

InterViews Online

provided by Mandrake



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A Point of View

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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.*



Mandrake

September
2008

Marketing Hall of Legends: Early Bird Tickets Are On Sale

The committee of the Marketing Hall of Legends Canada is pleased to announce that the 2009 Legends will be honoured on **January 27, 2009** at the Four Seasons Hotel in Toronto, during Canada's inaugural Ad Week.

The complete list of inductees will be announced following a private unveiling on September 30.

We thank the judging panel for selecting the Builder and Mentor category inductees.

Builders

- **Kathleen (Kate) Taylor**, Four Seasons Hotels and Resorts
- **Wayne Sales**, Canadian Tire Corporation Ltd.

Mentor

- **Allan Kazmer**, Freelance Writer

Gala 2009

To reserve tickets for the annual gala event taking place on **January 27, 2009** at the Four Seasons Hotel in Toronto, contact cosic@mandrake.ca.

Early bird price of \$425.00 is on until September 30, 2008 when we will also announce Visionary and Enabler inductees.

We would like to thank the Canadian marketing community for nominating and voting for such an impressive number of people in this year's selections. Your process involvement 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 Globe and Mail, CTV, and Marketing Magazine. For more information on the MHOL visit www.marketinghalloflegends.ca

Right to Play Miniball Kickoff / Festival Cup with Mats Sundin!

Mandrake's technology and telecom practice leader, Terence Donnelly, is a board member of Right to Play Canada, a charitable organization supporting education and development programs for children in over 20 countries. September marks the launch of Right to Play Month with global RTP partner, adidas, featuring the sale of RTP merchandise in Europe, South America, Asia, the US and Canada featuring the "Small Ball Big Impact" mini soccer ball in almost 400 stores worldwide. The miniball can also be ordered through the Right To Play website, www.righttoplay.com.

If you or your children are on Facebook, there will also be an application which comprises "kicking" the red ball to your Facebook friends for information or asking them to make a donation or buy a miniball.

Check out the Adidas performance store on Yonge @ Dundas in Toronto where Right to Play is featured in the entire window. The staff are dressed in Right To Play shirts and the miniball display is quite prominent. All proceeds from the global sale of the miniballs will go directly to Right to Play programs:

1. Basic Education and Child Development
2. Health Promotion and Disease Prevention
3. Conflict Resolution and Peace Education
4. Community Development

Also, September 5th is the Festival Cup Charity Hockey game at the Air Canada Centre, featuring a number of the NHL's biggest stars playing a pick up game with some of Hollywood's leading men. This will likely be Mats Sundin's final appearance in Toronto, so come out and join the fun! Tickets are \$25 and are available at www.ticketmaster.com.

Thanks for your support and spread the word!

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.

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

Normand Lebeau, CRHA
Vice-Président Exécutif/Directeur Général Montréal
Mandrake Groupe Conseil (Montréal)

HOW TO NETWORK YOUR WAY UP THE CORPORATE LADDER

By Tara Weiss for FORBES

Building a network is a skill. Handing someone your business card at a cocktail party and asking him or her to look at your résumé is not networking. Cultivating a relationship over time, however, is.

"Networking is like gardening; don't expect instant results," says Janet White, author of Secrets of the Hidden Job Market. Successful networkers make themselves visible--they put themselves out there. And they back up that ubiquity with credibility.

Please click here for this complete FORBES article.

http://www.forbes.com/leadership/managing/2008/07/10/network-building-careers-lead-cx_tw_0710bizbasics.html

PERSONAL BRANDING WARRIOR

By Wendy Marx for FAST COMPANY

"The difference between a warrior and an ordinary man is that a warrior sees everything as a challenge, while an ordinary man sees everything as either a blessing or a curse."

-A *Separate Peace*

When most of us lose our job, we don't uncork the champagne. But when Lewis Green was laid off from his VP of marketing job six years ago, he and his wife didn't waste a moment to start celebrating.

Please click here for this article and tips on how to brand yourself successfully as well as accept a challenge as a blessing, not a curse.

<http://www.fastcompany.com/blog/wendy-marx/brand-u-wendy-marx/careers-personal-branding-warrior>.

DISCOVER THE JOB YOU WERE BORN TO DO

by Nick Williams for MONSTER.CA

Questions are incredibly powerful tools to stimulate the imagination, focus the mind and open the heart. The purpose is not to come up with the right answer, but be willing to live the question. Many of the answers concerning the work we were born to do are already within us, but we may have forgotten them.

These questions will help you remember. Our lives are not problems to be solved, but mysteries to be lived.

Click here to access this MONSTER article and 10 questions to help you discover the work you would love to do.

http://content.monster.ca/15550_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

- Peter Kent to Hill & Knowlton Canada as Vice President
- Dominique Trudeau to Bleu Blanc Rouge as Vice President and Co-Creative Director
- Amber Bezahler to Tribal DDB Canada as Managing Director (Vancouver, BC)
- Christian Dion to eBlink Marketing Inc. as President
- Gary Westgate to Taxi as Associate Creative Director
- Debbie Blevins to Enfatico as Managing Director, Canada

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Cossette Communication Group	6.49	12.98	5.11	KOS-T
Envoy Capital Group	2.36	3.24	2	ECG-T
Interpublic Group of Cos.	8.81	11.18	7.11	IPG-N (US\$)
MDC Partners	8.46	11.47	6.5	MDZ.A-T
Omnicom Group	41.27	53.07	39.765	OMC-N (US\$)
Pareto Corp.	0.9	1.15	0.6	PTO-T
WPP Group	46.52	73.2	42.29	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

Courtesy of Mandrake

Appointments

- David Mondragon to Ford Canada as President and Chief Executive Officer
- Hans Brenninkmeyer to Petro Canada as Director
- Keith Tringiner to Canadian Petroleum Products Institute as Vice President, Industry Issues
- Michael Burrows to Maple Lodge Farms Ltd. as Chief Executive Officer

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Anheuser Busch	68.071	68.58	45.55	BUD-N (US\$)
Campbell Soup	36.24	38.59	30.19	CPB-N (US\$)
Coca-Cola	51.61	65.59	49.44	KO-N (US\$)
Colgate Palmolive	76.64	81.98	65	CL-N (US\$)
Corby Distilleries	20	26.45	16.1	CDLA-T
General Mills	67.18	67.95	51	GIS-N (US\$)
George Weston Ltd.	47.45	72.25	41.83	WN-T
Heinz	51.4	52.56	41.37	HNZ-N (US\$)
Johnson & Johnson	70.766	72.1	61.17	JNJ-N (US\$)
Kellogg	54.31	56.89	46.25	K-N (US\$)
Molson Coors Canada	50	60.32	43.4	TPX.B-T
Nike	58.89	70.6	51.5	NKE-N (US\$)
Pepsico Inc.	68.55	79.79	63.28	PEP-N (US\$)
Procter & Gamble	70.22	75.18	60.05	PG-N (US\$)
Revlon	1.24	1.45	0.67	REV-N (US\$)
Saputo Inc.	26.91	32.99	24.5	SAP-T
Unilever PLC	28.07	38.25	26.4	UL-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 Consumer Goods industry!

FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Richard Bell to SSQ Financial Group as Chief Executive Officer
- Jennifer Brown to OMERS as Executive Vice President and Chief Pension Officer
- Blair Cowper-Smith to OMERS as Executive Vice President, Corporate Affairs and Chief Legal Officer
- Dr. Susan Back to ING Canada as Senior Vice President, Strategic Planning and Chief Human Resources Officer
- Tracy Tesser to GMAC/ResCap as President and Chief Executive Officer

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
AIC Diversified Canada Split	26.25	33.49	23.75	ADC-T
American Express	37.81	63.63	35.1	AXP-N (US\$)
Bank of Montreal	47.1	66.82	37.6	BMO-T
Bank of Nova Scotia	46.42	53.5	41.95	BNS-T
CI Financial Income Fund	21.6	28.49	19.2	CIX.UN-T
CIBC	61.07	103.64	48.7	CM-T
IGM Financial	44.53	54.95	36.8	IGM-T
Manulife Financial	34.31	46.93	33.26	MFC-N (US\$)
Merrill Lynch	28.48	80	23.9	MLC-T
National Bank of Canada	50.23	57.16	43.6	NA-T
Royal Bank of Canada	47.4	57	39.51	RY-T
Sun Life Financial Inc.	36.71	59.36	35.6	SLF-N (US\$)
TD Bank	60.37	77.1	53.05	TD-T

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

INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Kevin Astle to Digital Oil as Partner
- Leigh Himel to Twist Image as General Manager (Toronto, ON)

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Amazon.com	77.83	101.09	61.2	AMZN-Q (US\$)
eBay	23.35	40.73	23.52	EBAY-Q (US\$)
Entrust	2.26	3.41	1.65	ENTU-Q (US\$)
ETrade Financial	3.22	16.28	2.08	ETFC-Q (US\$)
Expedia	17.58	35.28	16.85	EXPE-Q (US\$)
IAC/InterActiveCorp.	17.24	33.36	16.04	IACID-Q (US\$)
Intuit Inc.	29.71	33.1	25.08	INTU-Q (US\$)
Novell	5.98	8.1	5.25	NOVL-Q (US\$)
priceline.com	92.2	144.34	76.23	PCLN-Q (US\$)
Red Hat	19.36	24.84	16.53	RHT-N (US\$)
Yahoo!	17.86	34.08	17.75	YHOO-Q (US\$)

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MEDIA

Courtesy of Mandrake

Appointments

- Hunter Madsen to CanWest Publishing as Vice President, Digital Media for BC Region
- Kenton Boston promoted to Vice President of Global National News at CanWest Broadcasting
- Russell Ward to Teletoon Canada as Vice President, Marketing
- Natalie Cunningham promoted to Marketing Director at Teletoon Canada
- Carolyn McGill-Davidson to CNW Group as President and Chief Executive Officer
- Tom Hearne to Score Media as Chief Financial Officer

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Astral Media	30.7	46.95	25.72	ACM.A-T
CanWest Global Communications	3	8.2	2.1	CGS.A-T
Corus Entertainment	18.91	25.925	15.59	CJR.B-T
Magna Entertainment	7.95	56	5.5	MEC.A-T
Rogers Communications	39	55.5	36.91	RCL.A-T
Shaw Communications	22.13	26.45	17	SJR.B-T
Time Warner Inc.	15.26	19.34	13.5	TWX-N (US\$)
Torstar Corp.	14.21	20.71	9.66	TS.B-T
Transcontinental Inc.	14.39	22.15	13.9	TCL.A-T
TVA Group	13.12	17.5	12.47	TVA.B-T

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Fraser Bell to Northern Health as Vice President Planning, Quality and Information Management
- Allan Oberman to Teva Pharmaceuticals Limited as Chief Operating Officer
- Pamela Fuselli to The Hospital for Sick Children as Executive Director, Safe Kids Canada
- Dr. George Pasut to Vice-President, Prevention and Screening Cancer Care Ontario

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Abbott Labs	56.58	61.09	50.09	ABT-N (US\$)
Astrazeneca PLC	46.34	52.97	35.03	AZN-N (US\$)
Biovail	11.42	19.47	9.64	BVF-T
Bristol Myers Squibb	21.33	30.35	19.43	BMV-N (US\$)
Eli Lilly & Co.	45.56	59.82	45.36	LLY-N (US\$)
GlaxoSmithKline PLC	45.18	54.64	40.51	GSK-N (US\$)
Merck & Company	34.095	61.62	31.15	MRK-N (US\$)
Novartis AG	53.51	61.3	46.19	NVS-N (US\$)
Novo-Nordisk	53.53	73.73	54.1	NVO-N (US\$)
Pfizer	18.66	25.71	17.12	PFE-N (US\$)

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RETAIL

Courtesy of Mandrake

Appointments

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Alimentation Couche-Tard	13.61	22.54	10.32	ATD.A-T
Best Buy	44.27	53.9	36.1	BBY-N (US\$)
Canadian Tire Corporation	61	101.5	60	CTC-T
Danier Leather	5.4	10.75	5.4	DL-T
Forzani Group	13.15	22.9	12.54	FGL-T
Home Depot	28.29	37.37	20.76	HD-N (US\$)
Indigo Books & Music	15	17	11.53	IDG-T
Jean Coutu Group (PJC)	8.25	15.48	6.88	PJC.A-T
Le Chateau	13.6	15.5	11.05	CTU.A-T
McDonald's Corp.	59.77	67	48.81	MCD-N (US\$)
Metro Inc.	26.47	37.22	21	MRU.A-T
Reitmans (Canada)	14.86	24.62	13.5	RET-T
Sears Canada	21.02	33	17.51	SCC-T
Shoppers Drug Mart	53.78	58.23	46.63	SC-T
Staples Inc.	24.23	26.57	19.69	SPLS-Q (US\$)
Wal-Mart	59.62	61	42.09	WMT-N (US\$)

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Cameron Sturgess to Active Control Technology as Vice President, Sales
- Martin Kalsbeek to Synnex as Vice President, Business Development

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
3Com Corp.	2.1	5.11	1.76	COMS-Q (US\$)
Apple	161.24	202.96	115.44	AAPL-Q (US\$)
Dell Inc.	20.635	30.77	18.13	DELL-Q (US\$)
Hewlett-Packard Co.	44.66	53.48	40	HPQ-N (US\$)
IBM	114.57	130.93	97.04	IBM-N (US\$)
Ingram Micro	17.54	21.52	14.86	IM-N (US\$)
Intel	20.49	27.99	18.05	INTC-Q (US\$)
JDS Uniphase	9.61	16.05	9.49	JDSU-Q (US\$)
Microsoft	26.06	37.5	24.87	MSFT-Q (US\$)
Open Text	35.84	39.01	24.89	OTC-T
Oracle Corp.	19.95	23.62	18.18	ORCL-Q (US\$)
Q9 Networks Inc.	16.75	16.85	8.5	Q-T
QLogic	18.05	20.21	12.04	QLGC-Q (US\$)
SAP AG	53.99	59.86	43	SAP-N (US\$)
Sun Microsystems	8.44	25.04	8.56	JAVA-Q (US\$)
Xerox Corp.	13.81	17.81	12.3	XRX-N (US\$)

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Marcia Mendes-d'Abreu to Ontario Teacher's Pension Plan as Vice President, Human Resources

Stock activity

Courtesy of Mandrake

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NOT FOR PROFIT

Courtesy of Mandrake

Appointments

- Bruce Carson to Canada School of Energy and Environment as Executive Director
- Rosa Marinelli to BC Chapter of the American Marketing Association as President
- Karen Neufeld to Canadian Nurses Association as President
- Mike Hale to Canadian Institute of Actuaries as President
- Chris White to Crescent School as Director of Admissions
- Calvin Lindberg to The Canadian Real Estate Association as President
- The Honourable Perrin Beatty to University of Ontario Institute of Technology as Chancellor
- John C. Kerr to Emily Carr University of Art and Design as Chancellor
- Dr. John R.G. Challis to President and CEO, Michael Smith Foundation
- Sharon Avery to Vice-President, Marketing and Development of UNICEF Canada
- Doug Morton to Canadian Standards Association as Director, Life Sciences

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TORONTO MONTREAL CALGARY

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