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A Point of View Industry Review

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provided by Mandrake



Mandrake

March 2009

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.*

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.

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

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

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Président & Gardien en chef de l'expérience Mandrake
Mandrake Groupe Conseil (Montréal)
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LAI D OFF? VOLUNTEER! HERE'S WHY AND HOW

by Tara Weiss for Forbes.com

When you're out of work, volunteering isn't just about giving back to the community. It's also a way to keep your professional skills sharp, beef up your résumé and make new connections. The right volunteer job can help you get back in the workforce.

It will do good for you and your career as well as for the cause you embrace.

Click here for the complete article.

www.forbes.com/2009/02/24/volunteer-layoff-opportunity-leadership-careers_basics.html

WHEN GOAL SETTING GOES BAD

Q&A with Max H. Bazerman by Sean Silverthorne for Harvard Business School Working Knowledge

It's the rare manager who doesn't partake in quarterly or annual goal-setting exercises. And woe to those who don't make their goals SMART (Specific, Measurable, Attainable, Realistic, Timely).

But do these goals really work? Researchers from four top business schools have collaborated to show that in many cases goals do more harm than good. Worse, they can cause real damage to organizations and individuals using them.

Click here for the complete article.

<http://hbswk.hbs.edu/item/5969.html>.

HOW TO LEAVE A JOB WITH GRACE

by Sylvia Ho for Monster.com

Question: I have always wondered what the correct procedure is for resigning with a company. Also, what should be in the body of your resignation notice and is there a basic outline for this?

Answer: Not really. But there are a couple of basic rules about how to conduct yourself and what to say or not say at your exit interview.

Click here for 6 excellent tips on how to exit your current position with grace.

content.monster.ca/6596_en-ca_p1.asp.

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

- Stephen Hall to Brown Communications Group as Creative Director (Regina, MB)
- Nancy Lee Jobin to Bleublancrouge as Vice President and General Manager, Pharmaceutical Division
- Philip Khosid to Fjord Interactive as Co-Creative Director
- Derek Leverington promoted to Interactive Vice President at Brown Communications Group (Regina, MB)
- Pierre Moreau to Technicolor Creative Services as Executive Vice President (Montreal, PQ)
- Mary Newman to Cundari as President, Brand 360
- Tom Novosel to Abcon Media as Vice President, Real Estate Leasing

- Greg Rice to Euro RSCG Life as Managing Director
- Barry Teplicky to Grip Limited as Director, Business
- Bruce Whelan to Cossette Atlantic as Creative Director (Halifax, NS)

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Cossette	3.48	9.05	3.16	KOS-T
Envoy Capital Group	1.67	3.14	1.1	ECG-T
Interpublic Group of Cos.	3.81	10.47	2.57	IPG-N (US\$)
MDC Partners	3.87	9.25	2.25	MDZ.A-T
Omnicom Group	22.67	50.16	22.02	OMC-N (US\$)
Pareto Corp.	0.49	1	0.4	PTO-T
WPP Plc	27.34	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

- Keith Gillespie to Sleeman Breweries as National Marketing Director
- Dean Johnson to Sodexo Canada as President

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Campbell Soup Company	26.48	40.85	26.11	CPB-N (US\$)
Coca-Cola	38.63	61.9	37.44	KO-N (US\$)
Colgate Palmolive	56.45	80.49	54.36	CL-N (US\$)
Corby Distilleries	14.4	23.99	13.16	CDLA-T
General Mills	50.33	72.01	49.56	GIS-N (US\$)
George Weston Ltd.	61.4	67.43	41.83	WN-T
Heinz	31.26	53	30.95	HNZ-N (US\$)
Johnson & Johnson	47.94	72.76	47.34	JNJ-N (US\$)
Kellogg	37.15	58.51	36.44	K-N (US\$)
Molson Coors Canada	43.81	60.32	41	TPX.B-T
Nike	39.53	70.6	39.44	NKE-N (US\$)
Pepsico Inc.	46.48	75.25	43.78	PEP-N (US\$)
Procter & Gamble	45.8	73.57	44.93	PG-N (US\$)
Revlon	2.73	14.85	2.42	REV-N (US\$)
Saputo Inc.	20.42	29.85	18.38	SAP-T
Unilever PLC	18.22	34.89	17.63	UL-N (US\$)

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Daniel Barclay promoted to Head of Canadian M&A at BMO Capital Markets
- Jacques Demers to OMERS Strategic Investments as President and Chief Executive Officer
- Joanne Ferstman promoted to Vice Chair, Head at Dundee Capital Markets
- David Fitzpatrick promoted to Vice President, Sales & Distribution at The Economical Insurance Group
- Norm Fletcher to President's Choice Financial as Director, Finance
- Katherine Kipper promoted to Vice President, Marketing and Communications at The Economical Insurance Group
- Jeremy Mackenzie Lee to The Equicom Group as Vice President for Quebec and Atlantic Canada
- Ron Otsuki to CPP Investment Board as Vice President, Portfolio Strategies
- Colin Smith to The Economical Insurance Group as Vice President and Chief Information Officer
- Dean Toplis to AXA Canada Inc. as Vice President, Business Development
- Jane Voll to Bank of Canada as Senior Representative (Economics)
- Ola Wall to Jones Financial Cos. As General Partner
- Robert Weston to OMERS Strategic Investments as Senior Vice President, Strategic Co-Investments
- David Whyte promoted to Vice Chair and Chief Operating Officer at DundeeWealth Inc.

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
AIC Diversified Canada Split	9	30	8.5	ADC-T
American Express	10.2	52.63	10.14	AXP-N (US\$)
Bank of Montreal	27.79	52.31	24.05	BMO-T
Bank of Nova Scotia	26.34	52.51	23.99	BNS-T
CI Financial	11.78	24.89	10.6	CIX-T
CIBC	37.75	78.48	37.15	CM-T
IGM Financial	26.21	48.43	24.2	IGM-T
Manulife Financial	7.88	40.35	7.575	MFC-N (US\$)
National Bank of Canada	35.84	55.39	24.25	NA-T
Royal Bank of Canada	29.4	51.5	25.52	RY-T
Sun Life Financial Inc.	12.76	49.91	12.13	SLF-N (US\$)
TD Bank	35.68	72.11	32.37	TD-T

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Reeshma Esmail to Adconion Canada as Vice President, Sales

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Amazon.com	61.38	91.75	34.68	AMZN-Q (US\$)
eBay	10.05	33.47	10.28	EBAY-Q (US\$)
Entrust	1.32	3.41	0.98	ENTU-Q (US\$)
ETrade Financial	0.627	4.53	0.65	ETFC-Q (US\$)
Expedia	6.53	25.5	6	EXPE-Q (US\$)
IAC/InterActiveCorp.	13.96	24.16	13.27	IACI-Q (US\$)
Intuit Inc.	22.89	32	20.183	INTU-Q (US\$)
Novell	3.16	7.1	2.49	NOVL-Q (US\$)
priceline.com	82.064	144.34	45.15	PCLN-Q (US\$)
Red Hat	13.36	24.84	7.5	RHT-N (US\$)
Yahoo!	12.62	29.73	8.94	YHOO-Q (US\$)

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MEDIA

Courtesy of Mandrake

Appointments

- Gerry Nott to Canwest Publishing as Editor-In-Chief at The Ottawa Citizen
- Gail Rivett to Astral Television Network as Vice President of Consumer Marketing
- Dana Toering to Canwest Digital Media as Director Business Development

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Astral Media	23.54	39.77	19.41	ACM.A-T
CanWest Global Communications	0.37	5.52	0.25	CGS.A-T
Corus Entertainment	12.62	21.5	10.69	CJR.B-T
Magna Entertainment	0.3	17	0.3	MEC.A-T
Rogers Communications	28.15	50.5	28	RCI.A-T
Shaw Communications	18.28	24.2	17	SJR.B-T
Time Warner Inc.	7.23	16.9	6.95	TWX-N (US\$)
Torstar Corp.	4.76	17.72	3.93	TS.B-T
Transcontinental Inc.	6.4	20.81	6.48	TCLA-T
TVA Group	6.51	17.1	4.81	TVA.B-T

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Yvonne Baker to Motion Concepts LP as Controller
- Michael Barrett to South West Local Health Integration Network as Chief Executive Officer
- Vickie Kaminiski to Eastern Health, Newfoundland and Labrador as President and Chief Executive Officer
- Neil Seeman to Massey College, University of Toronto as Director and Primary Investigator, Health Strategy Innovation Cell
- Dr. Kaveh Shojania to University of Toronto Centre for Patient Safety as Inaugural Director
- Dr. Jack Taunton to Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games as Chief Medical Officer

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Abbott Labs	46.56	60.78	45.39	ABT-N (US\$)
Astrazeneca PLC	30.47	49.85	30.26	AZN-N (US\$)
Biovail	13.57	14.95	7.84	BVF-T
Bristol Myers Squibb	17.96	23.98	16	BMV-N (US\$)
Eli Lilly & Co.	27.77	53.4	27.21	LLY-N (US\$)
GlaxoSmithKline PLC	29.05	49.48	28.14	GSK-N (US\$)
Merck & Company	22.43	45.73	21.93	MRK-N (US\$)
Novartis AG	34.98	61.3	33.342	NVS-N (US\$)
Novo-Nordisk	44.09	73.73	41.9	NVO-N (US\$)
Pfizer	12.44	22.44	11.62	PFE-N (US\$)

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RETAIL

Courtesy of Mandrake

Appointments

- Robyn Collver to Canadian Tire Corporation as Senior Vice President, Secretary and General Counsel and Officer
- Kristine Freudenthaler to Canadian Tire Corporation as Senior Vice President, Information Technology and Chief Information Officer
- Michael Hannan to Brewster Inc. as President and Chief Operating Officer
- Michael Medline promoted to Chief Corporate Officer and President, Diversified Business at Canadian Tire

Corporation

- Ken Silver promoted to Senior Vice President, Real Estate and Strategy at Canadian Tire Corporation
- Pat Sinnott promoted to Executive Vice President, Technology and Supply Chain at Canadian Tire Corporation

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Alimentation Couche-Tard	13.5	16.7	10.32	ATD.A-T
Best Buy	24.81	48.5	16.42	BBY-N (US\$)
Canadian Tire Corporation	52.02	101.5	41	CTC-T
Le Chateau	7.01	14.24	6.31	CTU.A-T
Danier Leather	2.37	7.99	2.2	DL-T
Forzani Group	7.01	18.99	6.56	FGL-T
Home Depot	18.16	30.74	17.05	HD-N (US\$)
Indigo Books & Music	10.92	17	10.64	IDG-T
McDonald's Corp.	51.468	67	45.79	MCD-N (US\$)
Metro Inc.	39.55	40	21.43	MRU.A-T
Jean Coutu Group (PJC)	7.25	10.91	6.01	PJC.A-T
Reitmans (Canada)	8.11	19	7.75	RET-T
Shoppers Drug Mart	43.11	58.23	41.39	SC-T
Sears Canada	18.23	25.39	15	SCC-T
Staples Inc.	14.59	26.57	13.57	SPLS-Q (US\$)
Wal-Mart	49.09	63.85	46.25	WMT-N (US\$)

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Melissa Clark to Globalive as Vice President Sales
- David Lloyd promoted to President at IntelliResponse
- Chris Peirce promoted to Chief Corporate Officer at MTS Allstream

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
3Com Corp.	2.13	3.41	1.43	COMS-Q (US\$)
Apple	84.35	192.24	78.2	AAPL-Q (US\$)
Dell Inc.	8.34	26.04	7.84	DELL-Q (US\$)
Hewlett-Packard Co.	26.22	49.97	26.81	HPQ-N (US\$)
IBM	85.75	130.93	69.5	IBM-N (US\$)
Ingram Micro	9.92	20.01	8.65	IM-N (US\$)
Intel	12.29	25.29	12.05	INTC-Q (US\$)
JDS Uniphase	2.35	15.33	2.01	JDSU-Q (US\$)
Microsoft	15.16	32.1	15.268	MSFT-Q (US\$)
Open Text	38.66	44.6	27.01	OTC-T
Oracle Corp.	14.55	23.62	14.52	ORCL-Q (US\$)
QLogic	9.55	20.21	8.69	QLGC-Q (US\$)
SAP AG	31.74	59.42	29.31	SAP-N (US\$)
Sun Microsystems	4.15	17.38	2.595	JAVA-Q (US\$)
Xerox Corp.	4.35	16	4.33	XRX-N (US\$)

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Katya Laviolette to CBC/Radio-Canada as Vice President, People and Culture
- Sharon Patterson to Canadian Tire Corporation as Senior Vice President, Human Resources
- Dr. Charmaine Roye Brantford General Hospital as Chief of Staff

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NOT FOR PROFIT

Courtesy of Mandrake

Appointments

- Gerrie Doyle to Ontario Association of Architects as President
- Holly Henderson to Altruvest Charitable Services as Chief Executive Officer
- Hooley McLaughlin promoted to Director, Visitor Experience at Ontario Science Centre
- Kim Moran to UNICEF Canada as Chief Financial Officer
- Marni Schecter to Lupus Ontario as Executive Director

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