

InterViews Online

provided by Mandrake



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A Point of View Industry Review

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Mandrake

April 2008

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.*

Shanna Bainard and Keith Turner Are Back at Mandrake

The partners and staff of Mandrake are pleased to announce that **Shanna Bainard** and **Keith Turner** have rejoined Mandrake as of March 2008

Shanna Bainard is rejoining Mandrake after a 2-year hiatus with Landmark Education where she was a transformational coach and program manager. She will continue to practice search and is now leading First Human Capital Management (**FirstHCM**). Shanna has 8 years of search experience and has built a thriving Life Sciences Practice.

Shanna has been featured as an industry expert in human capital on the Life Network and on Rogers Television.

Prior to her career in executive search, Shanna worked as an actress in musical theatre and performed the role of "Fantine" in "Les Miserables" at The Royal Alexandra Theatre and National Arts Centre.

Keith Turner has returned to Mandrake as Partner and Vice President.

Keith specializes in senior executive search, helping business leaders attract top talent to give their organizations a competitive advantage. During his 18 years in search, Keith has worked for a broad range of clients with a focus on consumer goods and services and retail. In business, the battle to hire the most experienced and capable senior executives has never been more fierce, and Keith continually exceeds his clients' expectations through persistence and tireless attention to detail.

In 1998, after nine years as marketing group practice leader at Mandrake, Keith founded Turner Recruitment Group. He believes passionately that companies that strive to support their employees' long-term career goals will ultimately be the most successful. Keith works collaboratively with his clients to help them become "career destinations" — companies sought after by the most talented candidates and admired by all for the respect they show their employees.

Keith earned a Bachelor of Commerce degree at the University of Toronto in 1982. Prior to entering the search profession, he worked for seven years in brand management at two leading packaged goods firms, Ralston Purina and Thomas J. Lipton. He now uses the experiences and learning he gained to help clients create successful strategies for attracting talent, building teams and positioning their organizations for long-term success.

Security Management and Background Checks: TSM Services Inc. Joins FirstHCM

The Partners of *First Human Capital Management* are delighted to welcome *TSM Services Inc.*, Canada's security and background check organization to the FirstHCM family.

Why do companies invest in security? To protect assets and bolster the bottom line. That's why TSM is committed to helping clients secure their success. After all, loss from theft, liability or employee fraud directly impacts your bottom line.

Many Fortune 500 companies choose TSM as their security partner because only TSM is able to offer the top calibre security consulting that is crucial, customer focused, reliable, and offers them peace of mind.

What makes TSM an industry leader is what TSM calls The Total Advantage™, a unique business model that is tailored to clients' business and maximizes value by providing a single integrated source for all corporate security needs. Through thoughtful planning and partnerships, TSM are able to offer you a technologically advanced integrated solution that is both cost effective and extremely secure. Imagine what TSM can do for you. Please click **Click here** for detailed description of TSM services.

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

Marketing Hall of Legends of Canada

The 2008 marketing legends were inducted during the sold out gala event at the Four Seasons Hotel in Toronto on January 30, 2008. To view event photos visits us online at www.marketinghalloflegends.ca/galaimages2008.php. Stay tuned for next steps on nominating legends for 2009.

We would like to thank the Canadian marketing community for helping us sell out in record time. Your attendance continues to support both the Marketing Hall of Legends and its Legacy Initiatives.

The MHOL is made possible through its Premier Sponsors: 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>

IESF Announced as "The Largest Retained Executive Search Firm in the World 2007"

IESF (International Executive Search Federation) has attained the No. 1 ranking as the world's largest retained search organization for 2007, with a grand total of 89 offices.

IESF, founded in 2002, is a federation of prominent executive search firms that combine local knowledge with the ability to provide a comprehensive global search capability to meet the needs of its clients worldwide.

Mandrake has been the exclusive Canadian Partner of IESF since 2005. We wholeheartedly congratulate our IESF global partners on this tremendous achievement.

Click here for the "Search-Consult" official announcement and **here** for the latest press release on Global Emerging Markets.

Visit us at www.iesf.com

Is Your Job Getting You 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:

Lilia Kiriakou - consultant@destiny.me or call 416-972-6843

Visit our website at www.destiny.me.

Visit **Interviewing for Talent** for more details.

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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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SELF-PROMOTION

by Randall Craig

Almost everyone dreams of getting that big promotion, yet for most people the goal is elusive, and infrequently occurring. So what is the secret of getting the bigger chair, private office, and higher salary?

The big secret is that there is no big secret. When someone is promoted, "everyone" thinks they know the reason: luck, strong relationship with the boss, right place at the right time, and so on. We are also led to believe that hard work and long hours will make it happen. In some organizations, and for some people, these factors all play a role, but let me suggest that there is something else going on.

Click here to access the complete article with useful tips that will help you 'self promote':
http://content.monster.ca/9677_en-ca_p1.asp

LINKING EXECUTION WITH STRATEGY IN SUPPORT FUNCTIONS

by Robert Angel

More recently, strategy has regained some of its lustre in addressing these same questions by providing a point of reference in the midst of the twists and turns of rapid market change. Companies must foster innovation because cost cutting is no longer a competitive advantage – but differentiating customer experience is.

The challenge is getting strategy to deliver. Despite heroic efforts in strategic planning and performance tracking, there is still widespread dissatisfaction with operating results. Part of the problem is the chronic disconnect between strategic objectives and execution value.

This applies across the organization but especially in support functions – Finance, Marketing, Technology, and People – many of whom are struggling to find their role in setting strategy and guiding its execution.

Click here to access the complete article:
http://www.iveybusinessjournal.com/article.asp?intArticle_ID=745.

Q: ARE THREE JOB CHANGES IN THREE YEARS TOO MANY?

Fast Company's discussion board allows readers to comment and exchange opinions on this and other current topics.

Click here to comment and read fellow readers' views on the topic:
<http://www.fastcompany.com/fast-talk-question/are-three-job-changes-three-years-too-many-0>.

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.

COMMUNICATIONS

Courtesy of Mandrake

Appointment

- Hugh Black to Weber Shandwick as Senior Vice President, Technology Practice
- Harvey Carroll to Grip Limited as President
- Brad Connell to Taxi Calgary as Designer (Calgary, AB)
- Ritchie Emslie to DRAFTFCB as Vice President, Director Strategic Planning
- James Fraser promoted to Partner at Capital C
- Kelsey Horne to Taxi Calgary as Art Director (Calgary, AB)
- Ryan Howarth to Spider Marketing Solutions as Designer
- Jan Matheson to Spider Marketing Solutions as Senior Art Director
- Kris McVeigh to MediaCom as Senior Vice President, Media Director
- Ann Nurock to Grey Worldwide as President and Chief Executive Officer
- Michele Pauchuk to Initiative Canada as Executive Vice President and General Manager
- Pierre Savard to SSB as President
- Angela Scardillo promoted to Vice President and Director Client Services, Brand Integrity Group at DDB Canada (Vancouver, BC)
- Jason Theodor to Critical Mass Toronto as Creative Director

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Cossette Communication Group	7.1	13.5	7.26	KOS-T
Envoy Capital Group	2.55	4.42	2	ECG-T
Interpublic Group of Cos.	8.5	13.69	7.22	IPG-N (US\$)
MDC Partners	7.56	11.64	6.5	MDZ.A-T
Omnicom Group	45.19	55.45	40.87	OMC-N (US\$)
Pareto Corp.	0.72	1.39	0.6	PTO-T
WPP Group	62.55	78.62	54.97	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

- David Gibbons promoted to Interim Chief Executive Officer at Cott Corp.
- Andrew Oland promoted to President at Moosehead Breweries Limited

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Anheuser Busch	48.32	55.19	45.55	BUD-N (US\$)
Campbell Soup	33.51	40.87	30.19	CPB-N (US\$)
Coca-Cola	60.41	65.59	48.05	KO-N (US\$)
Colgate Palmolive	77.82	81.98	63.75	CL-N (US\$)
Corby Distilleries	23.65	27	22.25	CDL.A-T
General Mills	59.98	61.52	51	GIS-N (US\$)
George Weston Ltd.	48.26	83.9	43.43	WN-T
Heinz	47.29	48.75	41.37	HNZ-N (US\$)
Johnson & Johnson	65.23	68.85	59.72	JNJ-N (US\$)
Kellogg	52.93	56.89	46.25	K-N (US\$)
Molson Coors Canada	53.98	56.5	42.895	TPX.B-T
Nike	68.66	70.6	51.5	NKE-N (US\$)
Pepsico Inc.	71.39	79.79	62.87	PEP-N (US\$)
Procter & Gamble	70.37	75.18	60.76	PG-N (US\$)
Revlon	0.961	1.48	0.91	REV-N (US\$)
Saputo Inc.	28.69	32.99	20.055	SAP-T
Unilever PLC	34.07	38.25	28.95	UL-N (US\$)

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Graham Anderson promoted to Chief Investment Officer at AIM Trimark Investments
- Sid Brougham to E*TRADE Canada Securities Corporation as Director, Chief Operating Officer
- John De Pompa to E*TRADE Canada Securities Corporation as Director, Chief Compliance Officer
- Keith Farlinger promoted to Chief Executive Officer at BDO Dunwoody LLP
- Leslie Herr promoted to President and Chief Executive Officer at The Empire Life Insurance Company
- Derek Holt to Scotia Capital as Vice President, Economics
- Peter Intraligi promoted to President at AIM Trimark Investments
- Monique Leroux promoted to President and Chief Executive Officer at Desjardins Group
- Jeff O'Neill promoted to Chief Executive Officer at Prizm Income Fund
- Craig Pinnock to Northbridge Financial Corporation as Chief Financial Officer
- Michael Simpson promoted to Vice President and Senior Portfolio Manager at Sentry Select Capital Corp.
- Michel Tremblay to Industrial Alliance as Executive Vice President, Investments

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
AIC Diversified Canada Split	26.36	36.75	24.51	ADC-T
American Express	46.49	65.89	39.5	AXP-N (US\$)
Bank of Montreal	47.58	72.75	38	BMO-T
Bank of Nova Scotia	46.73	54.73	42	BNS-T
CI Financial Income Fund	22.86	30.75	19.2	CIX.UN-T
CIBC	67.62	107.45	56.25	CM-T
IGM Financial	47.04	56.34	40.11	IGM-T
Manulife Financial	40.1	46.93	33.44	MFC-N (US\$)
Merrill Lynch	44.77	104	38.35	MLC-T
National Bank of Canada	49.1	66.5	43.6	NA-T
Royal Bank of Canada	48.75	61.08	42.82	RY-T
Sun Life Financial Inc.	48.75	59.36	43.27	SLF-N (US\$)
TD Bank	63.94	77.1	58.57	TD-T

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Jeremy Bell to Teehan & Lax as Partner
- Brian Flanagan to Expedia Canada as Director Product Management
- Anthony Lam to Points International as Chief Financial Officer

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Amazon.com	75.21	101.09	39.55	AMZN-Q (US\$)
eBay	31.67	40.73	25.1	EBAY-Q (US\$)
Entrust	2.46	4.39	1.65	ENTU-Q (US\$)
ETrade Financial	4.28	25.79	2.08	ETFC-Q (US\$)
Expedia	24.88	35.28	20.18	EXPE-Q (US\$)
IAC/InterActiveCorp.	21.77	39.06	19	IACI-Q (US\$)
Intuit Inc.	28.4	33.1	25.08	INTU-Q (US\$)
Novell	6.4	8.26	5.29	NOVL-Q (US\$)
priceline.com	127.98	131.75	53.33	PCLN-Q (US\$)
Red Hat	20.19	25.25	16.53	RHT-N (US\$)
Yahoo!	28.08	34.08	18.58	YHOO-Q (US\$)

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MEDIA

Courtesy of Mandrake

Appointments

- Peter Alpen to Canadian Traffic Network as Vice President and General Manager, Western Division
- Tracy Ball-Piatkowski to SavvyMom Media as Director of Advertising Sales
- TJ Flynn promoted to Senior Vice President, Marketing Service and Solutions at Transcontinental Media
- Chris Gordon promoted to President, CHUM Radio at CTVglobemedia
- John Gossling to CTVglobemedia as Chief Financial Officer
- Dervla Kelly promoted to Vice President, Internal Communications at Canwest
- Brad Kubota to CTV as Vice President of Sales, CTV Conventional Television
- John Leader to Sun Media Corp. as Executive Vice-President, Finance and Chief Financial Officer
- Caroline Medwell promoted to Vice President Sales, Consumer Publications at Transcontinental Media
- François Olivier promoted to President and Chief Executive Officer at Transcontinental Inc.

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Astral Media	38.51	46.95	35.7	ACM.A-T
CanWest Global Communications	4.89	11.6	4.81	CGS.A-T
Corus Entertainment	18.35	27.12	17.7	CJR.B-T
Magna Entertainment (D)	0.28	4.5	0.3	MEC.A-T
Rogers Communications	44	59.97	36.91	RCL.A-T
Shaw Communications	19.84	28.74	17	SJR.B-T
Time Warner Inc.	14.48	21.97	13.65	TWX-N (US\$)
Torstar Corp.	16.89	23.4	15.73	TS.B-T
Transcontinental Inc.	18.42	22.66	13.9	TCL.A-T
TVA Group	16.2	18.51	13.15	TVA.B-T

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HEALTHCARE*Courtesy of Mandrake***Appointments**

- Matt Anderson to Toronto Central Local Health Integration Network (LHIN) as President and Chief Executive Officer
- David Brazeau to Rouge Valley Health System as Director of Public Affairs and Community Relations
- Tim Brown to 3M Canada Company as Director, Health Care Business
- Dr. Joel Fish to St. John's Rehab Hospital as Chief Medical Officer
- Janet Harris to Rouge Valley Health System as Vice President, Professional Practice and Chief Nursing Officer
- Linda Moxey to Smith & Nephew as General Manager
- Laurie Rogers to Canada Health Infoway as National Industry Executive

Stock activity*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Abbott Labs	54.52	61.09	49.58	ABT-N (US\$)
Astrazeneca PLC	40.86	59.47	35.03	AZN-N (US\$)
Biovail	11.3	28.78	10.3	BVF-T
Bristol Myers Squibb	21.85	32.35	20.05	BMY-N (US\$)
Eli Lilly & Co.	51.76	61	46.6	LLY-N (US\$)
GlaxoSmithKline PLC	44.67	59.98	40.51	GSK-N (US\$)
Merck & Company	38.25	61.62	36.82	MRK-N (US\$)
Novartis AG	51.39	59.17	46.64	NVS-N (US\$)
Novo-Nordisk	68.788	70.75	45.055	NVO-N (US\$)
Pfizer	21.32	27.73	20.19	PFE-N (US\$)

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RETAIL*Courtesy of Mandrake***Appointments**

- Duke Alexander to Prime Restaurants as Director of Development, Casey's Grill & Bar
- Steven Boyack to Prizm Income Fund as Chief Financial Officer
- Jason Keown to Burger King as Senior Director of Marketing, Canada

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Alimentation Couche-Tard	15.6	25.5	14.3	ATD.A-T
Best Buy	42.48	53.9	38.75	BBY-N (US\$)
Canadian Tire Corporation	78	102.45	67.1	CTC-T
Danier Leather	7.25	10.75	7.1	DL-T
Forzani Group	17.64	26.5	13.61	FGL-T
Home Depot	29.19	41.19	23.77	HD-N (US\$)
Indigo Books & Music	12	17.88	11.74	IDG-T
Jean Coutu Group (PJC)	10.39	16.5	9.25	PJC.A-T
Le Chateau	12.81	17.87	11.05	CTU.A-T
McDonald's Corp.	56.22	63.694	44.26	MCD-N (US\$)
Metro Inc.	24.94	41.78	21	MRU.A-T
Reitmans (Canada)	17.42	27	15	RET-T
Sears Canada	23.75	33	17.51	SCC-T
Shoppers Drug Mart	51.44	58.11	46.63	SC-T
Staples Inc.	23.01	27	19.69	SPLS-Q (US\$)
Wal-Mart	54.89	54.89	42.09	WMT-N (US\$)

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- James Butyniec promoted to President and Chief Executive Officer at Magellan Aerospace Corporation
- Claude Gallipeau to Astral Media as Vice President, Interactive
- Steve Langford to Prizm as President of KFC/Taco Bell
- Mary Ann Yule to CDW Canada as General Manager

Stock activity

Courtesy of Mandrake

Company	Latest Price \$	YTD High \$	YTD Low \$	Symbol
3Com Corp.	2.47	5.11	1.76	COMS-Q (US\$)
Apple	151.61	202.96	89.6	AAPL-Q (US\$)
Dell Inc.	20.12	30.77	18.87	DELL-Q (US\$)
Hewlett-Packard Co.	46.88	53.48	40	HPQ-N (US\$)
IBM	116.08	121.46	93.911	IBM-N (US\$)
Ingram Micro	16.13	22.5	14.86	IM-N (US\$)
Intel	21.93	27.99	18.05	INTC-Q (US\$)
JDS Uniphase	14.18	17.15	9.49	JDSU-Q (US\$)
Microsoft	29	37.5	26.87	MSFT-Q (US\$)
Open Text	34.55	35.06	18.65	OTC-T
Oracle Corp.	20.68	23.31	17.99	ORCL-Q (US\$)
Q9 Networks Inc.	9.35	16.5	8.5	Q-T
QLogic	16.36	18.23	11.46	QLGC-Q (US\$)
SAP AG	52.03	59.86	43	SAP-N (US\$)
Sun Microsystems	15.95	25.04	14.2	JAVA-Q (US\$)
Xerox Corp.	15.21	20.18	12.3	XRX-N (US\$)

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Josh Blair to TELUS as Executive Vice President, Human Resources
- Mark Cabonelli to Shoppers Drug Mart as Vice President, Human Resources
- Todd Corradetti to Maple Leaf Foods Inc. as Vice President, Human Resources
- Carrie Lindzon-Jacobs to The Courtyard Group as Director Human Resources
- David MacKay promoted to President at Ceridian Canada Ltd.

Stock activity

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NOT FOR PROFIT

Courtesy of Mandrake

Appointments

- Dennis Darby to Ontario Pharmacists' Association as Chief Executive Officer
- Janet Lambert to Ontario Long Term Care Association as Executive Director
- Karen Leiter to the Royal Conservatory of Music as Director of Communications
- Dr. David Marshall promoted to President at Mount Royal College
- Kevin McCort promoted to President and Chief Executive Officer at CARE Canada
- Steven McNair to Arthritis Society as President and Chief Executive Officer
- Conrad Sauvè promoted to Secretary General and Chief Executive Officer at the Canadian Red Cross

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