

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.*



October 2009

Marketing Hall of Legends 2010 Inductees Announced

In April 2009, The Independent Selection Panel composed of 20 judges created a shortlist for each inductee category and a unique link was then sent to senior marketers in the country to vote for 2010 Hall of Legends Inductees. The votes are in and here are the results for each category:

VISIONARIES

Jean Coutu, Jean Coutu Group
Francois J. Coutu, Jean Coutu Group
Chip Wilson, Lululemon Athletica Inc.

BUILDERS

Colleen Moorehead, Signal Hill Equity Partners, formerly of E*Trade Canada
Annette Verschuren, Home Depot Inc.

ENABLERS

Angus Reid, Vision Critical
Geoffrey Roche, Lowe Roche

MENTOR

Marlene Hore, Partners and Edell, formerly of JWT

The 2010 Inductees will be celebrated at the 6th annual Marketing Hall of Legends Gala event on January 25, 2010 at the Four Seasons Hotel in Toronto.

To reserve your tickets please email Dijana at debach@mandrake.ca. The Early Bird ticket price is \$425. The Early Bird offer ends on October 16.

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

On a Lighter Note...

Eating Buccaneers explores the world of advertising in a very, very different way...

Eating Buccaneers is a new feature film comedy about four self-absorbed advertising executives and one officious client who crash-land their small plane into the northern Ontario wilderness. They survive the crash, but can they survive each other? It's The Office meets Lord of the Flies. It opens Friday, October 16th at the AMC Yonge & Dundas Cinemas, in Toronto, before expanding across the country.

Terry O'Reilly of CBC Radio's The Age of Persuasion calls it "laugh out loud funny." Blain Harper from Young & Rubicam says "It's a modern day Mad Men played for laughs." Written and directed by Toronto ad veteran Bill Keenan, Eating Buccaneers won an Honourable Mention at the Just For Laughs Film Festival in Chicago, and it was nominated for Best Direction at the Long Island International Film Festival. The Victoria Film Festival said "this absurdist dark comedy is one of the most relentlessly funny Canadian films of this or any year."

"Having written at many ad agencies, I wondered: how well do we really know the people we work with everyday?" says Keenan. Eating Buccaneers is a classic "fish-out-of-water" story in which a group of urbane professionals suddenly find themselves tossed out of their normal element. "We get to watch as the group, dressed for the city, sets out to rescue themselves with a limited amount of the client's Buccaneer bars and an even smaller amount of team-building abilities."

See a trailer and get more info at www.eatingbuccaneers.com.

Stefan's Gobi run for NABS: over \$41,000 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 over \$41,000 has been raised for Nabs and Stefan is trying to get to the 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.

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.

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 Stéfán 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,

Stéfán Danis

Normand Lebeau, CRHA

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Mandrake
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FIVE FIRST STEPS TO FINDING A JOB ABROAD

by Diane Morgan for Forbes.com

Advice from the director of career services at London Business School.

More people than ever are searching for jobs internationally in the hope of gaining knowledge and experience from around the globe. In response to the economic upheavals of the last year, more Westerners are looking for employment in emerging markets, such as the Middle East, India, Eastern Europe and China. The benefits of international work experience can be huge, but you need to follow the right steps to find and land the right job.

Click here for five steps to follow when trying to land an international opportunity.
www.forbes.com/2009/09/25/jobs-abroad-advice-leadership-careers-employment.html

SEARCHING FOR JOBS WHEN TIMES ARE HARD, HOW TO MAKE YOURSELF STAND OUT

by Teena Rose for Jobskills.info

In a challenging economic environment, the most important tip for job seekers is to use your network. With less jobs and more competition, any edge up is going to be useful. When you invest time in relationships with colleagues through professional associations, alumni groups, friends, family or church groups, you may find out about an opening before the general public.

Click here for the complete article.
www.jobskills.info/jobsearch/job-search-tips.htm

WORKPLACE HAPPINESS

by HRM Guide Canada

A report from Strategic Connections Inc. highlights the negative impact on employee morale and engagement associated with the current economic downturn and suggests strategies to help organizations retain the integrity of their workforce in preparation for improved conditions.

Click here for the complete article.
www.hrmguide.net/canada/commitment/workplace-happiness.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

- Bruce Anderson to National Public Relations as Consultant (Ottawa, ON)
- Linda Bilben promoted to Vice President at Reputations Corporation (Vancouver, BC)
- Joseph Bonnici to Zulu Alpha Kilo as Creative Director
- Michael Davis promoted to Vice President at Reputation Corporation (Vancouver, BC)
- Lynn Eastep promoted to Senior Vice President of Com.motion North America at Veritas Communications
- Allen Forbes to Wasserman & Partners Advertising as Associate Creative Director
- Matthew Hollingshead to Crate as Art Director (Oakville, ON)
- Sean Hubbard promoted to Director of Client Services at Consumer Impact Marketing
- Mélanie Joly promoted to Managing Partner at Cohn & Wolfe (Montreal, PQ)
- Luc Lavoie to National Public Relations as Consultant (Montreal, PQ)

- Raymonde Lavoie to DesArts Communication as President (Montreal, PQ)
- Liz MacLeod to Drafftcb as Business Director, Healthcare Practice
- Kelly McCarten to BStreet Communications as Vice President, Client Services
- Kaileen Millard-Ruff to GfK Research Dynamics as Vice President, Retail & Fashion
- Jason Miller to William Joseph Communications as Senior Art Director (Calgary, AB)
- Michael Palmer to BStreet Communications as Creative Director, Interactive
- Jeff Roach to Crate as Strategy Director (Oakville, ON)
- Darren Stokes promoted to Senior Vice President of Client Relations and Development at Mijo

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Cossette	5.51	6.25	2.78	KOS-T
Envoy Capital Group	1.38	2.34	1.1	ECG-T
Interpublic Group of Cos.	6.93	7.77	2.57	IPG-N (US\$)
MDC Partners	7.74	8.74	2.25	MDZ.A-T
Omnicom Group	36.17	38.485	20.09	OMC-N (US\$)
Pareto Corp.	0.9	0.95	0.4	PTO-T
WPP Plc	42.48	45.59	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

- Michael Aucoin to Irving Paper as Vice President Sales
- Marc Boria to Kruger Products as Director National Accounts
- Claude Dupuis to Sandoz as Director of Sales, Ontario
- Sean Kay to California Innovations as Vice President, Global Brands
- Gary Keider to KC Canada as General Manager
- Shane Silver to Associated Brands as Vice President, Marketing

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Campbell Soup Company	31.81	40.36	24.63	CPB-N (US\$)
Coca-Cola	53.8	55	37.44	KO-N (US\$)
Colgate Palmolive	76.86	77.64	54.36	CL-N (US\$)
Corby Distilleries	15.65	20.6	13.16	CDLA-T
General Mills	63.96	71	46.37	GIS-N (US\$)
George Weston Ltd.	56.75	67.43	50.24	WN-T
Heinz	39.29	51.81	30.51	HNZ-N (US\$)
Johnson & Johnson	59.82	68.37	46.25	JNJ-N (US\$)
Kellogg	48.96	57.66	35.64	K-N (US\$)
Molson Coors Canada	52.79	60	40.25	TPX.B-T
Nike	62.78	66	38.24	NKE-N (US\$)
Pepsico Inc.	60.85	72.24	43.78	PEP-N (US\$)
Procter & Gamble	56.68	71.94	43.93	PG-N (US\$)
Revlon	4.96	13.6	2.3	REV-N (US\$)
Saputo Inc.	25.09	28	18.38	SAP-T
Unilever PLC	28.29	28.74	16.95	UL-N (US\$)

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Robert Armstrong to Focus Asset Management as Partner and Chairman
- David Bentley-Taylor to Caldwell Securities as President
- Raniero Corsini to Forbes & Manhattan Asset Management Corp. as President and Chief Executive Officer
- Isabelle Côté to Citi as Director of Global Banking (Montreal, PQ)
- Mark Crawford to IPP Inc. as Vice President
- James Davis promoted to Vice President, Investment Planning & Economics at Ontario Teacher's Pension Plan
- Steve Donald promoted to President and Chief Executive Officer at Assante Wealth Management (Canada)
- Kevin Duggan promoted to Vice President, Equity Products at Ontario Teacher's Pension Plan
- Steve Faraone promoted to Vice President, Teacher's Private Capital at Ontario Teacher's Pension Plan
- Louis Forbes promoted to Executive Vice President and Chief Financial Officer at Primaris Retail REIT
- Deborah Frame to Cougar Global Investments as Vice President, Investments and Chief Compliance Officer
- Colm Freyne promoted to Executive Vice President, Chief Financial Officer at Sun Life Financial
- Ziad Hindo promoted to Vice President, Global Opportunities at Ontario Teacher's Pension Plan
- Warren Holmes to Paradigm Capital as Managing Director, Corporate Finance (Calgary, AB)
- John Jason to BMO Financial Group as Senior Vice President, Deputy General Counsel and Chief Compliance Officer
- David Lester to Northern Trust as Head of Institutional Sales
- Kim McInnes promoted to President and Chief Executive Officer at Ivanhoe Cambridge
- Stephen Peacher to Sun Life Financial as Executive Vice President and Chief Investment Officer
- Scott Picket promoted to Vice President, Research & Risk at Ontario Teacher's Pension Plan
- Kevin Smith to Paradigm Capital as Managing Director, Corporate Finance (Calgary, AB)
- Sam Stravato to TransUnion as Chief Information Officer
- Paul Winslow to CPP Investment Board as Vice President and Head of External Portfolio Management
- Michael Wissell promoted to Senior Vice President at Ontario Teacher's Pension Plan

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
American Express	33.22	36.5	9.71	AXP-N (US\$)
Bank of Montreal	52.67	54.75	24.05	BMO-T
Bank of Nova Scotia	47.19	49.19	23.99	BNS-T
CI Financial	20.31	21.7	10.6	CIX-T
CIBC	65.05	69.67	36.51	CM-T
IGM Financial	41.73	45.43	24.2	IGM-T
Manulife Financial	20.4	36.17	6.94	MFC-N (US\$)
National Bank of Canada	58.48	62.4	24.25	NA-T
Royal Bank of Canada	56.28	58.5	25.52	RY-T
Sun Life Financial Inc.	29.7	36.06	11.52	SLF-N (US\$)
TD Bank	65.75	70	32.37	TD-T

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Kevin Astle to Syncapse as Chief Operating Officer

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Amazon.com	88.67	94.5	34.68	AMZN-Q (US\$)
eBay	22.91	24.74	9.91	EBAY-Q (US\$)
ETrade Financial	1.72	3.3	0.59	ETFC-Q (US\$)
Expedia	23.01	25.62	6	EXPE-Q (US\$)
IAC/InterActiveCorp.	19.25	21.28	13.23	IACI-Q (US\$)
Intuit Inc.	28.25	31.29	20.183	INTU-Q (US\$)
Novell	4.49	5.44	2.97	NOVL-Q (US\$)
priceline.com	167.64	170.41	45.15	PCLN-Q (US\$)
Red Hat	27.62	28.68	7.5	RHT-N (US\$)
Yahoo!	16.8	17.94	8.94	YHOO-Q (US\$)

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MEDIA

Courtesy of Mandrake

Appointments

- Paul Graham to TSN as Executive Producer, Life Productions
- Winnie Wong promoted to Vice President, Digital Strategy and Business Development at TVO

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Astral Media	33	34.47	19.41	ACM.A-T
CanWest Global Communications	0.19	2.59	0.13	CGS.A-T
Corus Entertainment	18.02	19.8	10.69	CJR.B-T
Magna Entertainment	0.3	5.05	0.3	MEC.A-T
Rogers Communications	30.53	40.5	27.72	RCI.A-T
Shaw Communications	19.39	23.26	17.37	SJR.B-T
Time Warner Inc.	30.07	30.485	15.409	TWX-N (US\$)
Torstar Corp.	6.75	12.97	3.93	TS.B-T
Transcontinental Inc.	11.87	15.49	5.42	TCL.A-T
TVA Group	13.02	13	4.81	TVA.B-T

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Tariq Asmi to Ontario Shores Centre for Mental Health Sciences as Vice President, Regional Services
- Dr. Philip Klassen to Ontario Shores Centre for Mental Health Sciences as Vice President, Medical Affairs
- Hugh O'Neill promoted to President and Chief Executive Officer at sanofi-aventis Canada
- Ken Tremblay to Peterborough Regional Health Centre as Chief Executive Officer

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Abbott Labs	50.33	59.93	41.27	ABT-N (US\$)
Astrazeneca PLC	44.21	47.61	29.96	AZN-N (US\$)
Biovail	15.72	16.59	7.84	BVF-T
Bristol Myers Squibb	22.2	23.98	16	BMY-N (US\$)
Eli Lilly & Co.	32.47	43.93	27.21	LLY-N (US\$)
GlaxoSmithKline PLC	38.86	44.02	27.152	GSK-N (US\$)
Merck & Company	31.77	33.05	20.05	MRK-N (US\$)
Novartis AG	49.83	54.36	33.342	NVS-N (US\$)
Novo-Nordisk	62.85	65.97	41.35	NVO-N (US\$)
Pfizer	16.4	19.39	11.62	PFE-N (US\$)

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RETAIL

Courtesy of Mandrake

Appointments

- Andrew Sloss to Indigo as Executive Vice President, Online

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Alimentation Couche-Tard	19	20.21	11.15	ATD.A-T
Best Buy	37.1	42.06	16.42	BBY-N (US\$)
Canadian Tire Corporation	62	68.99	41	CTC-T
Danier Leather	6.14	6.25	2.2	DL-T
Forzani Group	12.79	16.62	6.56	FGL-T
Home Depot	26.15	28.44	17.05	HD-N (US\$)
Indigo Books & Music	12.5	14.88	10.51	IDG-T
Jean Coutu Group (PJC)	9.86	10.94	6.01	PJC.A-T
Le Chateau	12.1	12.8	6.31	CTU.A-T
McDonald's Corp.	56.61	64.46	45.79	MCD-N (US\$)
Metro Inc.	35.2	40	27.38	MRU.A-T
Reitmans (Canada)	14.57	15	7.75	RET-T
Sears Canada	21.33	24.48	15	SCC-T
Shoppers Drug Mart	43.95	52.39	41.39	SC-T
Staples Inc.	22.8	23.52	13.57	SPLS-Q (US\$)
Wal-Mart	49.06	60.22	46.25	WMT-N (US\$)

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Katherine Chan to WIND Mobile as Director, Segment Marketing
- Peter Gimon to Active Control Technology as Chief Financial Officer
- Heather Gomez to WIND Mobile as Chief Financial Officer
- François Gratton to TELUS Quebec as Senior Vice President, Sales and Marketing, Business Solutions (PQ)
- Louise St-Pierre promoted to Senior Vice President, Residential Services at Cogeco Cable

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
3Com Corp.	5.17	5.39	1.43	COMS-Q (US\$)
Apple	186.024	188.9	78.2	AAPL-Q (US\$)
Dell Inc.	15.15	17.26	7.84	DELL-Q (US\$)
Hewlett-Packard Co.	46.07	48	25.39	HPQ-N (US\$)
IBM	119.75	122.88	69.5	IBM-N (US\$)
Ingram Micro	16.85	18.79	8.65	IM-N (US\$)
Intel	19.1	20.65	12.05	INTC-Q (US\$)
JDS Uniphase	6.85	8.38	2.01	JDSU-Q (US\$)
Microsoft	24.64	27.47	14.87	MSFT-Q (US\$)
Open Text	39.87	44.6	27.01	OTC-T
Oracle Corp.	20.39	22.95	13.8	ORCL-Q (US\$)
QLogic	17.4	18.2	8.69	QLGC-Q (US\$)
SAP AG	48.64	51.76	29.31	SAP-N (US\$)
Sun Microsystems	9.02	9.37	2.595	JAVA-Q (US\$)
Xerox Corp.	7.44	11.28	4.12	XRX-N (US\$)

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Michelle Rowland to Dollar Thrifty Auto Group as Director Human Resources

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NOT FOR PROFIT

Courtesy of Mandrake

Appointments

- Rod Barr to The Institute of Chartered Accountants of Ontario as President and Chief Executive Officer
- Paul-Emile Cloutier to Canadian Medical Association as Secretary-General and Chief Executive Officer

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TORONTO MONTREAL CALGARY

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