

Susan Neely

Former Assistant Secretary for Public Affairs, U.S. Department of Homeland Security; President and CEO of the American Council of Life Insurers (ACLI)

Homeland Security. One of the architects of the nation's first Department of Homeland Security, Susan Neely shares her insider perspective on how the first new Cabinet department in 50 years is evolving, the nature of the new enemy we face and what that means for American business and society. Through her war stories and experience, Neely addresses questions like: How real is the threat? What in the world is "chatter?" Does airport security actually work? Is all this inconvenience and anxiety permanent? Where are the department and the issue of homeland security going?

Communicating About Terrorism. Susan Neely shares her strategies and lessons learned from being the first to tackle one of the world's toughest issues: the threat of terrorism and homeland security. Neely's experiences in the Department of Homeland Security spanned the gamut from the birth of the color code system, to duct tape jokes, to launching a \$300 million national preparedness movement, to setting up a first-of-a-kind international crisis communication network, and branding a 180,000 person cabinet department.

Risk and Crisis Communications. One of the architects of the nation's first Department of Homeland Security, Susan Neely led the creation of a new national network to help the private sector and government at all levels communicate when disaster strikes. Having weathered natural disasters, a shuttle crash, power outages and numerous terrorist simulations from dirty bomb explosions to smallpox attacks, Neely shares strategies and practical tips on how to prepare your company now for the business crisis of tomorrow.

Strategies to Advance Corporate Policy Agendas. From the White House to the corporate executive suite, Susan Neely has 25 years experience counseling cabinet secretaries, governors, members of congress and CEOs on the elements of communications strategies to win policy debates. Whether it was the crash of the agriculture economy in the 1980s, or the national debate over health reform in the 1990s, creating a public face for medical schools and teaching hospitals, or securing the homeland in a post 9-11 world, Neely has created scores of comprehensive national strategies to shape public opinion and produce public action. She shares lessons learned and strategies for success to help organizations win.