

InterViews Online

provided by Mandrake

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A Point of View

Industry Review

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Mandrake

September
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.*

Marketing Hall of Legends 2010

Complete list of inductees will be announced in Globe and Mail on September 8, 2009. Buy your tickets now.

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 the formal announcement will happen on September 8 in Globe and Mail.

To reserve your tickets for January 25, 2010 Gala evening taking place at the Four Seasons Hotel in Toronto, please email Dijana at debach@mandrake.ca. The Early Bird ticket price is \$425 per ticket. Early Bird offer ends on October 16.

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

Stefan's Gobi run for NABS: over \$40,500 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 \$40,500 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 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

Normand Lebeau, CRHA
Président & Gardien en chef de l'expérience Mandrake
Mandrake Groupe Conseil (Montréal)
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MAKE THE MOST OF THE JOB YOU'VE GOT

by Cindy McCauley for Forbes.com

It's up to you to spot opportunities for career growth.

Not so long ago, new jobs offering new challenges were easy to find. But with the economy struggling, it's up to you to spot opportunities for growth in your current job.

To develop your career, you will need to step out of your comfort zone. In today's stretched and stressed organizations, that might sound like a big risk. But it is exactly what employers are looking for: employees who are willing and able to take on challenging work above and beyond their job description. Now could be the ideal time to gain new experiences and expand your leadership ability.

Click here for the complete article.

www.forbes.com/2009/08/26/job-growth-development-leadership-careers-ccl.html

ANALYZE YOUR CAREER WITH A PERSONAL SWOT

by Ian Christie for Monster.ca

Want a fresh way to size up the state of your career? How about taking a page from the business-school playbook and running a SWOT analysis? SWOT, which stands for strengths, weaknesses, opportunities and threats, is a simple yet powerful model MBA students use to analyze the strategic positions of companies, products or business situations.

But you don't need to be an MBA to apply the SWOT technique to your own career planning.

Click here to learn how to Create a SWOT Analysis for your career.

career-advice.monster.ca/job-hunt-strategy/career-assessment/analyze-your-career-with-a-personal-swot-canada/article.aspx.

CAREER NAVIGATOR AND QUIZZES

by Job Bank and Service Canada

Explore your career options by completing one or all of the following quizzes. Define your abilities, and interests and receive suggestions on occupations matching your profile.

By choosing an occupation the Career Navigator will provide you with information on, wages, number of jobs available and employment prospects to help you make an informed career decision.
Learn more about the quizzes.

Take the quizzes here:

www.jobsetc.gc.ca/toolbox/quizzes/quizzes_home.do

We welcome your feedback on these articles. Please e-mail us at enewsletter@mandrake.ca.

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

- Jean-François Béliveau promoted to Creative Vice President at Zip Communications
- David Bradfield to FH Digital as Senior Partner and Global Chair
- Marie Karina Dimitri to Edelman Digital as Director of Health (Montreal, PQ)
- Sean Hubbard promoted to Director Client Services at Consumer Impact Marketing
- Jill King promoted to President at Due North Communications
- Andy McKay to Cundari as Associate Creative and Head of Art
- Sylvain Perron promoted to General Manager at Edelman Public Relations (Montreal, PQ)
- Lori Senecal to Kirshenbaum Bond Senecal + Partners as President, Chief Executive Officer and Partner (New York, NY)
- Michelle Sequeira to Sharpe Blackmore as Director, Digital Business
- Jennifer Steinmann to Cundari as Vice President, Client Services
- David Tanguay to Zip Communications as Vice President, Client Services
- Frédéric Tremblay to Edelman Public Relations as Vice President Corporate Communications (Montreal, PQ)
- Isabelle Troitzky to Edelman Public Relations as Senior Director of Consumer Goods and Health Practices (Montreal, PQ)
- Anik Trudel promoted to Deputy General Manager at Edelman Public Relations (Montreal, PQ)
- Curtis Wolowich to BStreet Communications as Creative Director

Stock activity

Courtesy of Mandrake

Company	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Cossette	5.75	6.25	2.78	KOS-T
Envoy Capital Group	1.38	2.34	1.1	ECG-T
Interpublic Group of Cos.	7	7.78	2.57	IPG-N (US\$)
MDC Partners	7.5	8.74	2.25	MDZ.A-T
Omnicom Group	35.44	38.485	20.09	OMC-N (US\$)
Pareto Corp.	0.9	0.95	0.4	PTO-T
WPP Plc	41.85	45.59	22.35	WPPGY-Q (US\$)

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	32.02	40.85	24.63	CPB-N (US\$)
Coca-Cola	53.64	55	37.44	KO-N (US\$)
Colgate Palmolive	75.38	77.64	54.36	CL-N (US\$)
Corby Distilleries	15.65	20.6	13.16	CDLA-T
General Mills	63.6	71	46.37	GIS-N (US\$)
George Weston Ltd.	55.45	67.43	50.24	WN-T
Heinz	38.855	51.81	30.51	HNZ-N (US\$)
Johnson & Johnson	59.72	69.07	46.25	JNJ-N (US\$)
Kellogg	48.59	57.66	35.64	K-N (US\$)
Molson Coors Canada	51.98	60	40.25	TPX.B-T
Nike	62.04	67.02	38.24	NKE-N (US\$)
Pepsico Inc.	60.55	72.24	43.78	PEP-N (US\$)
Procter & Gamble	56.3	71.94	43.93	PG-N (US\$)
Revlon	4.63	14.64	2.3	REV-N (US\$)
Saputo Inc.	24.86	28	18.38	SAP-T
Unilever PLC	28.27	28.74	16.95	UL-N (US\$)

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FINANCIAL SERVICES

Courtesy of Mandrake

Appointments

- Philip Howell to Financial Services Commission as Chief Executive Officer and Superintendent of Financial Services
- Darryl Kletke to RBC Dexia Investor Services as Head, Funds Canada
- John Lockbaum to RBC Dexia Investor Services as Managing Director, Canadian Operations
- Scott McDonald promoted to Head, Pensions, Financial Institutions and Client Service, North America at RBC Dexia Investor Services
- Douglas Melville promoted to Chief Executive Officer and Ombudsman at Ombudsman for Banking Services and Investments
- Jeremy Rakusin to Raymond James as Managing Director and Head of Mergers and Acquisitions
- Murray Wallace to Granite Global Solutions as President

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
American Express	32.51	36.5	9.71	AXP-N (US\$)
Bank of Montreal	51.9	54.75	24.05	BMO-T
Bank of Nova Scotia	46.65	49.19	23.99	BNS-T
CI Financial	20.05	21.7	10.6	CIX-T
CIBC	63.7	69.67	36.51	CM-T
IGM Financial	40.82	45.43	24.2	IGM-T
Manulife Financial	20.18	37	6.94	MFC-N (US\$)
National Bank of Canada	57.18	62.4	24.25	NA-T
Royal Bank of Canada	55.28	58.5	25.52	RY-T
Sun Life Financial Inc.	29.57	36.28	11.52	SLF-N (US\$)
TD Bank	65.88	70	32.37	TD-T

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

- Brian Clarey to CGI as Director, Interactive Practice Lead
- Scott Jamieson to ThinData as General Manager

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Amazon.com	90.84	94.5	34.68	AMZN-Q (US\$)
eBay	22.89	24.74	9.91	EBAY-Q (US\$)
ETrade Financial	1.61	3.3	0.59	ETFC-Q (US\$)
Expedia	23.06	25.62	6	EXPE-Q (US\$)
IAC/InterActiveCorp.	19.39	21.28	13.23	IACI-Q (US\$)
Intuit Inc.	28	31.4	20.183	INTU-Q (US\$)
Novell	4.4	5.44	2.97	NOVL-Q (US\$)
priceline.com	160.765	170.41	45.15	PCLN-Q (US\$)
Red Hat	26.85	28.68	7.5	RHT-N (US\$)
Yahoo!	17.265	17.94	8.94	YHOO-Q (US\$)

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Services industry!

MEDIA

Courtesy of Mandrake

Appointments

- Michael Goldsmith to Astral Television Networks as Director, Original Programming
- Brad Kubota promoted to Vice President of Global BC Sales at Canwest Broadcasting
- Win Ohn to Gorilla Nation as Director of Sales

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Astral Media	32.32	34.47	19.41	ACM.A-T
CanWest Global Communications	0.215	2.59	0.13	CGS.A-T
Corus Entertainment	18.08	19.8	10.69	CJR.B-T
Magna Entertainment	0.3	5.05	0.3	MEC.A-T
Rogers Communications	30.31	40.5	27.72	RCI.A-T
Shaw Communications	18.96	23.26	17.37	SJR.B-T
Time Warner Inc.	29.77	30.485	15.409	TWX-N (US\$)
Torstar Corp.	6.84	12.97	3.93	TS.B-T
Transcontinental Inc.	11.48	15.49	5.42	TCLA-T
TVA Group	13	13	4.81	TVA.B-T

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HEALTHCARE

Courtesy of Mandrake

Appointments

- Mark Omoto to Biogen Idec as President and General Manager
- Susan Kwolek to Credit Valley Hospital as Senior Vice President, Patient Care Programs and Services
- Kathryn Hayward-Murray to Credit Valley Hospital as Vice President, Strategy, Quality and Organizational Performance
- Roger Walker to Timmins and District Hospital as President and Chief Executive Officer
- Ted Garrard to SickKids Foundation as President and Chief Executive Officer
- Dr. David Pichora to Hotel Dieu Hospital as Chief Executive Officer (Kingston, ON)

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Abbott Labs	49.14	59.93	41.27	ABT-N (US\$)
Astrazeneca PLC	43.89	47.61	29.96	AZN-N (US\$)
Biovail	15.7	16.59	7.84	BVF-T
Bristol Myers Squibb	22.13	23.98	16	BMY-N (US\$)
Eli Lilly & Co.	32.55	44.44	27.21	LLY-N (US\$)
GlaxoSmithKline PLC	38.58	44.02	27.152	GSK-N (US\$)
Merck & Company	31.38	33.05	20.05	MRK-N (US\$)
Novartis AG	49.52	54.36	33.342	NVS-N (US\$)
Novo-Nordisk	63.14	65.97	41.35	NVO-N (US\$)
Pfizer	16.24	19.39	11.62	PFE-N (US\$)

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RETAIL

Courtesy of Mandrake

Appointments

- Daniel Chiasson to Shoppers Drug Mart as Vice President, Specialty Health Network Operations
- Laurie Laykish to Porter Airlines as Vice President, Marketing
- John Morrison to Primaris Retail REIT as President and Chief Executive Officer

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
Alimentation Couche-Tard	17.78	20.21	11.15	ATD.A-T
Best Buy	36.57	42.06	16.42	BBY-N (US\$)
Canadian Tire Corporation	64.23	68.99	41	CTC-T
Danier Leather	5.95	6.25	2.2	DL-T
Forzani Group	12.69	16.62	6.56	FGL-T
Home Depot	25.97	28.44	17.05	HD-N (US\$)
Indigo Books & Music	12.75	14.88	10.51	IDG-T
Jean Coutu Group (PJC)	9.42	10.94	6.01	PJC.A-T
Le Chateau	12.03	12.99	6.31	CTU.A-T
McDonald's Corp.	56.3	64.46	45.79	MCD-N (US\$)
Metro Inc.	34	40	27.38	MRU.A-T
Reitmans (Canada)	14.5	15	7.75	RET-T
Sears Canada	20.98	24.48	15	SCC-T
Shoppers Drug Mart	43.62	52.39	41.39	SC-T
Staples Inc.	22.431	23.52	13.57	SPLS-Q (US\$)
Wal-Mart	49.1	60.3	46.25	WMT-N (US\$)

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Aaron Ames to Coretec Inc. as Chief Financial Officer
- Mario Ianniciello promoted to Vice President of Sales at SAS Canada
- David Orton to Legend Power Systems as Vice President, Sales and Marketing (Burnaby, BC)
- Gregory Yeldon promoted to President at Esterline CMC Electronics

Stock activity

Courtesy of Mandrake

	Latest Price \$	YTD High \$	YTD Low \$	Symbol
Company				
3Com Corp.	5.03	5.39	1.43	COMS-Q (US\$)
Apple	184.72	188.9	78.2	AAPL-Q (US\$)
Dell Inc.	15.19	17.26	7.84	DELL-Q (US\$)
Hewlett-Packard Co.	45.66	48	25.39	HPQ-N (US\$)
IBM	118.63	122.88	69.5	IBM-N (US\$)
Ingram Micro	16.39	18.79	8.65	IM-N (US\$)
Intel	19.15	20.65	12.05	INTC-Q (US\$)
JDS Uniphase	6.719	8.48	2.01	JDSU-Q (US\$)
Microsoft	24.819	27.47	14.87	MSFT-Q (US\$)
Open Text	39.9	44.6	27.01	OTC-T
Oracle Corp.	20.6	22.95	13.8	ORCL-Q (US\$)
QLogic	16.54	18.2	8.69	QLGC-Q (US\$)
SAP AG	48.34	52.85	29.31	SAP-N (US\$)
Sun Microsystems	9.03	9.37	2.595	JAVA-Q (US\$)
Xerox Corp.	7.34	11.55	4.12	XRX-N (US\$)

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HUMAN RESOURCES

Courtesy of Mandrake

Appointments

- Teresa Senisi to SunOpta Inc. as Director Human Resources

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Appointments

- Richard Fisher to University of British Columbia as Chief Communications Officer, Development & Alumni Engagement (Vancouver, BC)
- Jayne Watson to National Arts Centre Foundation as Executive Director of Development and Chief Executive Officer

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