

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.*



July 2009

Stefan's Gobi run for NABS: \$38,000 raised for nabs to date!

Mandrake CEO, Stefan Danis, has returned from running 250K in the Gobi Desert to raise money for Nabs.

Despite infected feet and many blisters, Stefan won the 40-49 age category, was 1st Canadian, and placed 14th overall.

The journey was challenging and is chronicled in Stefan's **blog**, written daily following each race.

Thus far, \$38,000 has been raised for Nabs and Stefan is trying to get to magic \$50,000.

Pledges welcomed at www.gobi4nabs.com

Stefan began with a goal to raise \$25,000 and in return he has offered NEXCareer vouchers (career transition and coaching services) to all who pledged him. His effort seems to have resonated with the community and \$38,000 has been raised so far. He is not stopping there. Danis hopes to raise \$50,000 by the time this summer is over.

If you can contribute, please consider it. You will get a tax receipt for all donations over \$50 and a NEXCareer service voucher for all donations of \$100 and up. www.gobi4nabs.com.

Marketing Hall of Legends 2010 – Complete list of inductees will be announced in July

The 2010 Independent Selection Panel composed of 20 judges has created a shortlist for each inductee category and a unique link has been sent to CMO, CEO level marketers in the country. Voting closed on June 30 and Marketing Hall of Legends' Co-chairs are currently outreaching to selected inductees with news of their selection. Formal announcement will happen on July 14, 2009 in Globe and Mail.

To reserve your tickets for January 26, 2010 Gala evening taking place in Toronto, please email Dijana at cosic@mandrake.ca. The Early Bird ticket price is \$425 per ticket. Early Bird offer ends on September 30.

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 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

17th annual Skate For Kids raises nearly \$25,000

On May 2nd, 10 corporate hockey teams laced up their skates and played along side former NHLers including: Wilf Paiement, Dan Daoust, Gary Leeman, Bill Derlago, Tim Trimper, Pat Graham, Shayne Corson, Steve Thomas, Dave Gardner, Mike Pelyk, Steve Thomas, Scott McLelland, Craig Mills, Tony Currie, Ken Strong and Lou Franceschetti.

The games were spirited, friendly and generally quite close in score. The smiles on the faces of the corporate (and NHL) players told the tale of a fun day of competition. Thanks to the following organizations for icing a team: Cundari ; Dufferin Concrete; First Title ; Gazzola Paving; Grip; Leo Burnett; National Post; Royal LePage West Realty; Strada Aggregates and Young & Rubicam . The event could not have been a success without the support of our sponsors: Adnews.com; National Post; Canada Bread; SportCheck; Danone; Maple Leaf Consumer Foods; Somerset Entertainment; Live clean; Clublink Corp.; Colliers Intl.; CSC Apparel; Energizer; Frank Micallef; Frito Lay; Insight Sports; Curtis Coffee, Molson Breweries; NHL; Octagon Marketing; Redbull; National Post; Subway Restaurants and Clockwork productions Inc. Proceeds go to National Advertising Benevolence Society and St Michael's College School Bursay program. Thanks to our great partners at NABS and St. Mike's for another successful year!

Founded in 1991 by Mandrake Partners Stephen Milic; Harold Perry and Stefan Danis, Skate For Kids has raised nearly \$700,000 for various Childrens' charities since its inception.

If you or someone you know would like to enter a team for 2010, please go to our web site www.skateforkids.com or contact Stephen Milic at 416-922-5600 x213 or milic@mandrake.ca.

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 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 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.

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A Point Of View

Welcome to InterViews Online!

InterViews Online is a service provided by Mandrake to assist you in augmenting and developing your own strategies for success in today's modern workplace.

A Point of View will alternate between delivering an opinion on effective career management, and featuring a

selection of articles we have chosen with relevant information.

We hope you enjoy this month's selection.

Sincerely,

Stéfan Danis
CEO and Chief Talent Officer
Mandrake
danis@mandrake.ca

Normand Lebeau, CRHA
Président & Gardien en chef de l'expérience Mandrake
Mandrake Groupe Conseil (Montréal)
nlebeau@mandrake.ca

HOW TO PROTECT YOUR ONLINE REPUTATION

By Amanda Berlin for forbes.com

The good, the bad, the ugly ... anything that's posted about you on the Web will likely come up in an online search or with a little digging. And that can mean trouble.

The Web is a viral breeding ground of rumour and scandal. Here's how to keep your own place on it untarnished.

Click here for tips on how to manage your online persona.
www.forbes.com/2009/07/01/online-reputation-protect-leadership-careers-networking.html

GLOW: THE NEW GREAT WORK EXPERIENCE

by Lynda Gratton for Ivey Business Journal

In times of recession and job uncertainty, it is crucial that each one of us is able prove our worth to our employer. It has never been more important to be energized, innovative and able to work effectively as a member of a team.

Inevitably, recessions lead to an overriding focus on a company's finance function, and often, budgets are cut in the more creative areas such as innovation, research and development, and marketing. However, while for organizations the focus may be on cost-cutting, this does not mean we should spend our time simply on focusing on making savings. I believe that this renewed focus on creating value leaves the door open for the adoption of new innovation practice and the learning of new habits and skills. These pressures and fissures within an organisation – while difficult at the time – can over time yield fresh ideas, engaging experiments and interesting adaptations.

Click here for the complete article.
www.iveybusinessjournal.com/article.asp?intArticle_ID=834.

WHEN BAD INTERVIEWS HAPPEN TO GOOD CANDIDATES

By Linda Matias for JobSeekersAdvice.com

Going through the motions of a bad interview is like peeling back the layers of an onion. Sally learned this lesson the hard way, hands-on during an interview that should have been a piece of cake. Sally applied for a position that fit her qualifications perfectly. When she received an invitation to interview, Sally believed she was a shoo-in for the job. Feeling confident, she approached the interview in a lax manner. She didn't prepare and prematurely celebrated an offer she was convinced would be extended.

Click here for the complete article that breaks down the interview process and necessary preparation.
www.jobseekersadvice.com/interview_advice/articles/bad_interviews.htm

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

- Lynda Brault to Wasabi Communications as Director Public Relations (Montreal, PQ)
- Lisa Chen-Wing to DDB Canada as Art Director (Vancouver, BC)
- Meredith Grove to Wunderman as Vice President, Group Account Director
- Marie Lamontagne promoted to Senior Vice President of Corporate Communications and Marketing (Quebec City, PQ)
- Dan Pawych to Allard Johnson as Executive Creative Director

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Cossette	3.5	6.79	2.78	KOS-T
Envoy Capital Group	2.33	2.6	1.1	ECG-T
Interpublic Group of Cos.	4.86	9.69	2.57	IPG-N (US\$)
MDC Partners	6.58	9	2.25	MDZ.A-T
Omnicom Group	31.18	45	20.09	OMC-N (US\$)
Pareto Corp.	0.75	0.9	0.4	PTO-T
WPP Plc	31.59	49.903	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

- Atul Gupta to CROSSMARK Canada as President and Chief Executive Officer
- Pina Sciarra to ConAgra Grocery Products as Vice President, Marketing

Stock activity

Courtesy of Mandrake

Company	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Campbell Soup Company	29.21	40.85	24.63	CPB-N (US\$)
Coca-Cola	48.88	55.84	37.44	KO-N (US\$)
Colgate Palmolive	72.08	80.49	54.36	CL-N (US\$)
Corby Distilleries	15.35	20.6	13.16	CDLA-T
General Mills	58.5	72.01	46.37	GIS-N (US\$)
George Weston Ltd.	57.56	67.43	41.83	WN-T
Heinz	35.8	53	30.51	HNZ-N (US\$)
Johnson & Johnson	55.98	72.76	46.25	JNJ-N (US\$)
Kellogg	46.82	58.51	35.64	K-N (US\$)
Molson Coors Canada	50	60	40.25	TPX.B-T
Nike	51.06	68	38.24	NKE-N (US\$)
Pepsico Inc.	56.35	75.25	43.78	PEP-N (US\$)
Procter & Gamble	51.11	73.57	43.93	PG-N (US\$)
Revlon	5.22	14.85	2.3	REV-N (US\$)
Saputo Inc.	24	28.91	18.38	SAP-T
Unilever PLC	23.62	30.21	16.95	UL-N (US\$)

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Ronald Alepian to TMX Group as Vice President of Marketing and Corporate Communications
- Ken Kember promoted to Senior Vice President, Finance and Chief Financial Officer at Export Development Canada
- Robert Kofman to RSM Richter as Co-Managing Partner
- Tasso Lagios to RSM Richter as Assurance and Tax Practice Leader
- Stephen Rosenhek to RSM Richter as Managing Partner
- Lee Sienna promoted to Vice President, Long Term Equities at Ontario Teachers' Pension Plan
- David Steinberg to RSM Richter as Co-Managing Partner
- Raj Vijh to CPP Investment Board as Vice President, Investment Finance

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
American Express	22.27	42.5	9.71	AXP-N (US\$)
Bank of Montreal	48.93	51.74	24.05	BMO-T
Bank of Nova Scotia	43.23	51.55	23.99	BNS-T
CI Financial	19.22	23.91	10.6	CIX-T
CIBC	58.07	66.82	36.51	CM-T
IGM Financial	41.7	46.4	24.2	IGM-T
Manulife Financial	17.09	38.44	6.94	MFC-N (US\$)
National Bank of Canada	53.09	55.77	24.25	NA-T
Royal Bank of Canada	47.72	51.5	25.52	RY-T
Sun Life Financial Inc.	26.31	44.54	11.52	SLF-N (US\$)
TD Bank	59.28	66.27	32.37	TD-T

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Michael Milardo to Noise Digital as Co-Creative Director (Vancouver, BC)

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Amazon.com	79.32	91.75	34.68	AMZN-Q (US\$)
eBay	16.34	29.13	9.91	EBAY-Q (US\$)
Entrust	1.8	2.95	0.98	ENTU-Q (US\$)
ETrade Financial	1.31	4.05	0.59	ETFC-Q (US\$)
Expedia	15	20.42	6	EXPE-Q (US\$)
IAC/InterActiveCorp.	16.08	19.59	13.23	IACI-Q (US\$)
Intuit Inc.	27.85	32	20.183	INTU-Q (US\$)
Novell	4.48	6.62	2.49	NOVL-Q (US\$)
priceline.com	110.07	119.33	45.15	PCLN-Q (US\$)
Red Hat	20.42	23.38	7.5	RHT-N (US\$)
Yahoo!	14.99	24.8	8.94	YHOO-Q (US\$)

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Services industry!

MEDIA

Courtesy of Mandrake

Appointments

- Kerry Mitchell promoted to Vice President Rogers Consumer Publishing and Publisher of Chatelaine and Flare magazines
- Ken White promoted to Vice President at Rogers Consumer Publishing and Publisher of Canadian Business, Profit and Money Sense magazines

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Astral Media	28.84	33.74	19.41	ACMA-T
CanWest Global Communications	0.225	3.39	0.19	CGS.A-T
Corus Entertainment	14.82	20.3	10.69	CJR.B-T
Magna Entertainment	0.3	11.4	0.3	MEC.A-T
Rogers Communications	31.92	45.2	27.72	RCI.A-T
Shaw Communications	19.28	24.2	17.37	SJR.B-T
Time Warner Inc.	24.21	37.469	15.409	TWX-N (US\$)
Torstar Corp.	5.2	15.73	3.93	TS.B-T
Transcontinental Inc.	8.59	16.75	5.42	TCL.A-T
TVA Group	8.65	14.89	4.81	TV.A-B-T

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Email Us and let us know what you think about our wrap up of stocks and appointments in the Media/Broadcasting/Publishing/Entertainment industries!

HEALTHCARE

Courtesy of Mandrake

Appointments

- Mike Conroy to Alberta Health Services as Executive Vice President of Corporate Services
- Patrick Dumelie to Covenant Health as President and Chief Executive Officer
- Jim Flett to Kingston General Hospital as Chief Operating Officer
- J'Neene Hauck to Kingston General Hospital as Chief Financial Officer
- Christian Pair to Center Hospitalier de L'Université de Montréal as Executive Director
- Bertha Paulse to Sudbury Regional Hospital as interim Chief Executive Officer
- Ron Sapsford to eHealth Ontario as acting President and Chief Executive Officer
- Maureen Solecki to Grey Bruce Health Services as President and Chief Executive Officer
- Nina Baluja to Boehringer Ingelheim as Medical Scientific Advisor

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Abbott Labs	46.28	60.78	41.27	ABT-N (US\$)
Astrazeneca PLC	43.21	49.85	29.96	AZN-N (US\$)
Biovail	15.2	15.9	7.84	BVF-T
Bristol Myers Squibb	19.77	23.98	16	BMY-N (US\$)
Eli Lilly & Co.	33.9	49.78	27.21	LLY-N (US\$)
GlaxoSmithKline PLC	34.85	49.48	27.152	GSK-N (US\$)
Merck & Company	27.01	38.9	20.05	MRK-N (US\$)
Novartis AG	40.12	61.3	33.342	NVS-N (US\$)
Novo-Nordisk	54.95	67.02	41.35	NVO-N (US\$)
Pfizer	14.48	20.13	11.62	PFE-N (US\$)

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RETAIL

Courtesy of Mandrake

Appointments

- Shawn Bloom to Scene/Cineplex as General Manager
- Ryan Brown to Golf Town as Vice President, Marketing
- Joe Fusco to Metro Inc. as Senior Vice President, Conventional Merchandising and Pharmacy Operations
- Marc Giroux to Metro Inc. as Vice President, Marketing
- Kate Williams to Indigo as Director Retail Planning

Stock activity

Courtesy of Mandrake

Company	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Alimentation Couche-Tard	14.19	16.7	10.32	ATD.A-T
Best Buy	32.08	48.99	16.42	BBY-N (US\$)
Canadian Tire Corporation	65	73.45	41	CTC-T
Danier Leather	4.5	6.2	2.2	DL-T
Forzani Group	13.89	15.49	6.56	FGL-T
Home Depot	22.81	30.74	17.05	HD-N (US\$)
Indigo Books & Music	13.5	17	10.51	IDG-T
Jean Coutu Group (PJC)	9.57	9.95	6.01	PJC.A-T
Le Chateau	12.11	14.24	6.31	CTU.A-T
McDonald's Corp.	57.45	67	45.79	MCD-N (US\$)
Metro Inc.	37.95	40	23.97	MRU.A-T
Reitmans (Canada)	13.29	16	7.75	RET-T
Sears Canada	20.09	25	15	SCC-T
Shoppers Drug Mart	49.39	56.9	41.39	SC-T
Staples Inc.	19.18	26.57	13.57	SPLS-Q (US\$)
Wal-Mart	47.79	63.85	46.25	WMT-N (US\$)

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Steve Baker promoted to Vice President, Operations at Shaw Communications
- Denise Caron promoted to Vice President, Technology Transformation at Shaw Communications
- François Coté promoted to Executive Vice President at TELUS
- Chris Kucharski promoted to Vice President, Operations at Shaw Communications
- Doug McEwen promoted to Vice President, Engineering and Telecommunications Systems at Shaw Communications
- Sean Miller to Motorola Canada as President
- Peter Taylor to Shaw Communications as Vice President, IT Services Management
- Luc Villeneuve to NCR Canada as President
- David Warkentin to Streetlight Intelligence as Chief Marketing Officer (Victoria, BC)

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
3Com Corp.	4.75	5.22	1.43	COMS-Q (US\$)
Apple	140.02	180.91	78.2	AAPL-Q (US\$)
Dell Inc.	12.97	26.04	7.84	DELL-Q (US\$)
Hewlett-Packard Co.	37.85	49.2	25.39	HPQ-N (US\$)
IBM	101.73	130.93	69.5	IBM-N (US\$)
Ingram Micro	17.56	20.01	8.65	IM-N (US\$)
Intel	16.72	24.75	12.05	INTC-Q (US\$)
JDS Uniphase	5.26	11.98	2.01	JDSU-Q (US\$)
Microsoft	23.37	28.5	14.87	MSFT-Q (US\$)
Open Text	43.23	44.6	27.01	OTC-T
Oracle Corp.	21.04	23.62	13.8	ORCL-Q (US\$)
QLogic	12.69	20.21	8.69	QLGC-Q (US\$)
SAP AG	39.4	59.42	29.31	SAP-N (US\$)
Sun Microsystems	9.21	11	2.595	JAVA-Q (US\$)
Xerox Corp.	6.4	14.62	4.12	XRX-N (US\$)

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Dr. Chris Bourdon to Sudbury Regional Hospital as Chief of Staff
- Shannon Graham to Kingston General Hospital as Vice President People & Organization Effectiveness
- Dr. David Zelt to Kingston General Hospital as Vice President Medical Administration and Chief of Staff

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NOT FOR PROFIT

Courtesy of Mandrake

Appointments

- Christina Bisanz to the Ontario Long Term Care Association as Chief Executive Officer
- Steve Bradie promoted to President and Chief Executive Officer at Green Shield Canada
- Paul-Émile Cloutier to Canadian Medical Association as Secretary General and Chief Executive Officer
- David Collie to The Electrical Safety Authority as President and Chief Executive Officer
- Robert Donelson to Wilfrid Laurier University as Vice President, Development and Alumni Relations
- Don Forgeron promoted to President and Chief Executive Officer at Insurance Bureau of Canada
- Edward (Ted) Garrard to Sick Kids Foundation as President and CEO
- Dr. Peter Harrison to Queen's University as Director of the School of Policy Studies, Professor and Staffer-Dunning Chair of Policy Studies
- Jack Hole promoted to President at Ducks Unlimited Canada
- Dr. Deborah MacLatchy to Wilfrid Laurier University as Vice President, Academic and Provost

- Claude Montmarquette promoted to President and Chief Executive Officer at Center for Interuniversity Research and Analysis of Organizations

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