

# CanyonSnow

CONSULTING

Experts in government affairs,  
environmental sustainability,  
corporate social responsibility,  
and compliance and ethics.



## WHAT WE DO

### Government Affairs

- Develop strategies to identify and manage your highest priority policy issues
- Leverage and empower your internal experts in matters related to public policy
- Build relationships with key government officials worldwide
- Advocate for your perspective on targeted legislative and regulatory issues

### Environmental Sustainability

- Ensure your products are compliant worldwide to maintain access to markets
- Design and implement environmentally sustainable business processes
- Build competitive advantage through innovative and sustainable products and services

### Corporate Social Responsibility

- Assess your exposure to risk, protect your brand, and build relationships with key stakeholders
- Choose and implement a code of conduct for your operations and supply chain
- Communicate your CSR strategy and successes with internal and external audiences

### Compliance and Ethics

- Evaluate existing programs against best practice and make actionable recommendations to address gaps
- Design and implement tailored and effective compliance and ethics programs
- Create policies and procedures customized to business needs
- Develop communications and training strategies to guide behavior

## WHY WE DO IT

- Our clients become more efficient and effective at managing policy and compliance through our strategic planning process and legislative alerts
- Our clients make measurable progress on policy issues that are important to their businesses
- Our clients become respected thought leaders and build valuable relationships with elected officials
- Our clients anticipate and react quickly to global legislative trends such as chemical restrictions, product liability, and tax policy
- Our clients enhance their brand value through sustainable product campaigns, highly visible policy events, and expert senate testimony
- Our clients reduce their risk exposure to lawsuits, financial losses, sanctions, and fines
- Our clients empower their employees to engage in ethical business conduct and to identify and discourage misconduct

ADVICE ON DEMAND  
CRITICAL EXPERTISE  
STRATEGIC ADVOCACY

## HOW WE SUCCEED

*"The legislative analysis that Canyon Snow produces is required reading for my entire executive team. They break down complex issues into precise, company-specific content that enables us to stay ahead of trends and make smarter business decisions."*

Bill Watkins, CEO, Seagate

*"Canyon Snow's expertise allowed Palm to get its government affairs program up and running in a short period of time. Their ongoing guidance helps us maintain a high level of awareness of and engagement in relevant public policy issues. As a result, Palm has been able to have a positive impact on a number of issues critical to our business."*

Mary Doyle, General Counsel, Palm

*"Canyon Snow supports Wyse's leadership in environmental compliance, sustainability, export controls, and project management. Our products are manufactured and sold globally and must meet complex requirements. Canyon Snow's expertise and organizational efficiency have helped us to be more competitive in the markets we serve."*

Tarkan Maner, President and CEO, Wyse Technology

*"Over the past year, Clorox has been working on public policy issues which have the potential to change our company, our industry and our national approach to the prevention of the spread of infectious diseases. I am proud to have had Jennifer and Canyon Snow as guides on this journey. Jennifer brings a depth of strategic thought, a knowledge of the political landscape and an understanding of how to integrate functional expertise into public policy capability that is truly impressive."*

Reza Rahaman, Vice President, Public Policy and Global Regulatory Affairs, Clorox

*"Leslee has provided outstanding PR and government relations consulting services to our company. She has great experience, impressive credentials and outstanding connections. She has demonstrated an extraordinary level of integrity and dedication."*

Stav Prodromou, CEO, Alien Technology

### Partial client list:

Brocade Communications  
Celestica Inc.  
Clorox  
Flextronics International  
Jabil Circuit  
Juniper Networks  
LINN Energy  
ON Semi  
Palm Inc.  
SanDisk  
Sanmina-SCI  
SAP AG and SAP Labs LLC  
Seagate Technology  
Sun Microsystems  
Symantec  
Synopsys Inc.  
Westinghouse Solar  
Wyse Technology



## OUR PRINCIPALS



Jennifer Shepherd

Jennifer Shepherd co-founded Canyon Snow and leads the firm's corporate social responsibility (CSR) and environmental affairs practice. Shepherd is a recognized authority on the business implications of sustainability initiatives, and routinely speaks on how to make sustainability a profitable part of business strategy. Clients rely on her for strategic guidance in designing and implementing effective programs that create customer and stakeholder value. Before co-founding Canyon Snow, she led global environmental affairs at Solectron, an \$18 billion manufacturer. Before Solectron, Shepherd was a consulting engineer with ERM-Southwest, where her practice included litigation support and environmental sustainability in a variety of industries. She is past co-chair of the environmental committee of the Silicon Valley Leadership Group, and former board member of Sustainable Silicon Valley. She holds a BS in environmental engineering from the University of Guelph, a Master's in civil engineering from the University of Texas, Austin; and an MBA from the Edinburgh Business School, Scotland.



Leslee Guardino

Leslee Guardino co-founded Canyon Snow and leads the firm's government affairs practice. Guardino is a widely-recognized leader in the government affairs community and maintains strong contacts with officials at all levels of government. She has managed national coalitions and advises clients on a range of government and regulatory issues. Clients rely on her sound political judgment to create and implement business-focused government affairs programs. Before Canyon Snow, Guardino led government & corporate affairs at Solectron, an \$18 billion manufacturer. Previously, she was the Bay Area Executive Director of the American Electronics Association, a national association with 900 technology members. Prior to that, she was vice president of the Silicon Valley Leadership Group where she successfully co-led a campaign for \$1.2 billion in transportation funds to Silicon Valley. She is co-founder of the Silicon Valley Housing Trust and chair of the West Coast Women's High Tech Coalition. She has a BA from UCSD and a Master's from UC Berkeley.



Catherine Choe

Catherine Choe leads Canyon Snow's compliance and ethics practice. Choe is a recognized authority on the business impact of compliance and ethics programs and has lectured widely on harmonizing compliance and ethics with business processes. Clients rely on her for strategic guidance and execution support in designing and implementing effective compliance and ethics programs. Before joining Canyon Snow, Choe was responsible for advising clients on their compliance programs at the Corporate Executive Board (CEB), a best practices research company. At CEB, she designed and delivered executive training for compliance and ethics, legal, investor relations, and human resources departments. Prior to her time with CEB, Choe was a consultant for Booz Allen Hamilton and before that, an associate at the law firm of Gilberg & Kiernan, a Washington DC-based litigation firm. She earned a B.S. from Texas A&M University and a J.D. from the University of Houston Law Center.