

CanyonSnow

CONSULTING

Experts in government affairs,
environmental compliance,
corporate social responsibility.



WHAT WE DO

Government Affairs

- Develop strategies for identifying and managing your diverse public policy issues
- Help you build and maintain important government relationships worldwide
- Anticipate, shape, and react to legislative and regulatory issues that affect your business
- Leverage trade associations to your best advantage

Environmental Compliance

- 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
- Develop business strategies in anticipation of climate change and carbon-based legislation

Corporate Social Responsibility

- Assess your exposure to risks and leverage unique opportunities associated with CSR
- Protect and enhance your brand while building productive relationships with key stakeholders
- Implement a code of conduct and a compliance strategy for your operations and supply chain
- Communicate your CSR strategy, goals, and successes with internal and external audiences

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 business
- 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

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:

Akeena Solar
Alien Technology
Celestica Inc.
Cisco Systems
Clorox
Flextronics International
Jabil Circuit
Juniper Networks
Palm Inc.
ROEM Corporation
SanDisk
Sanmina-SCI
SAP AG and SAP Labs LLC
Seagate Technology
Sun Microsystems
Synopsys Inc.
Wyse Technology



OUR FOUNDERS



Jennifer Shepherd

Jennifer Shepherd leads Canyon Snow's environmental affairs practice and co-leads its corporate social responsibility practice. Shepherd is a recognized authority on the business implications of environmental and sustainability initiatives, and routinely consults and speaks on how to make environmental compliance and sustainability a living and profitable part of business strategy. Clients rely on her for strategic and technical guidance in designing and implementing effective programs that create customer and stakeholder value. Before co-founding Canyon Snow, Shepherd was responsible for corporate environmental affairs at Solectron, an \$18 billion manufacturer, where she developed and implemented the company's global environmental strategy, applied emerging legislative requirements to the business needs of customers, and led a \$2 billion manufacturing plant to ISO14001 certification. Before joining Solectron, Shepherd was a consulting engineer with ERM-Southwest, where her practice included litigation support and assessment of compliance in a variety of industries. She has been co-chair of the environmental committee of the Silicon Valley Leadership Group, and is currently a board member of the Sustainable Silicon Valley initiative. She earned a bachelor's degree in environmental engineering from the University of Guelph in Ontario, Canada. Her master's degree in civil engineering from the University of Texas at Austin focused on air pollution emissions modeling. She is a diplomate of Stanford University's program in Business Strategies for Environmental Sustainability.



Leslee Guardino

Leslee Guardino leads Canyon Snow's government affairs practice and collaborates in leading the CSR practice. Guardino is widely recognized as an authority on the effect of governmental activities on the business environment. She maintains strong contacts with public officials at all levels of government, manages and participates in national coalitions, and advises clients on a range of government affairs issues. Clients rely on her for sound political judgment as they create and implement business-focused government affairs programs. Before creating Canyon Snow, Guardino led government and corporate affairs for Solectron Corporation, an \$18 billion electronics manufacturing and services company. Guardino formulated Solectron's legislative strategy and advocated on behalf of the company, its customers, and the electronics industry. She also helped lead all board administration and corporate governance activities for Solectron. Previously, Guardino was executive director of the American Electronics Association (AeA), a trade group representing 900 technology companies. In this role, her advocacy activity was instrumental in passing three key bills which increased tax credits, improved education, and enhanced workers' job flexibility. Before her time at AeA, Guardino was vice president of the Silicon Valley Manufacturing Group where she was a leader in a successful campaign to bring \$1.2 billion in traffic relief projects to Silicon Valley. She is co-founder of the Silicon Valley Housing Trust and co-chair of the West Coast Chapter of the Women's High Tech Coalition. She earned a BA from the University of California at San Diego and a master's degree from the University of California at Berkeley.