

# InterViews Online

provided by Mandrake



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## A Point of View Industry Review

- Communications
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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.*



April 2009

### Mandrake CEO to run 250km in the desert for NABS

Stefan Danis, CEO of **Mandrake** and **NEXCareer**, has committed to running the 250K across-the-Gobi Desert race in June 2009. Stefan is using this personal challenge as a means to raise \$25,000 for the unemployed, namely through **NABS Canada**.

Besides helping people in transition by raising funds for NABS, Stefan is also partnering with NEXCareer and providing vouchers for career transition services to everyone who pledges him \$100 or more. Voucher can be used by the payee or it can be gifted to a friend or family member affected by recent downturn.

Those looking for a job can gain from this challenge as Stefan is creating weekly career advice videos that are available both on You Tube and his race website. Videos range in topic from How to Build a Perfect Resume to how to take this inopportune time to improve your health and fitness. Visit [www.gobi4nabs.com](http://www.gobi4nabs.com) and check out the Looking for a job? section.

A tax receipt is issued by NABS to all pledging \$50 or more.

Every little bit matters, so please help by making a pledge at [www.gobi4nabs.com](http://www.gobi4nabs.com).

### Play hockey with NHL alumni and raise money for children charities

What do Toronto businesses, NHL alumni, and kids have in common? This May 2, everything! Any business may register a team of up to 15 people to play with 2 NHL alumni against a similar team. Then, mingle over lunch, boast your souvenir jerseys and team photos, partake in the silent auction, and go home with great gift bags.

2009 confirmed NHL Alumni: Shane Corson; Tie Domi; Pat Flatley; Dave Gardener; Pat Graham; Lou Francsechetti; Chris King; Mark Kirton; Gary Leeman; Mike Pelyk; Peter Zezel to name a few.

#### History:

Launched in 1991, Skate for Kids is an all-day hockey event, hosted by Mandrake and St. Michael's College School.

Over the years, Skate for Kids has benefited a number of local children's charities including Variety Village, Children's Own Museum, Museum of Childhood, Tim Horton's Children's Foundation Camps, Hockey Fights Cancer, The Gatehouse, ProAction, National Advertising Benevolent Society and St. Michael's College School Bursary Fund. To date, we have raised over \$650,000 ... let's make that figure grow!

Four ways to become part of Skate for Kids 2009, on and off the ice:

1. Register a team and play with the pros
2. Submit a silent auction entry
3. Donate gift bag items
4. Simply give a monetary donation

You may also call Stephen Milic directly at (416) 922-5600 x213 or email him at [cork@nexcareer.com](mailto:cork@nexcareer.com). Website: [www.skateforkids.com](http://www.skateforkids.com).

We hope to hear from you!

## **RIGHT TO PLAY AND MANDRAKE GET ON BOARD WITH NAIL & SAIL**

*Inaugural "Right to Play" Fundraiser Gets Teams to Compete in a Fun, Fast-paced Boat Building and Racing Competition in Toronto's Ashbridges Bay*

**TORONTO – April 08, 2009** — Olympic Gold Medalists Marnie McBean and Jennifer Botterill are calling on the Toronto business community to get on board with the first ever Nail and Sail charity fundraiser at Ashbridge's Bay on June 25th. This unique charity event, benefiting Right to Play, involves teams of 10 building the best boat they can from little more than plywood and duct tape and then racing around a course in Lake Ontario.

"The money raised will go to a great cause – Right to Play ([www.righttoplay.com](http://www.righttoplay.com)) is one of the world's leading charities, and one of Canada's best contributions to the global community," said Botterill. "Right to Play's sport based development and education programs are making a huge impact on the lives of children across Canada and around the world."

Competing teams need to raise a minimum of \$5,000 to get the most basic of boat kits that includes plywood and duct tape, a saw, a hammer and some nails. If teams raise more funds they can earn additional resources such as power tools, caulking, paddles and other items that will increase the team's chances of winning the race.

From the start of the race, teams have 90 minutes to build their boat from scratch and then complete a 500m race near Woodbine Beach on Ashbridge's Bay in Toronto. Teams can also compete through fundraising to have a celebrity athlete contribute to their efforts such as Canadian Olympians Marnie McBean, Jennifer Botterill and Bryan Crawford.

"This is a great way for business people to get out of the office, have fun and build some incredible team spirit," said Terence Donnelly, Fleet Commander for the Nail & Sail, and EVP of Mandrake's Digital Practice. "We decided to get involved with the Nail and Sail event because with all the doom and gloom in the news, it was about time we had some fun to celebrate and support a great Canadian success story."

Patterned on similar events in other cities in Canada and around the world, the Nail & Sail experience promises to leave a lasting impression on those involved because of the zany creations that teams come up with in their boat building and the spectator value of watching to see who's going make it into the water and out again without sinking before the end of the course.

Designed to allow for lots of fun for landlubbers as well, Nail and Sail will also include some beachside activities such as door prizes and raffles for spectators, autograph and photo opportunities with Right to Play Athlete Ambassadors, a silent auction, live music and a party on the beach at the end of the race.

"This is a great event for our organization that will help us make a difference in the lives of young people around the world every day," said 4 time Olympic gold medalist, Johann Koss, CEO & Founder of Right To Play. "The team approach involved in Nail and Sail is a great metaphor for the work that Right to Play does through our programs using sports as a means to improve health, develop life skills, and foster peace for children and communities in some of the most disadvantaged areas of the world."

Founded and headquartered in Toronto, Right to Play provides educational programs to over 4,000 schools in Canada in order to build self esteem and leadership for children. Working in 23 countries with more than 12,000 athlete coaches, Right to Play delivers its programs to over 600,000 children in countries affected by war, poverty, and disease in Africa, Asia, the Middle East, and South America. For more information on Right To Play go to [www.righttoplay.ca](http://www.righttoplay.ca).

Nail and Sail Toronto will take place on June 25, 2009 and is open to teams of up to 10 who can for a raise a minimum of \$5,000 by June 20th to enter the race. Additional information on the event and registration / pledge forms can be easily accessed at [www.nailandsail.ca](http://www.nailandsail.ca).

For more information contact:  
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[lars@c2e.ca](mailto:lars@c2e.ca) / [wendy@c2e.ca](mailto:wendy@c2e.ca)  
416-406-9966

### **Is Your Job Search 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:  
Meredith Arbus - [marbus@nexcareer.com](mailto:marbus@nexcareer.com) or call 416-972-6843 x 823  
Visit our website at [www.destinyme.ca](http://www.destinyme.ca).  
Visit **Interviewing for Talent** for more details.

### **Marketing Hall of Legends 2010**

The 2010 Independent Judging panel met on Thursday, April 2nd and have selected and shortlisted nominees for the 2010 Marketing Hall of Legends. The executive committee of Marketing Hall of Legends Canada would like to thank the judges for their committed work in this crucial part of the selection process.

#### **2010 Independent Selection Panel:**

Chair, Judging: Dr. Alan Middleton, Schulich School of Business

#### **Judges:**

Monica Ruffo, Amuse  
Annette Warring, Genesis Media  
Christina Yu, Lowe Roche  
David Kincaid, Level5 Strategic Brand Advisors  
David Leonard, DDB Canada  
Freda Colbourne, Edelman Public Relations  
James MacIntosh, Energizer Personal Care  
Janice Nathanson, Women's College Hospital  
Jim Jaques, formerly with Bell Mobility Inc.  
John Boniface, DRAFTFCB  
Karen Thomson, George Brown College  
Linda Thomas, SMART Technologies Inc.  
Michael Duncan, OSL Marketing Inc.  
Nicolas Gaudreau, Nurun Inc.  
Paul LeBlanc, Extreme Group  
Richard Burjaw, PepsiCo, Inc.  
Robin Garrett, Ontario Tourism Marketing Partnership Corporation  
Rosario (Ross) Cammalleri, Bombardier Inc.  
Rubina Havlin, Scotiabank  
Stephen Harding, Canadian Blood Services

We would like to thank the Canadian marketing community for nominating 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 Marketing Hall of Legends 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](http://www.marketinghalloflegends.ca)

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

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](http://www.iesf.com)

## **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 you Secure Your 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 we call The Total Advantage™, a unique business model that is tailored to your business and maximizes value to you by providing a single integrated source for all your corporate security needs. Through thoughtful planning and partnerships, we 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.

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  
Président & Gardien en chef de l'expérience Mandrake  
Mandrake Groupe Conseil (Montréal)  
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## HOW TO MAKE THE MOST OF LINKEDIN

by Tara Weiss for Forbes.com

**It can be a great networking and job-seeking tool--better than most people know.** It's virtually impossible to hear career advice these days without being told to join LinkedIn. The professional networking Web site has become vastly popular because of how its multitude of features allow users to find and connect to relevant people in their professional world.

But how do you make the most of it to your own professional advantage? That's what networking expert Jan Vermeiren tries to answer in his latest book, *How to REALLY Use LinkedIn*, which you can get a condensed version of for **free online**.

Please click here for the complete article and tips on how to best use linked in to your advantage.  
[www.forbes.com/2009/03/26/linkedin-networking-jobs-leadership-careers-vermeiren.html](http://www.forbes.com/2009/03/26/linkedin-networking-jobs-leadership-careers-vermeiren.html)

## YOU KNOW MORE PEOPLE THAN YOU THINK!

by Melanie Joy Douglas for Monster.ca

Creating that First Network List!

In order to kick-start your initial networking list, try listing two or three people in each of the following categories (follow link below for the list of categories).

You might be inclined to leave some of the closest people in your life off the list, either because you think you know all the same people or because you're afraid you will somehow abuse the relationship. Wrong. It's actually a professional move to begin a network with friends and family, because they know you well and will be some of your best advocates.

Click here for the complete network list tip sheet.  
[career-advice.monster.ca/Job-Hunt-Strategy/Professional-Networking/you-know-more-people-than-you-think-canada/article.aspx](http://career-advice.monster.ca/Job-Hunt-Strategy/Professional-Networking/you-know-more-people-than-you-think-canada/article.aspx).

## DARING JOB HUNTERS GO FOR BROKE

by Tom Musbach for FastCompany.com

This blog is written by a member of our expert blogging community and expresses that expert's views alone.

With the job market tighter than it's been in many years, some job seekers are taking the hunt to a new level with daring, creative, and expensive tactics.

Job hunting season is getting more competitive than ever, and some creative participants are taking it to a risky new level.

Take Beverly Shepard. An award-winning marketer with degrees in journalism and law, she has tried for months to find work. She sent resumes, made phone calls, and networked - with little result.

Now she's put her networking into hyperdrive: She's offering friends a finder's fee of up to \$6,000 to get her a full-time job.

For the complete article focused on creative job seekers, click here:  
[www.fastcompany.com/blog/tom-musbach/control-your-career-destiny/daring-job-hunters-go-broke](http://www.fastcompany.com/blog/tom-musbach/control-your-career-destiny/daring-job-hunters-go-broke)

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

- Ari Baum to Up Inc. as Director, Digital Strategy
- Nick Burton to Y Syndicate Marketing as Creative Director
- Andrew Caie to Clean Sheet as Copywriter
- Jennifer Di Clemente to Geomedia as Vice President
- Collin Douma to Proximity Canada as Vice President, Social Media
- Bruce Elliot to Level 5 as Managing Director, Brand Advisor
- Martina Ivsak promoted to Vice President and Group Account Director at BBDO Toronto
- Saviour Joseph to Colour as Digital Delivery Director (Halifax, NS)
- Jon Lane to Clean Sheet as Art Director
- Edlynne Laryea to Y Syndicate Marketing as Director of Lifestyle and Experiential Marketing
- Jodi Lumsden to Y Syndicate Marketing as Group Director for Youth Marketing
- Andy Manson to Cundari as Creative Director
- Clare Meridew to Grey Canada as Vice President and Interactive Creative Director
- Subtej Nijjar promoted to Director Digital Planning at Zig
- James Palmer to Ariad Custom Communications as Senior Art Director
- Carman Pirie promoted to Vice President, Social Media at Colour (Halifax, NS)
- Sabaa Quao to The Hive Strategic Marketing as Vice President of Strategy, Emerging Platforms
- Michel Rathier to Cohn & Wolfe Montreal as Managing Partner (Montreal, PQ)
- Alex Rodriguez to Chill Media as Art Director (Oakville, ON)
- Pierre Séguin to SGCI Communications as Head of Digital Marketing Department
- Mike Sharma to Fjord Interactive as Vice President and General Manager
- Bruce Sinclair to Fuel Industries as Chief Creative Officer (Ottawa, ON)
- Jennifer Sparks promoted to Vice President and Business Director at Rivet
- Kent Speakman to Rare Method as Business Development Director (Calgary, AB)
- Warren Tomlin promoted to President at Fuel Industries (Ottawa, ON)
- Mike Torre to Ariad Custom Communications as Director Strategic Planning
- Stephanie Wall promoted to Vice President and Account Director at Proximity Canada
- Ken Wong to Level 5 as Vice President, Knowledge Development
- Tom Wright to Level 5 as Managing Director, Brand Advisor

### Stock activity

*Courtesy of Mandrake*

|                           | Latest<br>Price<br>\$ | YTD<br>High<br>\$ | YTD<br>Low<br>\$ | Symbol         |
|---------------------------|-----------------------|-------------------|------------------|----------------|
| <b>Company</b>            |                       |                   |                  |                |
| Cossette                  | 3.2                   | 7.5               | 3.15             | KOS-T          |
| Envoy Capital Group       | 1.46                  | 3.14              | 1.1              | ECG-T          |
| Interpublic Group of Cos. | 5.18                  | 10.47             | 2.57             | IPG-N (US\$)   |
| MDC Partners              | 4.18                  | 9.25              | 2.25             | MDZA-T         |
| Omnicom Group             | 27.6                  | 50.16             | 20.09            | OMC-N (US\$)   |
| Pareto Corp.              | 0.6                   | 1                 | 0.4              | PTO-T          |
| WPP Plc                   | 30.72                 | 63.33             | 22.35            | 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

*Courtesy of Mandrake*

### Appointments

- Pat Button to LG Electronics Canada as Vice President, Sales and Marketing
- Tevfik Djamgouz to Tetra Pak Canada as Marketing Director
- Eric Morham to Vincor Canada as President
- Chris Stenzel to Constellation Wines of North America as Chief Financial Officer
- Christopher Terrio to Coca Cola Ltd. as Managing Director - Brewed Beverages
- Jay Wright to Constellation Wines US as Executive Vice President, Chief Commercial Officer

## Stock activity

*Courtesy of Mandrake*

|                       | Latest<br>Price<br>\$ | YTD<br>High<br>\$ | YTD<br>Low<br>\$ | Symbol       |
|-----------------------|-----------------------|-------------------|------------------|--------------|
| <b>Company</b>        |                       |                   |                  |              |
| Campbell Soup Company | 26                    | 40.85             | 25.52            | CPB-N (US\$) |
| Coca-Cola             | 44.89                 | 61.84             | 37.44            | KO-N (US\$)  |
| Colgate Palmolive     | 59.44                 | 80.49             | 54.36            | CL-N (US\$)  |
| Corby Distilleries    | 16.09                 | 23.39             | 13.16            | CDLA-T       |
| General Mills         | 50.71                 | 72.01             | 46.37            | GIS-N (US\$) |
| George Weston Ltd.    | 56.1                  | 67.43             | 41.83            | WN-T         |
| Heinz                 | 33.91                 | 53                | 30.51            | HNZ-N (US\$) |
| Johnson & Johnson     | 51.3                  | 72.76             | 46.25            | JNJ-N (US\$) |
| Kellogg               | 39.44                 | 58.51             | 35.64            | K-N (US\$)   |
| Molson Coors Canada   | 43.99                 | 60.32             | 40.25            | TPX.B-T      |
| Nike                  | 53.29                 | 70.28             | 38.24            | NKE-N (US\$) |
| Pepsico Inc.          | 52.02                 | 75.25             | 43.78            | PEP-N (US\$) |
| Procter & Gamble      | 48.89                 | 73.57             | 43.93            | PG-N (US\$)  |
| Revlon                | 2.692                 | 14.85             | 2.3              | REV-N (US\$) |
| Saputo Inc.           | 21.15                 | 29.85             | 18.38            | SAP-T        |
| Unilever PLC          | 19.209                | 34.73             | 16.95            | UL-N (US\$)  |

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## **FINANCIAL SERVICES**

*Courtesy of Mandrake*

### Appointments

- Brent Barrie to Seamark Asset Management as Chief Executive Officer
- Richard Beeny to RSM Richter as Principal, Enterprise Group
- Peter Horan promoted to President and Chief Executive Officer at De Lage Landen Financial Services Canada
- Michael Sabia to Caisse de dépôt et placement du Québec as President and Chief Executive Officer
- David Sieradzki to RSM Richter as Principal, Vice President, Corporate Restructuring
- Bill Slattery promoted to Director of Securities at The Nova Scotia Securities Commission
- Jeffrey Tannenbaum to RSM Richter as Partner, Audit & Finance

## Stock activity

*Courtesy of Mandrake*

|                              | Latest<br>Price<br>\$ | YTD<br>High<br>\$ | YTD<br>Low<br>\$ | Symbol       |
|------------------------------|-----------------------|-------------------|------------------|--------------|
| <b>Company</b>               |                       |                   |                  |              |
| AIC Diversified Canada Split | 12.4                  | 30                | 8.5              | ADC-T        |
| American Express             | 18.84                 | 52.63             | 9.71             | AXP-N (US\$) |
| Bank of Montreal             | 35.99                 | 52.31             | 24.05            | BMO-T        |
| Bank of Nova Scotia          | 32.4                  | 52.51             | 23.99            | BNS-T        |
| CI Financial                 | 14.5                  | 24.89             | 10.6             | CIX-T        |
| CIBC                         | 50.02                 | 78.48             | 36.51            | CM-T         |
| IGM Financial                | 35.59                 | 48.43             | 24.2             | IGM-T        |
| Manulife Financial           | 15.09                 | 39.8              | 6.94             | MFC-N (US\$) |
| National Bank of Canada      | 42.44                 | 55.39             | 24.25            | NA-T         |
| Royal Bank of Canada         | 39.55                 | 51.5              | 25.52            | RY-T         |
| Sun Life Financial Inc.      | 21.8                  | 49.91             | 11.52            | SLF-N (US\$) |
| TD Bank                      | 46.53                 | 72.11             | 32.37            | TD-T         |

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## INTERNET SERVICES

*Courtesy of Mandrake*

### Appointments

- Rogert DePodesta to White Digital Media Group as Director of Advertising
- Louise Clements to Facebook.com as Head of Sales

### Stock activity

*Courtesy of Mandrake*

|                      | Latest<br>Price<br>\$ | YTD<br>High<br>\$ | YTD<br>Low<br>\$ | Symbol        |
|----------------------|-----------------------|-------------------|------------------|---------------|
| <b>Company</b>       |                       |                   |                  |               |
| Amazon.com           | 79.87                 | 91.75             | 34.68            | AMZN-Q (US\$) |
| eBay                 | 14.93                 | 32.67             | 9.91             | EBAY-Q (US\$) |
| Entrust              | 1.64                  | 3.41              | 0.98             | ENTU-Q (US\$) |
| ETrade Financial     | 1.37                  | 4.5               | 0.59             | ETFC-Q (US\$) |
| Expedia              | 10.35                 | 25.5              | 6                | EXPE-Q (US\$) |
| IAC/InterActiveCorp. | 16.5                  | 24.16             | 13.23            | IACI-Q (US\$) |
| Intuit Inc.          | 26.59                 | 32                | 20.183           | INTU-Q (US\$) |
| Novell               | 3.74                  | 7.1               | 2.49             | NOVL-Q (US\$) |
| priceline.com        | 90                    | 144.34            | 45.15            | PCLN-Q (US\$) |
| Red Hat              | 18.89                 | 24.84             | 7.5              | RHT-N (US\$)  |
| Yahoo!               | 13.43                 | 29.73             | 8.94             | YHOO-Q (US\$) |

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## MEDIA

*Courtesy of Mandrake*

### Appointments

- Steve Convery to Tattoo Sound + Music as Producer and Director
- Gillad Coppersmith promoted to Director of Digital and Emergin Media at Omnicom Media Group
- Kim Dougherty promoted to Director of National Broadcast Investments
- Alexandra Félix to the Toronto Argonauts as Vice President Marketing
- Drew Frohmann to Tattoo Sound + Music as Producer & Director
- Suzanne Morris promoted to Vice President and Chief Financial Officer at CBC/Radio-Canada
- Gerry Nott to Canwest Publishing as Editor-In-Chief at The Ottawa Citizen
- Sherry O'Neil to Astral Media Radio as Vice President and General Manager
- Gail Rivett to Astral Television Network as Vice President of Consumer Marketing
- Darren Spratt to Media Alternatives as Director of Sales, Out of Home Division
- Ron Suter promoted to Executive Vice President and General Manager at NBC Universal Television Distribution and Executive Vice President, Universal Studios Canada
- Myra Thompson to SavvyMom Media as Sales Director
- Dana Toering to Canwest Digital Media as Director Business Development
- Christian Trudeau to Transcontinental as President, Marketing Communications Sector

### Stock activity

*Courtesy of Mandrake*

|                               | Latest<br>Price<br>\$ | YTD<br>High<br>\$ | YTD<br>Low<br>\$ | Symbol       |
|-------------------------------|-----------------------|-------------------|------------------|--------------|
| <b>Company</b>                |                       |                   |                  |              |
| Astral Media                  | 27.31                 | 38                | 19.41            | ACM.A-T      |
| CanWest Global Communications | 0.32                  | 4.85              | 0.25             | CGS.A-T      |
| Corus Entertainment           | 14.61                 | 21.36             | 10.69            | CJR.B-T      |
| Magna Entertainment           | 0.3                   | 14.6              | 0.3              | MEC.A-T      |
| Rogers Communications         | 28.77                 | 50.5              | 27.72            | RCIA-T       |
| Shaw Communications           | 18.8                  | 24.2              | 17.37            | SJR.B-T      |
| Time Warner Inc.              | 22.17                 | 37.469            | 15.409           | TWX-N (US\$) |
| Torstar Corp.                 | 4.99                  | 17.72             | 3.93             | TS.B-T       |
| Transcontinental Inc.         | 7.3                   | 20.81             | 5.42             | TCLA-T       |
| TVA Group                     | 9.24                  | 17.1              | 4.81             | TVA.B-T      |

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## HEALTHCARE

*Courtesy of Mandrake*

### Appointments

- Kim Baker to Central LHIN as Acting Chief Executive Officer
- Susanne Bjerno to Guelph General Hospital as Vice President, Chief Financial Officer and Chief Information Officer
- Ida Goodreau to LifeLabs as President and Chief Executive Officer
- Dr. Robert Howard to St. Michael's Hospital as President and Chief Executive Officer
- Sue Matthews to Niagara Health System as Vice President Patient Services and Chief Nursing Executive
- Anne McFarlane to the Canadian Institute for Health Information as President and Chief Executive Officer
- Dr. David Ostrow to Vancouver Coastal Health as President and Chief Executive Officer (Vancouver, BC)
- Peter Szota to Grand River Community Health Centre as Executive Director
- Ann Trafford to Bridgepoint Health and St. Michael's Hospital as Vice President Information Management and

Chief Information Officer

- Susan Walsh to St. Elizabeth Healthcare as Regional Director, Toronto Central

- Pamela Winsor promoted to Director, Health Systems Strategies and Chief Marketing Officer at Medtronic of Canada

## Stock activity

*Courtesy of Mandrake*

|                      | Latest<br>Price<br>\$ | YTD<br>High<br>\$ | YTD<br>Low<br>\$ | Symbol       |
|----------------------|-----------------------|-------------------|------------------|--------------|
| <b>Company</b>       |                       |                   |                  |              |
| Abbott Labs          | 43.94                 | 60.78             | 42.62            | ABT-N (US\$) |
| Astrazeneca PLC      | 33.88                 | 49.85             | 29.96            | AZN-N (US\$) |
| Biovail              | 13.43                 | 15.38             | 7.84             | BVF-T        |
| Bristol Myers Squibb | 20.163                | 23.98             | 16               | BMY-N (US\$) |
| Eli Lilly & Co.      | 32.63                 | 52.92             | 27.21            | LLY-N (US\$) |
| GlaxoSmithKline PLC  | 29.63                 | 49.48             | 27.152           | GSK-N (US\$) |
| Merck & Company      | 26.24                 | 42.24             | 20.05            | MRK-N (US\$) |
| Novartis AG          | 36.94                 | 61.3              | 33.342           | NVS-N (US\$) |
| Novo-Nordisk         | 43.69                 | 73.73             | 41.9             | NVO-N (US\$) |
| Pfizer               | 13.53                 | 21.42             | 11.62            | PFE-N (US\$) |

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## **RETAIL**

*Courtesy of Mandrake*

### Appointments

- Duncan Dee to Air Canada as Chief Operating Officer
- Kelly Norgate to Loblaws Companies as Senior Director of Communications
- Calin Rovinescu to Air Canada as President and Chief Executive Officer
- Ron Wratschko promoted to Executive Vice President Operations at Cadillac Fairview Corporation

## Stock activity

*Courtesy of Mandrake*

|                           | Latest<br>Price<br>\$ | YTD<br>High<br>\$ | YTD<br>Low<br>\$ | Symbol        |
|---------------------------|-----------------------|-------------------|------------------|---------------|
| <b>Company</b>            |                       |                   |                  |               |
| Alimentation Couche-Tard  | 12.58                 | 16.7              | 10.32            | ATD.A-T       |
| Best Buy                  | 40.99                 | 48.99             | 16.42            | BBY-N (US\$)  |
| Canadian Tire Corporation | 55.01                 | 82.45             | 41               | CTC-T         |
| Le Chateau                | 9.2                   | 14.24             | 6.31             | CTU.A-T       |
| Danier Leather            | 3.5                   | 7.26              | 2.2              | DL-T          |
| Forzani Group             | 9.39                  | 18.99             | 6.56             | FGL-T         |
| Home Depot                | 25.88                 | 30.74             | 17.05            | HD-N (US\$)   |
| Indigo Books & Music      | 11.1                  | 17                | 10.51            | IDG-T         |
| McDonald's Corp.          | 56.69                 | 67                | 45.79            | MCD-N (US\$)  |
| Metro Inc.                | 38.1                  | 40                | 23.4             | MRU.A-T       |
| Jean Coutu Group (PJC)    | 8.2                   | 10.59             | 6.01             | PJC.A-T       |
| Reitmans (Canada)         | 8.99                  | 18.95             | 7.75             | RET-T         |
| Shoppers Drug Mart        | 43.09                 | 58.23             | 41.39            | SC-T          |
| Sears Canada              | 19.95                 | 25.39             | 15               | SCC-T         |
| Staples Inc.              | 21.04                 | 26.57             | 13.57            | SPLS-Q (US\$) |
| Wal-Mart                  | 50.62                 | 63.85             | 46.25            | WMT-N (US\$)  |

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## TECHNOLOGY

*Courtesy of Mandrake*

### Appointments

- Jean Brazeau promoted to Senior Vice President, Regulatory Affairs at Shaw Communications
- Melissa Clark to Globalive Wireless as Vice President Sales
- Bruce Cousins to Ballard Power Systems Inc. as Vice President and Chief Financial Officer
- Trevor English promoted to Vice President, Capital Markets at Shaw Communications
- Peter Farmer to Sony Ericsson Mobile Communications as Director of Marketing
- Raymond Ludwin to Rogers Communications as Director, Brand - Customer and Corporate Marketing Services
- Jay Mehr promoted to Group Vice President, Operations at Shaw Communications
- Nadir Mohamed promoted to Chief Executive Officer at Rogers Communications
- Ranji Persad to MajescoMastek as Senior Vice President, North America
- Joy Rychlik to Nokia Siemens as Country Manager for Canada
- Brad Shaw promoted to Senior Vice President, Operations at Shaw Communications
- Dennis Steiger promoted to Group Vice President, Engineering at Shaw Communications

### Stock activity

*Courtesy of Mandrake*

|                     | Latest<br>Price<br>\$ | YTD<br>High<br>\$ | YTD<br>Low<br>\$ | Symbol        |
|---------------------|-----------------------|-------------------|------------------|---------------|
| <b>Company</b>      |                       |                   |                  |               |
| 3Com Corp.          | 3.7                   | 3.71              | 1.43             | COMS-Q (US\$) |
| Apple               | 119.91                | 192.24            | 78.2             | AAPL-Q (US\$) |
| Dell Inc.           | 10.81                 | 26.04             | 7.84             | DELL-Q (US\$) |
| Hewlett-Packard Co. | 34.47                 | 49.97             | 25.39            | HPQ-N (US\$)  |
| IBM                 | 101.88                | 130.93            | 69.5             | IBM-N (US\$)  |
| Ingram Micro        | 13.2                  | 20.01             | 8.65             | IM-N (US\$)   |
| Intel               | 16.04                 | 25.29             | 12.05            | INTC-Q (US\$) |
| JDS Uniphase        | 4.3                   | 14.99             | 2.01             | JDSU-Q (US\$) |
| Microsoft           | 19.58                 | 32.1              | 14.87            | MSFT-Q (US\$) |
| Open Text           | 42.85                 | 44.6              | 27.01            | OTC-T         |
| Oracle Corp.        | 19.16                 | 23.62             | 13.8             | ORCL-Q (US\$) |
| QLogic              | 12.125                | 20.21             | 8.69             | QLGC-Q (US\$) |
| SAP AG              | 38.42                 | 59.42             | 29.31            | SAP-N (US\$)  |
| Sun Microsystems    | 6.65                  | 16.37             | 2.595            | JAVA-Q (US\$) |
| Xerox Corp.         | 5.4                   | 15.17             | 4.12             | XRX-N (US\$)  |

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## HUMAN RESOURCES

*Courtesy of Mandrake*

### Appointments

- Dr. Harsh Hundal to St. Joseph's Health Centre as Chief of Staff (Guelph, ON)
- Dr. Nancy Whitmore to St. Thomas Elgin General Hospital as Chief of Staff and Vice President Medical Affairs

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## NOT FOR PROFIT

*Courtesy of Mandrake*

### Appointments

- David Agnew to Seneca College as President
- Marc Desmarais to Sussex Strategy Group as Vice President Government Relations Practice
- John Ecker to Echo: Improving Women's Health in Ontario as Director, Public Affairs and Community Engagement
- Pamela Griffith-Jones to Greater Toronto Airports Authority as Vice President, Chief Marketing and Commercial Development Officer
- Victoria Littler to Royal Ontario Museum as Director of Communications and Events
- The Honourable David Peterson to University of Toronto as Chancellor
- Indira Samarasekera to University of Alberta as President
- Patricia Walker to ACCE International as Associate Director of Business Development

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