

## **Experts in government affairs, environmental compliance, and corporate social responsibility**

Canyon Snow Consulting provides expert support to companies affected by externally driven demands on essential, yet non-core, areas of their business. As our clients go to market, they must take into account the diverse special agendas of customers, governments, activists, and others. We manage this complex interface for our clients, and provide critical expertise, advocacy, and advice on demand. Our clients are thus freed to focus on their core competencies.

### **What We Do**

- ❑ **We provide our clients access to a complete government-affairs function**  
Our clients benefit from our expertise and effectiveness as government-affairs professionals. Canyon Snow's principals have well-developed relationships with public officials worldwide. While we have longstanding associations with local officials implementing policies important to business, we're also well known at top levels of national governments where far-reaching policies are made. We develop and maintain these relationships to enable our clients to anticipate, shape, and react to the development of legislative and regulatory initiatives affecting their businesses. We work with our clients to implement the best strategies for lobbying and issue advocacy, as well as to manage other important elements of their business-government interface.
- ❑ **We deliver environmental-compliance solutions and strategies to our clients**  
Legislation, regulation, and customer demands impose increasingly complex, burdensome environmental requirements on businesses operating in all market segments and locations. For example, the electronics industry has been affected by the European RoHS and WEEE directives; these laws have sparked similar (but not identical) initiatives in China, parts of the US, and other regions. Likewise, our clients' access to end markets will be affected by REACH and EuP legislation in Europe, sure to be imitated globally, but not harmoniously. We anticipate, monitor, and analyze these forces for their effect on business. We design and manage compliance strategies, including certification, registration, data reporting, and crisis response, with the goal of maintaining our clients' access to their markets.
- ❑ **We guide our clients as they navigate the world of corporate social responsibility (CSR)**  
Our clients operate in cost-constrained environments where customers, investors, activists, and legislators increasingly demand compliance with diverse standards of conduct. These standards require rigorous training, auditing, and reporting. We have well-developed expertise crafting solutions to such challenges. For example, Canyon Snow principals guided the development, negotiation, and release of the Electronics Industry Code of Conduct. This code was originally ratified by an international group of competitors, customers, and vendors with combined revenues of over \$250 billion; the code has since been adopted by other companies and endorsed by the UN. We manage our clients' sustainable CSR implementations using proven, cost-effective strategies and tools.

## About the Principals

Leslee Guardino and Jennifer Shepherd are Canyon Snow's founding principals and executive managers. They have more than 25 years of combined experience managing government affairs, environmental compliance, and corporate social responsibility initiatives.



**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, and is a registered federal lobbyist. Before creating Canyon Snow, Guardino led government and corporate affairs for Solectron Corporation, a \$10 billion electronics manufacturing and services company. She anticipated complex global legislation for its effect on Solectron and its customers. Guardino formulated Solectron's legislative strategy and advocated on behalf of the company, its customers, and the electronics industry. She also led 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.



**Jennifer Shepherd** leads Canyon Snow's environmental affairs practice and collaborates in leading the CSR practice. Shepherd is a recognized authority on business implications of RoHS and WEEE, as well as a frequent speaker before groups considering the effect of complex environmental legislative initiatives. Before creating Canyon Snow, Shepherd was responsible for corporate environmental affairs and asset recovery account management at Solectron. She developed and implemented Solectron's global environmental strategy and value proposition. In her work, she applied complex and emerging worldwide legislative requirements to the business needs of large and small customers. Shepherd has experience in auditing and implementing environmental compliance and management systems, 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 a founding 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.