

# InterViews Online

provided by Mandrake

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## A Point of View Industry Review

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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

February  
2009

## 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.destiny.me.ca](http://www.destiny.me.ca).

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

## Industry Blood Drive

A Call For Arms by Troy Palmer of Bensimon Byrne

When my daughter Lily was born in the summer of 2007, she spent a week in the hospital with jaundice. Due to family history, we knew to look for something more. And unfortunately we found something more. Lily was diagnosed with Hereditary Spherocytosis, a blood disorder in which the red blood cells break down, resulting in anemia. We began taking Lily to Sick Kids Hospital, and after being alive for only a couple of months, Lily had her first blood transfusion. Since then, she's had nearly a dozen. It has been these blood transfusions that have kept her alive. And it's the many more she may need that will keep her alive until she's old enough to have her spleen removed. Her doctor and the staff at Sick Kids have been nothing short of amazing, but without the blood for her transfusions, they would have no way of helping her.

And Lily's not the only one. Every week at Sick Kids, we see dozens more who depend on the generosity of others who donate their blood. It's a difficult thing to think about, but without these blood transfusions and the people who donate, my wife Michelle and I wouldn't have our little girl.

This past autumn, the staff at Bensimon Byrne dedicated a day to donate in her honour. It was an overwhelming show of generosity that was made even more so when we began receiving media attention and calls from other agencies, production companies, music houses and freelancers who wanted to get involved.

Thus began the idea of an industry-wide blood drive challenge.

It's an idea that I am proud to say is now happening. It will be the week of

February 17-21. It commences the day after Family Day, which seems like an appropriate tie-in. To get yourself or your company involved, or for more information, please contact **Roop Sidhu** at **Canadian Blood Services**: [roop.sidhu@blood.ca](mailto:roop.sidhu@blood.ca) / (416) 313-4641

### **Marketing Hall of Legends**

The 5th Annual sold-out Marketing Hall of Legends Gala took place on **January 27, 2009** at the Four Seasons Hotel in Toronto. The gala was preceded by a one-of-a-kind panel titled "Leadership through Adversity" that was offered free of charge on the first come bases to up and coming marketers in the GTA. We thank our prestigious panelists for their pro bono participation and insights. Stay tuned until our next month's newsletter when we will share with you an online link to the video of the panel and the gala evening itself.

Marketing legends honoured at the 2009 gala:

**Visionary: Clive Beddoe**, WestJet

**Enabler: Terry O'Reilly**, Pirate Radio

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

**Mentor: Allan Kazmer**, Freelance Writer

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 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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## 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)  
[nlebeau@mandrake.ca](mailto:nlebeau@mandrake.ca)

### **SHOULD YOU TAKE THE FIRST JOB YOU'RE OFFERED?**

by Tara Weiss for Forbes.com

There are often many good reasons not to, even now.

When have you been out of work so long that you should take the first job you're offered, even if it's mediocre? Probably never.

Still, it's something many job seekers consider as their bank accounts dwindle and the rejection letters pile up. What should you do? To begin with, try not to get yourself into this fix. Resist the urge to apply for just any job that's even remotely related to your field. If you take one that doesn't fit in with your career plans, you may find it hard to rejoin your intended specialty once the downturn passes.

Click here for the complete article.

[www.forbes.com/2009/01/20/jobs-offered-decision-leadership-careers-cx\\_tw\\_0120basics.html](http://www.forbes.com/2009/01/20/jobs-offered-decision-leadership-careers-cx_tw_0120basics.html)

### **ARE YOU BAILOUT, BANKRUPT, GREAT DEPRESSION - OR REINVENTING YOURSELF?**

by Julie Sue Auslander for Fast Company

Not everybody was depressed in the Great Depression. There will be victors and thrivers from our own rough economic times. What are you doing to make sure you are one of them?

Are you waiting to be bailed out of your life, your job, your family? Whom do you expect to swoop down and make the changes that need to be made? What changes are required in your work/life to create the balance you need to live a fuller, more satisfying existence? Are there warning signs you should be heeding? Are they signaling changes you need to make so you don't end up hoping for a bailout that you are never going to get?

Are you running a bankrupt business and work/life? Are you overspending both financially and emotionally?

Click here to access the complete article.

[www.fastcompany.com/blog/julie-sue-auslander/company-you-keep/are-you-bailout-bankrupt-great-depression-or-reinventing-y](http://www.fastcompany.com/blog/julie-sue-auslander/company-you-keep/are-you-bailout-bankrupt-great-depression-or-reinventing-y).

## CHOOSE THE RIGHT COMPANY

by Monster.com

There's a vast range of potential employers out there, from small start-ups to the biggest multinationals. Which type best suits you is for you to decide, based on your personality, your likes and dislikes and, of course, your experience. If you're unsure, take the time to do as much research as you can.

Get on your favourite search engine and check out terms like 'Fortune 100' for the big boys, 'best employers' for lists of companies with the top working conditions, or specialist terms that apply to you like 'single mother' or 'multi-lingual employees'. Use your imagination and don't forget to ask around for ideas on companies they either work for or with to see if they can think of any that might suit you.

There are three main types of businesses that you can work for in the private sector, each with it's own pros and cons.

Click here for the breakdown of type of employers you may be considering and pros and cons in working for them.

[content.monster.ca/section2000.asp](http://content.monster.ca/section2000.asp).

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

- Dora Alexander to Outdoor Broadcast Network as Director Business Development
- Pete Breton promoted to Co-Chief Creative Officer at Cossette Communications Group
- Andrew Bruce promoted to President and Chief Operating Officer at Publicis Canada
- Duncan Bruce promoted to Managing Partner, Executive Vice President and Creative Director of Publicis Toronto
- Brent Choi to Cundari as Chief Creative Officer
- Bryan Collins to Cossette West as Co-Creative Director (Vancouver, BC)
- Scott Courture to MacLaren as Group Creative Director
- Dave Douglass promoted to Co-Chief Creative Officer at Cossette Communications Group
- Gayle Duncan to Maritz Canada as Vice President, Marketing
- Ron Guirguis promoted to Managing Director of National Public Affairs at Fleishman-Hillard Canada
- Stefan Hawes to TBWA\Vancouver as Director Client Services
- Craig Jenkins to Spider Marketing Solutions Inc. as Creative Director
- Dave Kingston to AdFarm as Media Planning and Buying lead
- Ken Lee to Tag Advertising as Vice President and Creative Director (Calgary, AB)
- Catherine Mazzocato to Jan Kelley Marketing as Director, Direct Response (Burlington, ON)
- Omar Mosron to Zync as Senior Designer
- Steve Mykolyn promoted to Chief Creative Officer at TAXI
- Jeff Pontes to Fuse Marketing as Director Digital Strategy
- Monte Solberg to Fleishman-Hillard Canada as Senior Advisor (Calgary, AB)
- Rob Sweetman to Cossette West as Co-Creative Director (Vancouver, BC)
- Jeannie Tsang promoted to Senior Consultant at Media Profile

### Stock activity

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
Envoy Capital Group	1.65	3.14	1.1	ECG-T
Interpublic Group of Cos.	3.47	10.47	2.57	IPG-N (US\$)
Cossette Communication Group	4.5	10.49	3.75	KOS-T
MDC Partners	4	9.25	2.25	MDZ.A-T
Omnicom Group	27.63	50.16	22.02	OMC-N (US\$)
Pareto Corp.	0.65	1	0.4	PTO-T
WPP plc	29.89	63.57	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

- Dean Johnson to Sodexo Canada as President

### Stock activity

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
Campbell Soup Company	30.6	40.85	27.35	CPB-N (US\$)
Coca-Cola	43.45	61.9	40.29	KO-N (US\$)
Colgate Palmolive	65.2	80.49	54.36	CL-N (US\$)
Corby Distilleries	14.8	25.24	14.5	CDL.A-T
General Mills	58.702	72.01	53.58	GIS-N (US\$)
George Weston Ltd.	63.6	67.43	41.83	WN-T
Heinz	37.01	53	34.52	HNZ-N (US\$)
Johnson & Johnson	58.392	72.76	52.06	JNJ-N (US\$)
Kellogg	43.14	58.51	40.32	K-N (US\$)
Molson Coors Canada	49.83	60.32	41	TPX.B-T
Nike	48.25	70.6	42.68	NKE-N (US\$)
Pepsico Inc.	52.93	75.25	43.78	PEP-N (US\$)
Procter & Gamble	54.008	73.57	52.13	PG-N (US\$)
Revlon	4.79	14.85	4.43	REV-N (US\$)
Saputo Inc.	20.74	29.85	18.38	SAP-T
Unilever PLC	20.51	34.89	19.958	UL-N (US\$)

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## FINANCIAL SERVICES

*Courtesy of Mandrake*

### Appointments

- Donald Anderson to Firstbrook Cassie & Anderson Limited as Director and Treasurer
- Sean Anderson to Firstbrook Cassie & Anderson Limited as Vice President
- Tom Atkinson to The Ontario Securities Commission as Director of Enforcement
- Ryan Beechinor to Grosvenor as Chief Development Officer (Vancouver, BC)
- Andrew Doman to Russell Investments as Chief Executive Officer
- Jacques Dufresne to BFL Canada as Executive Vice President, Eastern Region
- Stephen Foote to UBS Global Asset Management as Executive Director, Institutional Business Development
- Janice Fukakusa promoted to Chief Financial Officer and Chief Administrative Officer at RBC
- Cameron Fowler to BMO Financial Group as Executive Vice President, Head of the Office of Strategic Management and Corporate Marketing
- Dan Houle promoted to Vice President, Investment Operations at Ontario Teacher's Pension Plan
- Pierre Matuszewski promoted to Chief Executive Officer at Société Générale Canada
- George Mavroudis to Guardian Capital Group Ltd. as President
- Andrew Osbourne to Firstbrook Cassie & Anderson Limited as President
- James Patillo promoted to Senior Vice President and General Manager at Grosvenor (Vancouver, BC)
- Marvin Romanow promoted to President and Chief Executive Officer at Nexen Inc.
- Brenda Rose to Firstbrook Cassie & Anderson Limited as Vice President
- Jeffrey Smith to Firstbrook Cassie & Anderson Limited as Director and Senior Vice President
- Jordan Solway to Munich Reinsurance Company of Canada as Vice President, Claims and General Counsel
- Colin Temple promoted to Vice President and General Manager, Merchant Services Canada at Amex Bank of Canada
- Bill Thomas promoted to Chief Executive Officer and Senior Partner at KPMG
- John van Bilsen to Firstbrook Cassie & Anderson Limited as Chairman
- Damon Williams promoted to President at Phillips, Hager & North
- Nicholas Zelenczuk to CPP Investment Board as Senior Vice President and Chief Financial Officer

### Stock activity

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
AIC Diversified Canada Split	11.01	30	10.02	ADC-T
American Express	17.97	52.63	14.72	AXP-N (US\$)
Bank of Montreal	32.19	58.15	28.89	BMO-T
Bank of Nova Scotia	30.95	52.51	27.35	BNS-T
CI Financial	13.87	24.89	11.49	CIX-T
CIBC	47.6	78.48	39.52	CM-T
IGM Financial	32.49	48.43	28.27	IGM-T
Manulife Financial	16.8	40.35	12.7	MFC-N (US\$)
National Bank of Canada	35.94	55.39	24.25	NA-T
Royal Bank of Canada	31.94	51.54	28.05	RY-T
Sun Life Financial Inc.	20.2	50.35	15.076	SLF-N (US\$)
TD Bank	40.07	72.11	37.78	TD-T

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## INTERNET SERVICES

*Courtesy of Mandrake*

### Appointments

- Gina Cothey to Yahoo Canada as Director of Network Optimization
- Sara Moore to Yahoo Canada as Director of Marketing
- Christian Quenneville to Nurun as Vice President, Director Strategy (Montreal, PQ)

### Stock activity

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
Amazon.com	65.88	91.75	34.68	AMZN-Q (US\$)
eBay	13.643	33.47	10.91	EBAY-Q (US\$)
Entrust	1.64	3.41	0.98	ENTU-Q (US\$)
ETrade Financial	1.19	5.46	0.79	ETFC-Q (US\$)
Expedia	9.89	26.04	6	EXPE-Q (US\$)
IAC/InterActiveCorp.	14.598	25.34	13.27	IACI-Q (US\$)
Intuit Inc.	24.38	32	20.183	INTU-Q (US\$)
Novell	3.67	7.59	2.49	NOVL-Q (US\$)
priceline.com	73.72	144.34	45.15	PCLN-Q (US\$)
Red Hat	15.8	24.84	7.5	RHT-N (US\$)
Yahoo!	13.57	30.25	8.94	YHOO-Q (US\$)

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## MEDIA

*Courtesy of Mandrake*

### Appointments

- Ed Anderson to True Media Canada as Associate Media Director (Calgary, AB)

- Isabelle Dessureault promoted to Vice President, Public Affairs for Quebecor Media
- Eric Fournier promoted to General Manager of VOX at Quebecor Media
- Claude Galipeau to Rogers Media as Senior Vice President, Digital Media
- Marc Labelle to Quebecor Media as General Manager, Corporate Communications for Vidéotron
- Sylvain Morissette to Transcontinental as Vice President, Corporate Communications (Montreal, PQ)
- Gino Plevano to Canwest as Director, Search Strategy
- Brian Reid promoted to President, Printing Sector at Transcontinental Inc.
- Michel Tardif promoted to Vice President of Sales & Marketing at Branchez-Vous (Montreal, PQ)

## Stock activity

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
Astral Media	26.77	42.9	19.41	ACM.A-T
CanWest Global Communications	0.59	6.04	0.4	CGS.A-T
Corus Entertainment	13.93	23.98	10.69	CJR.B-T
Magna Entertainment	0.7	20	0.67	MEC.A-T
Rogers Communications	37.5	50.5	32	RCI.A-T
Shaw Communications	20.72	24.2	17	SJR.B-T
Time Warner Inc.	9.57	16.9	7	TWX-N (US\$)
Torstar Corp.	7.82	18.5	6.69	TS.B-T
Transcontinental Inc.	9.06	20.81	7.06	TCL.A-T
TVA Group	5.9	17.1	4.81	TVA.B-T

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## **HEALTHCARE**

*Courtesy of Mandrake*

### Appointments

- Dr. Paula Rochon to Women's College Hospital as Vice President, Research
- Nancy Fletcher to The Scarborough General Hospital as Interim Chief Nurse
- Donald Sanderson to West Parry Sound Health Centre and Lakeland Long-Term Care as Chief Executive Officer
- Ida Goodreau to LifeLabs as President and Chief Executive Officer
- Leslee Thompson to Kingston General Hospital as President and Chief Executive Officer
- Dr. Brian Schwartz to the Agency for Health Protection and Promotion as Director of Emergency Management Support

## Stock activity

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
Abbott Labs	57.01	60.78	45.75	ABT-N (US\$)
Astrazeneca PLC	38.21	49.85	32.58	AZN-N (US\$)
Biovail	14.05	14.53	7.84	BVF-T
Bristol Myers Squibb	23.24	24.07	16	BMV-N (US\$)
Eli Lilly & Co.	38.25	53.4	28.62	LLY-N (US\$)
GlaxoSmithKline PLC	36.958	49.48	31.02	GSK-N (US\$)
Merck & Company	30.41	48.23	22.82	MRK-N (US\$)
Novartis AG	41.72	61.3	40.67	NVS-N (US\$)
Novo-Nordisk	52.975	73.73	41.9	NVO-N (US\$)
Pfizer	14.97	23.55	14.26	PFE-N (US\$)

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## **RETAIL**

*Courtesy of Mandrake*

### **Appointments**

- Nicholas Lopez to Cara Operations as Director of Marketing

### **Stock activity**

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
Alimentation Couche-Tard	13.89	18.3	10.32	ATD.A-T
Best Buy	29.79	48.5	16.42	BBY-N (US\$)
Canadian Tire Corporation	52.46	101.5	41	CTC-T
Danier Leather	3.5	8.5	2.2	DL-T
Forzani Group	9.69	18.99	6.56	FGL-T
Home Depot	23.26	30.74	17.05	HD-N (US\$)
Indigo Books & Music	11.58	17	11	IDG-T
Jean Coutu Group (PJC)	8.48	11.58	6.01	PJC.A-T
Le Chateau	8.15	14.24	6.31	CTU.A-T
McDonald's Corp.	58.88	67	45.79	MCD-N (US\$)
Metro Inc.	38.1	39.9	21	MRU.A-T
Reitmans (Canada)	9.25	19	8.05	RET-T
Sears Canada	20.84	25.39	15	SCC-T
Shoppers Drug Mart	43.48	58.23	41.39	SC-T
Staples Inc.	16.75	26.57	13.57	SPLS-Q (US\$)
Wal-Mart	49.57	63.85	46.25	WMT-N (US\$)

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## TECHNOLOGY

*Courtesy of Mandrake*

### Appointments

- Melissa Clark to Globalive Wireless as Vice President, Sales
- Will Novosedlik to Globalive as VP, Branding and Communications Strategy
- Dean Prevost promoted to President, Enterprise Solutions at MTS Allstream
- Chris Robbins to Globalive as Chief Commercial Officer
- Ante Rupcic to Active Control Technology as Vice President Operations

### Stock activity

*Courtesy of Mandrake*

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
<b>Company</b>				
3Com Corp.	2.52	4.23	1.43	COMS-Q (US\$)
Apple	98.81	192.24	78.2	AAPL-Q (US\$)
Dell Inc.	9.44	26.04	8.72	DELL-Q (US\$)
Hewlett-Packard Co.	35.94	49.97	28.23	HPQ-N (US\$)
IBM	94.06	130.93	69.5	IBM-N (US\$)
Ingram Micro	12.97	20.01	8.65	IM-N (US\$)
Intel	14.605	25.29	12.06	INTC-Q (US\$)
JDS Uniphase	3.893	15.33	2.01	JDSU-Q (US\$)
Microsoft	19.73	32.1	16.75	MSFT-Q (US\$)
Open Text	44.4	44.2	27.01	OTC-T
Oracle Corp.	17.935	23.62	15.1	ORCL-Q (US\$)
QLogic	11.41	20.21	8.69	QLGC-Q (US\$)
SAP AG	37.94	59.42	29.31	SAP-N (US\$)
Sun Microsystems	5.61	18.03	2.595	JAVA-Q (US\$)
Xerox Corp.	7.023	16	4.83	XRX-N (US\$)

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## HUMAN RESOURCES

*Courtesy of Mandrake*

### Appointments

- Dr. Nancy Whitmore to St. Thomas Elgin General Hospital as Chief of Staff and Vice President
- John Ruetz to Bridgepoint Health as Vice President, People Services and Organizational Effectiveness

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## NOT FOR PROFIT

*Courtesy of Mandrake*

### Appointments

- Glenn Brimacombe to the Canadian Academic Healthcare Organization as President and Chief Executive Officer
- Luc Granger to Out-of-Home Marketing Association as Marketing & Communications Director for Quebec
- John Rafferty to CNIB as President and Chief Executive Officer
- Daniel Robert Woolf to Queen's University as Principal and Vice Chancellor

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