

# Artist Lisa Strecko thrives as the Corporate Cartographer



DAVID  
PARKER

Artistic talent is something I've always admired — and envied — but turning it into a good business must be an ideal way of making a living. No wonder that **Lisa Strecko** is happy to be working hard as the Corporate Cartographer.

Mind you, it did take the encouragement and sound advice of Calgary businesswoman **Jan Eden**, president of CEO In Training, to give her the confidence to branch out on her own and feel comfortable in discussing projects with a wide variety of people.

A graduate of Dawson College in Montreal, where she received top marks in illustration and design, Strecko moved to Vancouver and took further studies at Emily Carr College of Art and Design before taking full-time work as an illustrator with a high-end giftware company. Sixteen years later, after becoming internationally renowned within the industry for her still-in-demand popular themes that include Bramble & Clover, the adorable hedgehogs — she decided it was time to go out on her own.

Over the past 30 years Eden has inspired thousands of business owners to become more successful through utilizing leadership techniques. A Vancouver client suggested to Strecko that she should discuss her dreams with Eden. The two met three years ago and Eden was so impressed she not only became her coach but also her business partner, handling all of the sales pitches to prospective Corporate Cartographer customers.

Strecko had always kept her own illustrated journal and the two came up with the idea of capturing artistically personal and corporate success on canvas.

She moved to Calgary and her first corporate culture map was unveiled as a gift to **John MacInnes**, president of Print Audit, and his employees in November 2004.

Each piece takes a while to produce — up to 300 hours. That includes meetings to capture the history, accomplishments, employee contributions, anniversaries, and awards and recognition of companies. It also includes the initial sketches and painting to finished product, which is delivered with a detailed report of what it includes. The canvases range up to 1.52 metres by 1.21 metres in size and hold a tremendous amount of detail.

I was shown high-quality reproductions of those completed for **Ralph Klein's** 7th



Mikael Kjellström, Calgary Herald

**Lisa Strecko's legacy maps capture the history, accomplishments, employee contributions, anniversaries, and awards and recognition of companies.**

Annual Charity Roast and the **John Micallef** family, a corporate legacy for Resource Link Software and another packed full of information and portraits used as a fundraiser for the Lions Club of Canada.

Strecko has already presented other canvases to Judge **Brian Stevenson**, Wellco, M&M Stores and Enerplus Resources. Her current works include CCS Energy and a surprise canvas for a prominent Calgarian.

A visit to her studio in Bridgeland was a treat. I was allowed to see Strecko's Corporate Cartographer canvases in various stages of production and the marketing pieces that Eden has devised which include delivery of hand-painted boxes of chocolate dollars carrying images from the canvases. I also admired some of Strecko's other art. I particularly liked her paintings of stained glass windows that I took for real glass. She is a talented lady whose work is going to be seen in a lot more Calgary boardrooms.

At today's BOMA Calgary lunch, winners of the 2007 Advertising Awards will be recognized. Brookfield Properties won the two-thirds and larger category and Sizeland Evans Interior Design the half-page or less for advertisements published in this year's BOMA Building Guide.

Judges were a team of 10 talented commercial artists in the Herald's advertising design group.

It's an exciting month for Calgary-based medical technology company Imaging Dynamics. At the annual general meeting last week **Jerry Cirino**, a former executive vice-president of Marconi Medical Systems and president and CEO of Sourceone Healthcare Technologies and most recently president and CEO of Imalux Corp., was appointed chairman of the board.

The same day in Newport Beach, Calif., Imaging Dy-

namics was presented with the Frost & Sullivan North American Technology Innovation of the Year Award in recognition of the quality and depth of its research and development program as well as the vision and risk-taking that enabled the company to undertake its breakthrough on the digital imaging front.

For the past 22 years **Randy Hayden** has worked in a variety of positions for Precision Drilling, the last 10 in marketing and sales. He recently joined Winalta Inc. as vice-president marketing, industrial division. Through its subsidiaries, Winfield Oilfield Rentals and Winalta Industrial Manufacturing, he will take a key role in the leasing, rental and sales of oilfield camps, wellsite trailers and oilfield accommodations.

Hill & Knowlton Canada, an industry leader in public relations, public affairs and strategic communications, has strengthened its Calgary office with two senior-level appointees.

**Lisa Walker** and **Mandy Plaizier** both moved here from Toronto.

Walker has been named vice-president of public relations. She has 14 years of communications experience, the last nine with Hill & Knowlton. She has garnered two Canadian Public Relations Society awards and has been a member of Hill & Knowlton's national crisis team for six years.

Plaizier brings six years of public relations and public affairs experience to the role of account director, moving to Calgary from a similar position with another Toronto-based agency where her experience was focused on financial and packaged goods sectors.