rogers Communications	53.6	59.97	29.26	RCI.A-T
Shaw Communications	23.91	28.74	15.93	SJR.B-T
Time Warner Inc.	18.88	23.15	16.66	TWX-N (US\$)
Torstar Corp.	20.09	23.4	16.9	TS.B-T
Transcontinental Inc.	20.5	22.9	18	TCL.A-T
TVA Group	14.75	18.51	13.89	TV.A.B-T

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## 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
- Rob Basque to Smart Systems for Health Agency as Vice President of IT Operations
- Dr. Brendan Carr to Capital Health as Interim Vice President of Medicine
- Sue Denomy to Bluewater Health as President and CEO (Sarnia, ON)
- Tony di Cosmo to St. John's Rehab Foundation as Executive Director
- Paul Faguy to The Health Science Centre as Executive Vice President of Clinical Support and Hospital Services (Hamilton, ON)
- Mark Farrow to ICT Health Science as Assistant Vice President (Hamilton, ON)
- Dr. Cy Frank to the Alberta Bone and Joint Health Institute as Executive Director
- Dr. Robert Halpenny to Interior Health BC as Senior Medical Director
- Chad Hanna to The Rouge Valley Health System Foundation as President and CEO
- Dr. Donald Juzwishin to The Health Council of Canada as Chief Executive Officer
- Dr. Andrew Larder to Interior Health BC as Senior Medical Officer
- Ruth MacKenzie to Volunteer Canada as President
- Michael Power to Smart Systems Health as Vice President of Privacy and Security
- Dr. Charles Radzinski to Humber Regional Hospital as Head of Urology
- Mike Rigo to Smart Systems for Health Agency as Vice President of Solution Delivery and Management
- Kathy Watts to Health Science Center as Vice President of Finance and Chief Financial Officer (Hamilton, ON)
- Dr. Jon Wilson to Humber Regional Hospital as Head of Oncology and Medical Director of Chemotherapy and Oncology Clinical Trials
- Dr. Salim Yusuf to The Health Science Centre as Vice President of Research and Chief Scientific Officer (Hamilton, On)

### Stock activity

*Courtesy of Mandrake*

Company	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Abbott Labs	52.9	59.5	45.41	ABT-N (US\$)
Astrazeneca PLC	48.88	66.49	44.62	AZN-N (US\$)
Biovail	18.23	28.78	16.25	BVF-T
Bristol Myers Squibb	28.67	32.35	22.25	BMY-N (US\$)
Eli Lilly & Co.	57.45	61	51.13	LLY-N (US\$)
GlaxoSmithKline PLC	53.46	59.98	48.3	GSK-N (US\$)
Merck & Company	50.47	55.14	40.5	MRK-N (US\$)
Novartis AG	53.33	61.6	51.19	NVS-N (US\$)
Novo-Nordisk	113.47	118.34	71.41	NVO-N (US\$)
Pfizer	24.62	28.6	23.13	PFE-N (US\$)

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industry!

## RETAIL

*Courtesy of Mandrake*

### Appointments

- Jennifer Gerynowicz to Cara Operations as Director of Marketing, Marketing Excellence
- Chris Sutherland to Home Depot as Senior Merchant, Seasonal

### Stock activity

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
Alimentation Couche-Tard	22.1	28.25	19.85	ATD.A-T
Best Buy	43.21	58.49	41.85	BBY-N (US\$)
Canadian Tire Corporation	87.58	111.5	83	CTC-T
Danier Leather	8.85	9.6	5.37	DL-T
Forzani Group	21.57	26.5	15	FGL-T
Home Depot	35.22	42.01	31.85	HD-N (US\$)
Indigo Books & Music	16.01	17.88	14.05	IDG-T
Jean Coutu Group (PJC)	15.1	16.5	11.31	PJC.A-T
Le Chateau	15	17.87	9.565	CTU.A-T
McDonald's	49.76	53.22	36.05	MCD-N (US\$)
Metro Inc.	34.88	41.78	31	MRU.A-T
Reitmans (Canada)	21.1	27	18.18	RET-T
Sears Canada	27.63	31	19.15	SCC-T
Shoppers Drug Mart	53.24	54.08	44.02	SC-T
Staples Inc.	23.08	28	22.25	SPLS-Q (US\$)
Wal-Mart	42.76	52.15	42.35	WMT-N (US\$)

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## TECHNOLOGY

*Courtesy of Mandrake*

### Appointments

- Deborah Hall to MAGNET Mobile as Vice President Sales and Marketing

### Stock activity

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
3Com Corp	4.08	5.24	3.24	COMS-Q (US\$)
Apple	135.01	148.92	68.55	AAPL-Q (US\$)
Dell Inc. (E)	28.46	29.61	20.52	DELL-Q (US\$)
Hewlett-Packard Co.	50.19	50.47	34.15	HPQ-N (US\$)
IBM	117.62	118.89	79.31	IBM-N (US\$)
Ingram Micro	19.46	22.5	17.79	IM-N (US\$)
Intel	26.15	26.52	18.75	INTC-Q (US\$)
JDS Uniphase	14.95	19.66	12.41	JDSU-Q (US\$)
Microsoft	28.91	31.84	25.39	MSFT-Q (US\$)
Open Text	26.75	28.55	18.02	OTC-T
Oracle	20.54	20.98	15.57	ORCL-Q (US\$)
Q9 Networks Inc.	14.85	15.65	9.94	Q-T
QLogic	12.94	22.94	11.46	QLGC-Q (US\$)
SAP AG	55.55	57.28	44.17	SAP-N (US\$)
Sun Microsystems	5.48	6.78	4.5	JAVA-Q (US\$)
Xerox Corp.	17.13	20.18	14.63	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
- Dr. Martin Lees to Bluewater Health as Interim Chief of Staff (Sarnia, ON)

### Stock activity

*Courtesy of Mandrake*

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