

Wednesday December 11

What's Up with Digital Campaign Ads?

7:30-8:45am



Lee Peeler, BBB National Programs, Inc.

Lee Peeler, Esq., is President and CEO of the Advertising Self-Regulatory Council (ASRC) and Executive Vice President, National Advertising, Council of Better Business Bureaus (CBBB). Peeler is responsible for leading the advertising industry's system of self-regulation, a system dedicated to fostering truth and accuracy in advertising. He oversees the operation of ASRC investigative and appeals units, briefs elected officials on self-regulatory initiatives, works to expand advertising self-regulation to industries that are not yet regular participants and consults with representatives of foreign governments on the value of industry self-regulation. Peeler joined ASRC and BBB in 2006, following a 33-year career at the Federal Trade Commission (FTC) where he served as Associate Director of the Division of Advertising Practices (1985-2001) and Deputy Director, Bureau of Consumer Protection (2001-2006.) He has spoken and testified widely on consumer protection issues including truth in advertising, consumer credit, electronic commerce, privacy and data security. Peeler received his B.A. and J.D. degrees from Georgetown University.



Senator Melanie Levesque, New Hampshire

Senator Melanie Levesque is serving her first term in the New Hampshire State Senate. For the 2019-2020 legislative session, she serves as Chairwoman of the Election Law and Municipal Affairs Committee and is a member of the Judiciary and Transportation Committees. She is also the co-chair of the NCSL Redistricting and Elections committee. Senator Levesque is a New Hampshire native and longtime resident of Brookline. In addition to serving three terms in the New Hampshire House of Representatives before being elected to the Senate in 2018, Senator Levesque also serves her community through the school board, her church, and her small business.



Colin Delany, Epolitics.com

Colin Delany is an online communications consultant, a 23-year veteran of digital political communications and the founder and editor of Epolitics.com, a website that focuses on the tools and tactics of internet politics and online advocacy. A frequent speaker and acknowledged expert in the field of internet communications, Delany has worked for two decades to help advocacy groups, companies and political campaigns leverage the power of online tools. He has written three e-book--*How to Use the Internet to Change the World – and Win Elections*, *Learning from Obama* (a comprehensive guide to the 2008 digital campaign), and *Online Politics 101*. A former staffer in the Texas Legislature and a survivor of the political side of the dot-com boom (he was co-founder of a targeted search engine for politics and policy), Delany served as online communications director at the National Environmental Trust and the National Women's Law Center before returning to consulting.