

Joshua Schneck
Chair, LSSO Communications and Editorial Board

Joshua Schneck
Founder & CEO, Snow Communications
12 South 6th Street, Suite 827
Minneapolis, Minnesota 55402
612-337-0748
jschneck@cybersnow.com
www.snowcommunications.com

Joshua Schneck founded Snow Communications in 1995. Over the course of his 25-year career, Joshua has helped law firms, corporations and organizations build the value of their brands with effective public relations and marketing. Joshua's clients have appeared in The New York Times, The Wall Street Journal, Forbes, Fortune, Business Week, The National Law Journal and numerous local and trade publications. Joshua is the founding chair of the Minneapolis – St. Paul chapter of Law Firm Media Professionals. Joshua also works as a registered lobbyist in Washington, D.C.

For the past three years, Snow Communications has won an LMA Your Honor award for top law firm public relations. Law firm clients have included: Gray Plant Mooty; Lindquist & Vennum; Leonard, Street and Deinard; Meagher & Geer, Merchant & Gould; Schwegman, Lundberg & Woesnner, and others. Corporate clients have included: ADC, AT&T, Cargill, W L GORE, Honeywell, Hormel, 3M, U S Bank, and Wells Fargo. *Pro bono* clients have included AirLifeLine, American Lung Association, and the American Refugee Committee.

Joshua's career has included time as a staff member on Capitol Hill – working on the Senate and House sides, the Midwest stringer for *The New York Times*, and a Hollywood screenwriter.

Joshua is an avid sports and outdoor enthusiast who has gained the summit of the Grand Teton and other peaks, paddled and camped in the Boundary Waters Canoe Area for more than 30 years, and coached youth soccer for 14 seasons. He is married and the father of three children.