

InterViews Online

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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.*



January 2009

Marketing Hall of Legends Gala: Tickets to Sell Out Soon

The 5th Annual Marketing Hall of Legends Gala is nearly sold out. To reserve tickets for the annual this event taking place on **January 27, 2009** at the Four Seasons Hotel in Toronto, contact cosic@mandrake.ca or call 416.922.5400 x 255.

When you purchase tickets to this year's anniversary gala, you will receive two free admissions to our gala's 'pre-event' titled "Leadership through Adversity". This panel discussion and Q&A session is led by previous years' inductees and is taking place same date and location as our gala, two hours prior to it. This is a great opportunity for you to treat two up and comers in your organization to front row seats and access to Canada's leading minds and trend-setters in marketing and advertising. Email Dijana for details: cosic@mandrake.ca

The marketing legends being honoured at the 2009 gala are:

Visionary:

- **Clive Beddoe**, WestJet

Enabler:

- **Terry O'Reilly**, Pirate Radio

Builders:

- **Kathleen (Kate) Taylor**, Four Seasons Hotels and Resorts
- **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 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

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:

Cindy Fruitman - fruitman@nexcareer.com or call 416-972-6843 x 823

Visit our website at www.destinyme.ca.

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

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

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.

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.

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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

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CREATING A POSITIVE PROFESSIONAL IMAGE

by Mallory Stark for Harvard Business School Working Knowledge

As HBS professor Laura Morgan Roberts sees it, if you aren't managing your own professional image, others are.

"People are constantly observing your behavior and forming theories about your competence, character, and commitment, which are rapidly disseminated throughout your workplace," she says. "It is only wise to add your voice in framing others' theories about who you are and what you can accomplish."

For the complete article and tips on how to create your professional image, click here:
<http://hbswk.hbs.edu/item/4860.html>

LEADUBG IDEAS: SHOW UP AND DELIVER YOUR BEST EVERYDAY

by Doug Sundheim for FastCompany.com

It is easy to slip into a state of lethargy when economy is slow and work load is light. This condition spreads quickly throughout the organization and it is often tolerated, understood and even repeated by some leaders. This condition can and should be avoided as it will inspire, lead others into increased productivity and improve business as a whole.

What you do today lays the foundation for what you do tomorrow, next week, next year, and the rest of your life. It's not an issue of results. It's an issue of momentum. When you believe you can have a positive impact, others believe it too. Everyone's inspired to action. And you build momentum. When you vacillate in that belief, others vacillate too. Action starts and stops. Momentum never comes. And you get resignation and exhaustion instead. In this way, delivering your best is not something you can turn off and on depending on circumstances. It must be a daily habit. It must be a manner of traveling.

Click here for the complete article and advice on how not to let a slow-down slow you down.
www.fastcompany.com/blog/doug-sundheim/leading-ideas/leading-ideas-show-and-deliver-your-best-everyday.

REINVENTING YOURSELF: THE ULTIMATE BALANCING ACT

By Helen Jonsen for Forbes.com

Meet successful people who have relaunched their lives because of a challenging change in fortune.

With hundreds of thousands being laid off across America, people in all walks of life are struggling to figure out what to do next. How will they pay the mortgage and feed the family? How will they get the personal fulfillment that comes only from being gainfully employed?

At such a tough time, it can only help to look at the lives and choices of people who have been there before, who have reinvented themselves in the face of personal life crises. Here are three of them. They discuss their work on Forbes.com video.

Please here for the link to the article and video.

www.forbes.com/leadership/careers/2008/12/30/reinvent-job-career-leadership-careers-cx_hj_1230ultimate.html.

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.

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

- Ed Anderson promoted to Associate Media Director at True Media Canada (Calgary, AB)
- Stuart Ballantyne to Vision Co. as Project Director
- David Bowden to Consumer Impact Marketing as President
- Ian Brodie to Hill & Knowlton as Senior Counsellor, Public Affairs (Ottawa, ON)
- David Collette to Hill & Knowlton as Senior Counsellor (Ottawa, ON)
- Jacquelyn Corbett Cyr promoted to Chief Executive Officer at Espresso
- Joanne de Visser to Vortex Mobile as Vice President, Client Services
- Bernard Gauthier promoted to Chief Executive Officer at Delta Media (Ottawa, ON)
- Vas Geulopoulos to Consumer Impact Marketing as Art Director, Launch division
- Cameron Hawkins to Vision Co. as Chief Operating Officer
- Bryan Kane promoted to Vice President, Managing Partner at Publicis Modem
- Michelle Laberge to MS&L as Vice President, Consumer Practice
- Zoryana Loboyko promoted to Vice President, Director Client Services at PHD
- Mac MacDonald to Publicis Canada as Vice President, Brand Director
- Paul Parolin to The Hive Strategic Marketing as Art Director
- Jeff Pontes to Fuse Marketing Group as Digital Strategy Director
- Chip Reingold to Blast Radius as Global Chief Creative Officer
- Michelle Spivak to The Hive Strategic Marketing as Copywriter

Stock activity

Courtesy of Mandrake

Company	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Cossette Communication Group	4.71	11.5	3.75	KOS-T
Envoy Capital Group	1.65	3.14	1.1	ECG-T
Interpublic Group of Cos.	4.08	10.47	2.57	IPG-N (US\$)
MDC Partners	3.68	9.71	2.25	MDZA-T
Omnicom Group	27.44	50.16	22.02	OMC-N (US\$)
Pareto Corp.	0.5	1	0.4	PTO-T
WPP plc	30.68	63.57	22.35	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

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Campbell Soup Company	29.02	40.85	27.35	CPB-N (US\$)
Coca-Cola	44.61	65.59	40.29	KO-N (US\$)
Colgate Palmolive	65.17	81.98	54.36	CL-N (US\$)
Corby Distilleries	15.5	25.4	14.5	CDLA-T
General Mills	58.16	72.01	51	GIS-N (US\$)
George Weston Ltd.	58.01	64.45	41.83	WN-T
Heinz	36.34	53	35.26	HNZ-N (US\$)
Johnson & Johnson	58.84	72.76	52.06	JNJ-N (US\$)
Kellogg	43.69	58.51	40.32	K-N (US\$)
Molson Coors Canada	51.89	60.32	41	TPX.B-T
Nike	50.54	70.6	42.68	NKE-N (US\$)
Pepsico Inc.	52.68	79.79	49.74	PEP-N (US\$)
Procter & Gamble	60.22	73.81	54.92	PG-N (US\$)
Revlon	6.57	14.85	5.65	REV-N (US\$)
Saputo Inc.	19.96	30.7	19.23	SAP-T
Unilever PLC	23.55	38.02	20.22	UL-N (US\$)

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Jonathan Hausman promoted to Vice President, Alternative Investments and Emerging Markets at Ontario Teachers' Pension Plan
- Gordon Kerr to Arch Insurance Group as Chief Executive Officer and Chief Agent
- Leslie Lefebvre promoted to Vice President, Global Active Equities at Ontario Teachers' Pension Plan
- Neil Matheson promoted to Senior Vice President, Investment Strategy at Standard Life Investments Inc.
- Neil Petroff promoted to Executive Vice President, Investments at Ontario Teachers' Pension Plan
- John Toffoletto to The Consumers' Waterheater Income Fund as Senior Vice President, General Counsel and Corporate Secretary

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
AIC Diversified Canada Split	13	30	10.02	ADC-T
American Express	19.69	52.63	16.55	AXP-N (US\$)
Bank of Montreal	33.81	58.78	28.89	BMO-T
Bank of Nova Scotia	33.29	52.51	28.61	BNS-T
CI Financial	16.05	27.2	11.49	CIX-T
CIBC	53.42	78.48	39.52	CM-T
IGM Financial	34.18	48.43	28.27	IGM-T
Manulife Financial	19.63	40.35	12.7	MFC-N (US\$)
National Bank of Canada	34.39	55.39	24.25	NA-T
Royal Bank of Canada	37.36	51.76	32.9	RY-T
Sun Life Financial Inc.	23.82	53.27	15.076	SLF-N (US\$)
TD Bank	46.49	72.11	38.33	TD-T

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Richard Cantin to Everus Communications Inc. as President & Chief Executive Officer (Waterloo, ON)
- Brad Furtney to Sympatico/MSN as Director and Vice President of Sales for Ontario
- Craig Rennick to Sympatico/MSN as Strategic Alliance Head

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Amazon.com	54.87	91.83	34.68	AMZN-Q (US\$)
eBay	14.128	33.47	10.91	EBAY-Q (US\$)
Entrust	1.56	3.41	0.98	ENTU-Q (US\$)
ETrade Financial	1.33	5.48	0.79	ETFC-Q (US\$)
Expedia	9	29.75	6	EXPE-Q (US\$)
IAC/InterActiveCorp.	15.06	26.64	13.27	IACI-Q (US\$)
Intuit Inc.	24.62	32	20.183	INTU-Q (US\$)
Novell	3.96	7.59	2.49	NOVL-Q (US\$)
priceline.com	75.01	144.34	45.15	PCLN-Q (US\$)
Red Hat	14.43	24.84	7.5	RHT-N (US\$)
Yahoo!	13.22	30.25	8.94	YHOO-Q (US\$)

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MEDIA

Courtesy of Mandrake

Appointments

- Al Kingdon to Jazz FM 91 as Director of Sales and Marketing (Toronto, ON)
- Claire Tansey to Canadian House & Home magazine as Food Editor
- John Tsirlis promoted to Vice President of Sales at Cineplex Media

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Astral Media	22.24	45.4	19.41	ACM.A-T
CanWest Global Communications	0.89	7.02	0.4	CGS.A-T
Corus Entertainment	13.36	23.98	10.69	CJR.B-T
Magna Entertainment	0.9	20.8	0.76	MEC.A-T
Rogers Communications	34.71	50.5	32	RCI.A-T
Shaw Communications	21.23	24.2	17	SJR.B-T
Time Warner Inc.	10.18	16.9	7	TWX-N (US\$)
Torstar Corp.	8.43	18.85	6.69	TS.B-T
Transcontinental Inc.	8.67	20.81	7.06	TCLA-T
TVA Group	5.6	17.1	4.81	TV.A-B-T

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Robert Mosher to TSO3 as Vice President Marketing (Quebec City, PQ)
- Jill Tettmann to North Simcoe Muskoka LHIN as Acting Chief Executive Officer

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Abbott Labs	51.59	61.09	45.75	ABT-N (US\$)
Astrazeneca PLC	41.39	49.85	32.58	AZN-N (US\$)
Biovail	12.98	14.53	7.84	BVF-T
Bristol Myers Squibb	22.48	27.37	16	BMY-N (US\$)
Eli Lilly & Co.	38.205	57.52	28.62	LLY-N (US\$)
GlaxoSmithKline PLC	38.8	54.64	31.02	GSK-N (US\$)
Merck & Company	28.55	61.18	22.82	MRK-N (US\$)
Novartis AG	47.79	61.3	41.8	NVS-N (US\$)
Novo-Nordisk	53.88	73.73	41.9	NVO-N (US\$)
Pfizer	17.7	24.24	14.26	PFE-N (US\$)

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RETAIL

Courtesy of Mandrake

Appointments

- Dennis Armbruster to LoyaltyOne as Managing Partner, LoyaltyOne Consulting
- Scott Bateman promoted to President and Chief Executive Officer at First Air
- Sean Finn to the Canadian National Railway Company as Executive Vice President, Corporate Services and Chief Legal Officer
- Andrew Mitchell to LoyaltyOne as Vice President, Business Development

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Alimentation Couche-Tard	13.51	18.3	10.32	ATD.A-T
Best Buy	28.31	49.65	16.42	BBY-N (US\$)
Canadian Tire Corporation	54.25	101.5	41	CTC-T
Danier Leather	2.2	10	2.2	DL-T
Forzani Group	8.3	18.99	6.56	FGL-T
Home Depot	23.83	31.08	17.05	HD-N (US\$)
Indigo Books & Music	11.95	17	11	IDG-T
Jean Coutu Group (PJC)	7.63	11.83	6.01	PJC.A-T
Le Chateau	7.7	14.4	6.31	CTU.A-T
McDonald's Corp.	59.92	67	45.79	MCD-N (US\$)
Metro Inc.	35.78	37.5	21	MRU.A-T
Reitmans (Canada)	9.7	19	8.05	RET-T
Sears Canada	18.09	25.39	15	SCC-T
Shoppers Drug Mart	43.66	58.23	41.39	SC-T
Staples Inc.	18.25	26.57	13.57	SPLS-Q (US\$)
Wal-Mart	51.7	63.85	45.24	WMT-N (US\$)

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- David Ibbetson promoted to Vice President, Air and Naval Systems at General Dynamics Canada
- Ross MacDonald promoted to Vice President, Veltronic Systems at General Dynamics Canada

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
3Com Corp.	2.44	4.41	1.43	COMS-Q (US\$)
Apple	90.56	192.24	79.14	AAPL-Q (US\$)
Dell Inc.	10.76	26.04	8.72	DELL-Q (US\$)
Hewlett-Packard Co.	37.315	49.97	28.23	HPQ-N (US\$)
IBM	84.5	130.93	69.5	IBM-N (US\$)
Ingram Micro	13.11	20.01	8.65	IM-N (US\$)
Intel	14.12	25.29	12.06	INTC-Q (US\$)
JDS Uniphase	4.77	15.33	2.01	JDSU-Q (US\$)
Microsoft	19.82	35	17.5	MSFT-Q (US\$)
Open Text	36.54	41.14	26.46	OTC-T
Oracle Corp.	17.33	23.62	15.1	ORCL-Q (US\$)
QLogic	13.01	20.21	8.69	QLGC-Q (US\$)
SAP AG	36.8	59.42	29.31	SAP-N (US\$)
Sun Microsystems	4.5	18.03	2.595	JAVA-Q (US\$)
Xerox Corp.	8.66	16	4.83	XRX-N (US\$)

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NOT FOR PROFIT

Courtesy of Mandrake

Appointments

- Peter Jarvis to Toronto CFA Society as Executive Director
- David Mitchell to Public Policy Forum as President and Chief Executive Officer
- Pierre Ouillet to University of British Columbia as Vice President, Finance, Resources and Operations
- Suzanne Raitt to Canadian Newspaper/Community Newspaper Association as Vice President, Innovation
- Paula Rochon to Women's College Hospital as Vice President, Research
- David Sylvester to King's University College as Principal

Stock activity

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