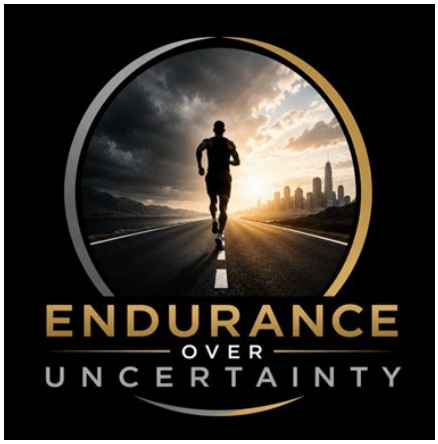
MEDIA KIT FOR
ANTHONY REED
MBA,MS, CPA, PMP

- ***President's Council on Sports, Fitness, and Nutrition Award Winner***
- ***Former Fortune 500 Executive***
- ***Two-Time National Hall of Fame Athlete***
- ***World History Making Marathoner***
- ***50+ Time International Film Festival Winner for Writing & Directing***

MEDIA COMMENTS



"Reed embodies the type of enthusiasm for life and the zest for a good run that might push Lance Armstrong into cycling another 100 miles for the fear of looking lazy." - **Ft. Worth Star-Telegram**.

"Anthony Reed hasn't stopped running since. He ran while earning his MBA, master's of accounting, and CPA certification. And he kept going while working as an Information Technology Director at Texas Instruments, heading up his own consulting business, and teaching college accounting courses." - **Runner's World magazine.**

"Running has transformed Anthony Reed's life. He simply set goals and set about accomplishing them." - **Dallas Morning News.**

"Through the years, Reed has found that many lessons learned along the race course don't differ much from corporate America's hills and valleys." - **National BMBA Magazine.**

"Reed fits the profile—some would say stereotype—of a distance runner. He's an over achiever at work and play. He has earned four degrees, is a CPA, and a certified Project Management Professional." - **St. Louis Post-Dispatch.**

"How far can one man run? If Anthony Reed is the man, all over the world is the answer. He has run across a glacier in Antarctica and along the Great Wall of China." - **Southern Living magazine**.

"Reed manages the risks of business and sport with determination and a commitment to life long learning...Risk management is a concept Reed applies to very different areas of his life. He said the process is similar for a marathoner and businessperson." - **University of Texas at Dallas' Mercury.**

"You might have trouble convincing anyone that endurance running is a dangerous sport—unless you're Anthony Reed, a marathon runner has tackled the 26.2-mile race on all seven continents." - **Webster World magazine.**

"His track record and training methods are well documented in Runners World, as well as in his own books. By his account, he simply never met a challenge he couldn't overcome." – **Follow Your Interests.**

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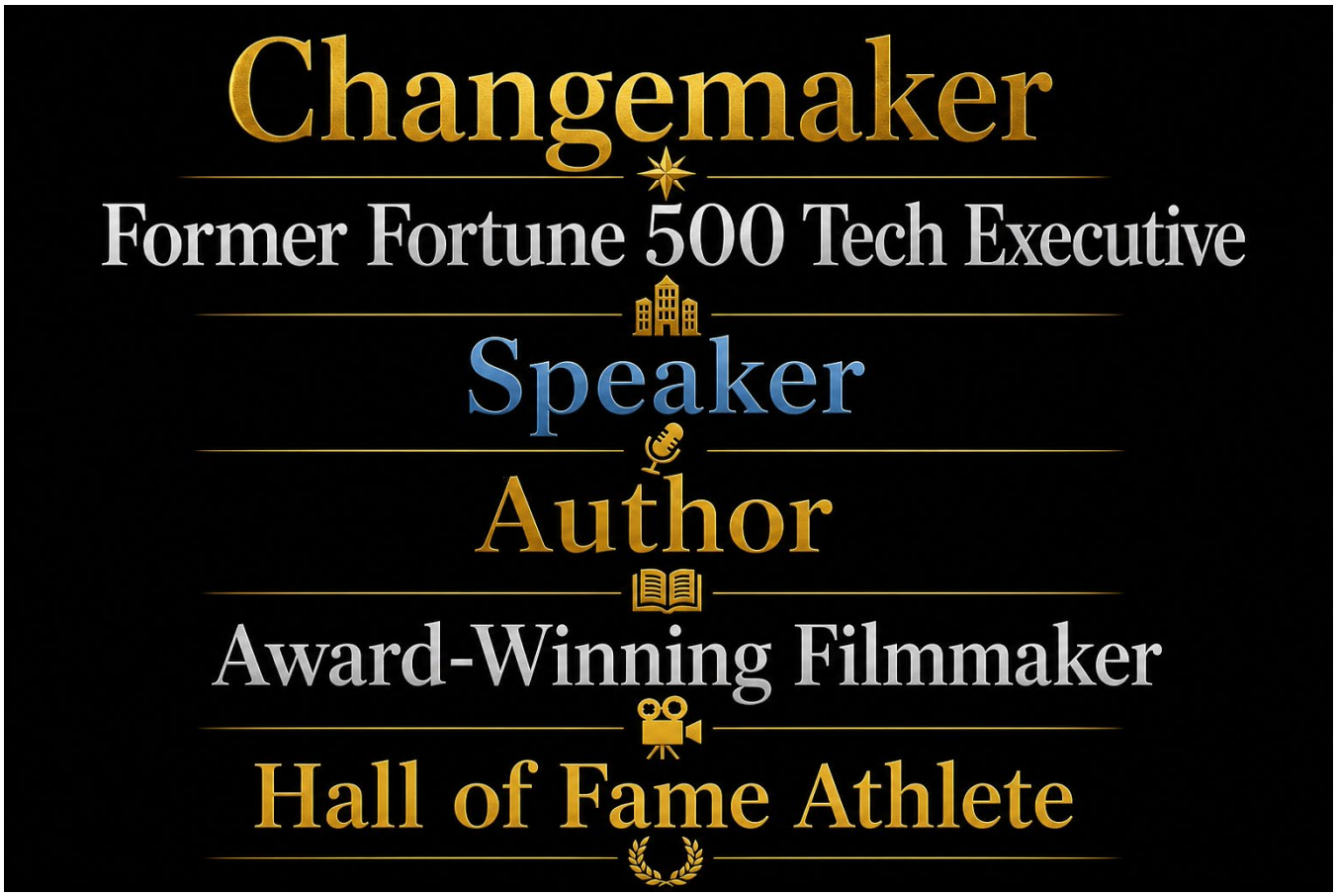

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SIX REASONS TO BOOK ANTHONY FOR YOUR NEXT EVENT

Hiring the right speaker for your event is a very important decision. Anthony Reed has worked with clients to deliver custom keynote speeches and leadership programs. Attendee comments include

- "Instructor gave real world examples and possible solutions. I'm taking back solutions I can use right away."
- "Held my attention for seven hours. Good job! Great humor."
- "Liked ideas on how to educate executives and project team members about project management. Very innovative."
- "Very useful material presented in an organized manner."
- "Very relevant. Good with real-world solutions."
- "Extensive subject matter was very beneficial. Great presentation materials to drive home topics."
- "Anthony is obviously very experienced and provided many excellent examples for the points the seminar makes."
- "The topics were mostly relevant to the work I do today. I liked the ideas to keep the constraints balanced and how to get to know the team and get everyone engaged."

He is the ultimate choice for audiences in all industries. His work focuses on developing ordinary individuals into extraordinary individual contributors, team members, and leaders. Here are a few reasons why Anthony has become a favorite among meeting and event planners.

1. Audiences Love Him
Anthony instantly connects with attendees. Audiences consistently rate Anthony as the "highlight" of the event. Everyone can relate to running a race. He quickly relates management and leadership to endurance sports because they exhibit Type T personalities. He shows the audience how to become mental marathoners, embrace risk taking, and manage stress.

Everyone will be talking about your event long after it's over. Book Anthony.

2. His Firsthand Stories Are Captivating
There's nothing more powerful than real-life, engaging stories that relate to business and sports.

Anthony is a powerful storyteller. His keynotes and workshops are full of real-life stories with powerful insights that then lead to powerful tools and actionable takeaways. For example, he manages business risks (and stress) the same way he managed cheetahs on Kenya's Safricom Lewa Marathon course.

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3. He Delivers Customized Content with Actionable Takeaways
Anthony focuses on the soft skills that are used to fix the hard problems. This includes leadership, risk management, change management, motivation, negotiations, content development, storytelling, and coaching. A runner has no control over a challenging marathon course. They can only control their approach to the hills that lie ahead.

Anthony takes the time to interview key stakeholders and team members, reviewing materials, and weaving in relevant themes and areas of focus based on your specific requests.

4. He Shares Real World Business Experiences
Anthony brings experiences from being employed at Fortune 100 companies, governmental agencies (federal, county, and city), quasigovernment agencies, and consulting firms. He's also the CEO and founder of an international firm. He's managed highly visible and high-stress international projects with internationally dispersed, multi-generational team members.

Anthony relates to everyone. He has finished first and dead last in races. He's dealt with a wide variety of marathon day weather from sub-zero temps in Antarctica to over 100-degree temps in Texas. He's even dealt with bicycle derailer cables snapping in a biathlon and being chased by seals during a marathon. He knows how to manage stress and take risks to win.

5. He's a History Making Athlete, Certified Running Coach, and a Witness to History
Anthony is the first Black in the world to complete marathons on all seven continents. He's also one of about fifty people in the world who completed the marathon "hat trick." This consists of finishing (1) at least one hundred marathons (2) in all fifty States and (3) seven continents. For these and other accomplishments, he was inducted into a national hall of fame. He also wrote an article about his experiences in the finish line area during the 2013 Boston Marathon bombing.

6. He's an Award-Winning Writer and Storyteller (See pages 10 through 12)
Anthony is an award-winning documentary writer and director. His first film, *Breaking Three Hours,* won fourteen awards, including eight first place finishes, in film festivals in the US, Canada, and Sweden. It was selected by Amazon Prime within eight days after it was available for streaming services. *Runner's World* described it as one of "The best running documentaries that motivate and inspire."

His second documentary, *We ARE Distance Runners*, has been selected by over twenty festivals in the US, Canada, Sweden, France, and India. It received twenty-seven award nominations and earned nineteen awards, including ten first place finishes. His current documentary, *She Quietly Ran Into History,* has won over ten awards.

Anthony Reed, CPA, PC / PO Box 180912, Dallas, TX 75218-0912 / 214-257-0469
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ONE-PAGE BIOGRAPHY

Anthony Reed, CPA, PMP is true polymath. He's a former Fortune 500 technology executive, an international professional speaker, author, over fifty-time award winning documentary director and writer, two-time history making hall of fame marathoner, and business executive. He spent over twenty-five years in management and executive positions for companies, such as Texas Instruments, Accor, Siemens, Pepsico/Frito-Lay, Ernst & Young, and the Federal Reserve Bank of Dallas. He has authored six books and over fifty articles about leadership, technology, and fitness. In addition to having his consulting firm, he's currently the founder and CEO of the Caribbean Endurance Sports Corporation and Free to Run Productions Inc. He served on the board of directors for various professional, technology, and non-profit organizations.

He recently directed, produced, and wrote the feature length documentaries *Breaking Three Hours* and *We ARE Distance Runners*, which have won forty-one awards at US, Canadian, Swedish, and Indian film festivals. His latest documentary short has won ten awards. His recent books are *Running to Leadership: What Finishing 100+ Marathons on All Seven Continents Teaches Us About Success* and his autobiography, *From the Road Race to the Rat Race.*

He earned two graduate degrees (management and accounting) and two undergraduate degrees (management and mathematics). He's taught collegiate project management, information technology, accounting, and business management courses. He's a Certified Public Accountant, certified Project Management Professional, and certified Supply Chain Manager.

His accomplishments and exploits have been featured in the business, technical, travel, and sports sections of major newspapers and publications across the country. This includes the *Ebony* (twice), ESPN's *The Undefeated, USA Today,* the *Wall Street Journal, Runner's World, PMI Today, Southern Living, Run Singapore, Sports & Travel, Black Sports - The Magazine, Texas Runner & Triathlete, Black MBA Magazine, Dallas Morning News,* the *Ft. Worth Star Telegram,* and the *Journal of Accountancy*. He's also been interviewed on radio, television, and internet programs around the world, including several NPR stations, Black America Web, CBS, NBC, Good Morning Texas, and Arise-TV.

As a Certified Distance Running Coach, he won trophies in biathlons (running and bicycling) and in road races ranging from 5K's to 26.2-mile marathons. He's one of about sixty people in the world, who completed the marathon hat trick. This consists of finishing (1) at least one hundred marathons on (2) all seven continents, including Antarctica, and (3) in all fifty States. He's also completed over fifty marathons in one state, Texas. He was inducted into the National Distance Running Hall of Fame in 2022. He is the first Black in world to run marathons on all seven continents. Subsequently, his running clothes and other artifacts are with Washington DC's Smithsonian Museum of African American History and Culture. A three-hour video of his life story is in the special HistoryMakers section of the US Library of Congress. Subsequently, his journeys were chronicled in his book, *Running Shoes Are Cheaper Than Insulin: Marathon Adventures on All Seven Continents.*

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SPEAKING TOPICS

- **Leadership** – *Transformative Leadership & The New Type T Manager; Leading Through Difficult Times; Seven Leadership Lessons From Running Marathons on Seven Continents.*
- **Artificial Intelligence** - *Soft Skills: The Keys to Success in AI Environments.*
- **Soft Skills** – *Soft Skills Make Hard Projects Successful; Leading with Soft Skills.*
- **Building Mental Toughness** - *How to Become a Mental Marathoner; Finding the I in Team.*
- **Change & Risk Management** – *Living Outside the Comfort Zone; Embracing Risk & Change Like a Marathoner.*
- **Selling Project Management** - *Change Your Mind to Change Their Mind; PM PR (Project Management Public Relations).*
- **Work-Life Balance** - *It's All About You; If You Can't Control It, Don't Worry About It.*

Anthony Reed was having lunch with a former staff member, Chris. Chris confided in Anthony, "I don't understand what's happening. I'm not satisfied with my job anymore. I'm doing the same work, when you were over the division, but it's just not fun or fulfilling. What did you do?"

Anthony explained that he had managed the division and led the employees by using the same techniques that he used to run marathons and to coach other successful runners. People became highly motivated, embraced (calculated) risks, moved outside of their comfort zones, and achieved corporate and personal goals. The employees had become mental marathoners. Strong individuals make strong teams. (You're only as strong as the weakest link.)

Anthony had been successfully employing marathon coaching techniques as a transformative leader in corporate America and in governmental entities. Years later, researchers discovered a direct link between successful managers and marathoners. They are both thrill seekers; Type T personalities. As a 132-time, history-making marathoner and a 25-year business executive, Anthony is comfortable about sharing his real-world, insightful, and entertaining challenges and solutions with your audience. The same soft skills he used to motivate and inspire his staff were used to motivate and inspire over 100,000 distance runners.

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RECOGNITIONS

- 2026, Official Mass Starter for the 130th running of the prestigious Boston Marathon.
- 2026, Texas Black Sports Hall of Fame Inductee.
- 2025, Social Action Award, Phi Beta Sigma, Inc.
- 2024, President's Council on Sports, Fitness, and Nutrition Hero Award. (Only eight individuals have earned this award.)
- 2022 National Distance Running Hall of Fame Inductee
- 2017 National Black Distance Running Hall of Fame Inductee
- Webster University – Notable Alumni (Athletics)
- 2013, Epsilon Public Service Award, National Black Data Processing Association.2013, Marathons in Fifty States Certification.
- 2007, Marathons on Seven Continents Certification.
- 2009, One Hundred Marathons Certification.

Artifacts From Anthony Reed in the Smithsonian National Museum of African American History and Culture

Previous and Current Board of Director Positions

- Oracle Applications Users Group
- Dallas Oracle Users Group
- Dallas Marathon
- Free to Run Productions
- Caribbean Endurance Sports Corporation
- Running USA
- NBMA
- Theordore Corbitt Institute for Running History Research
- Jubilee Theatre

Professional Certifications & Awards

- Certified Public Accountant (CPA)
- Project Management Professional (PMP) Certification
- Certified Adult Distance Running Coach
- Accounting Honor Society
- Supply Chain Management Certification

Books Written by Anthony Reed

- *The SMART Degree: A Young Professional's Guide to Reality*
- *The Achievement Equation: Your Formula for Success*
- *Finding the I in TEAM*
- *Running Shoes are Cheaper Than Insulin: Marathon Adventures on all Seven Continents*
- *Running to Leadership: What Finishing 100+ Marathons Teaches Us About Success*
- *From the Road Race to the Rat Race*
- Published over fifty articles in magazines, such as *ComputerWorld* and *Runner's World.*

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MEDIA INTERVIEWS & APPEARANCES

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50 PLUS-TIME AWARD WINNING FILM WRITER & DIRECTOR

IMDb Film Director Listing: https://www.imdb.com/name/nm12943010/
IMDb *Breaking Three Hours: Trailblazing African American Women Marathoners*
https://www.imdb.com/title/tt23769432/

- 2022 Winner - Best Original Song for a Feature Film, Seattle Film Festival
- 2022 Winner - Best Sports Documentary Feature Film, Seattle Film Festival
- 2022 Winner - Best Music: (Welcome to the) Marathon, NewsFest — True Stories International Film and Writers Festival
- 2022 Winner - Best News Story/Public Information: Breaking Three Hours - Marillyn Bevans Story, NewsFest — True Stories International Film and Writers Festival
- 2022 Winner - Best Short Documentary Under 13 Minutes: Keep Going, NewsFest — True Stories International Film and Writers Festival
- 2022 Winner - Best Biographical Film, New York International Film Awards
- 2022 Winner - Best Sport Film, Oniros Film Awards® - New York
- 2022 Winner - Best Feature Documentary, Oniros Film Awards® - New York
- 2022 Finalist - Best Song, Oniros Film Awards® - New York
- 2022 Honorable Mention - Best Original Song, Global Film Festival Awards
- 2022 Semi-Finalist - Best First Time Documentary Film, Boden International Film Festival (Sweden)
- 2022 Exceptional Merit - Doc. & Sports, WRPN Women's International Film Festival
- 2022 Award Nominee - Best Feature Doc., New York Independent Cinema Awards
- 2022 Official Selection - Best Feature Doc., Toronto International Women's Film Festival
- 2022 Official Selection - Best Feature Doc., Whistleblower Summit & Film Festival
- 2022 Official Selection - Best Feature Doc., San Antonio Black International Film Festival
- 2022 Official Selection - Best Feature Doc., Visions of the Black Experience
- 2022 Official Selection - Best Feature Doc., Minute Madness Toronto
- 2022 Official Selection - Best Doc. Feature, Black Entertainment and Sports Lawyers Association Film Festival

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IMDb *We ARE Distance Runners* Listing: https://www.imdb.com/title/tt32307646/

- 2023 Winner - Best Feature Documentary, Global Film Festival Awards
- 2023 Winner - Best Biographical Film, Oniros Film Awards® - New York
- 2023 Winner - Best Short Historical Film, BLUEZ DOLPHINS Monthly Online Intern'l Short Film Fest
- 2023 Winner - Best Short Social Message Films, BLUEZ DOLPHINS International Short Film Fest
- 2023 Winner - Best Human Interest Story, NewsFest, True Stories International Film Festival
- 2023 Winner - Best Interview Format, Talk Show, or Podcast, NewsFest
- 2024 Winner - Best Biographical Feature Film, The Independent Creators Expo (ICE) CineFest
- 2024 Winner - Best Feature Documentary, The Independent Creators Expo (ICE) CineFest
- 2024 Winner - Veteran & Military Award For Best Director, Orlando Urban Film Festival
- 2023 Finalist - Best Sports Film, Oniros Film Awards® - New York
- 2023 Honorable Mention - Best Inspirational Film, New York International Film Awards
- 2023 Honorable Mention - Best Inspirational Film, Oniros Film Awards® - New York
- 2024 Honorable Mention - Best Feature Documentary, Black History Film Festival
- 2024 Honorable Mention - Best Feature Documentary, The People's Film Festival
- 2024 Honorable Mention - Best Short Film - TX Showcase, ATX Short Film Showcase - Austin's Monthly Film Festival
- 2023 Semi-Finalist - Best Short Documentary, Luleå International Film Festival - Monthly
- 2024 Exceptional Merit - Best Feature Doc., WRPN Women's International Film Festival
- 2024 Exceptional Merit - Best Sports Doc., WRPN Women's International Film Festival
- 2023 Award Nominee - Best Women's Short Doc., Black Panther Intern'l Film Festival
- 2023 Award Nominee - Best Documentary News Story Over 30 Minutes, NewsFest
- 2023 Award Nominee - Best Family History Story, NewsFest
- 2023 Award Nominee - Best True Story (Documentary Style), NewsFest
- 2023 Award Nominee - Most Inspiring, NewsFest
- 2024 Award Nominee - Best Short Sports Doc, Seattle Film Festival
- 2024 Award Nominee - Best Feature Documentary, Orlando Urban Film Festival
- 2024 Award Nominee - Best Social Impact Film, Orlando Urban Film Festival

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- 2024 Award Nominee - Best Documentarian, Orlando Urban Film Festival
- 2023 Official Selection - Best Short Documentary, Crown Point International Film Festival
- 2023 Official Selection - Best Short Documentary, Greater Cleveland Urban Film Festival
- 2023 Official Selection - Best Short Documentary, Stockholm City Film Festival - Monthly
- 2023 Official Selection - Best Short Documentary, St. Louis International Film Festival
- 2024 Official Selection - Best Feature Documentary, Austin Lift-Off Film Festival
- 2024 Official Selection - Best Feature Documentary, Paris Awards Film Festival
- 2024 Official Selection - Best Inspirational Film, Paris Awards Film Festival
- 2024 Official Selection - Best Feature Sports Documentary, Seattle Film Festival

IMDb *She Quietly Ran Into History* Listing: https://www.imdb.com/title/tt39393931/

- 22026 Winner - Best Documentary Short Film, Golden Lion Best Film Awards
- 2026 Winner - Best Women Empowerment Short Film, Golden Lion Best Film Awards
- 2026 Winner - Best Sports Short Film, The Black Panther International Short Film Festival
- 2026 Winner - Best Women Short Film, The Black Panther International Short Film Festival
- 2026 Winner - Best Women Short Film, BLUEZ DOLPHINS Monthly Online International Short Film Festival
- 2026 Winner - Best Historical Short Film, BLUEZ DOLPHINS Monthly Online International Short Film Festival
- 2026 Winner - Best Documentary Short Film, BLUEZ DOLPHINS Monthly Online International Short Film Festival
- 2026 Winner - Best Documentary Short Film, Black Independent Filmmakers Association International Film Festival
- 2026 Honorable Mention - Best Documentary Short Film, The Urban Short Film Festival 3rd Annual Atlanta Tour
- 2026 Finalist - Best American History Documentary Short, Jackson Doc Fest
- 2026 Award Nominee - Best Documentary Short Film, New York Long Island Film Festival
- 2026 Official Selection - Best Documentary Short Film, Roxbury International Film Festival
- 2026 Official Selection - Best Documentary Short Film, New York City Lift-Off Film Festival
- 2026 Official Selection - Best Documentary Short Film, Los Angeles Lift-Off Film Festival
- 2026 Official Selection - Best Documentary Short Film, Urban Film Festival
- 2026 Official Selection - Best Documentary Short Film, Urban Mediamakers Film Festival

PREVIOUS SPEAKING ENGAGEMENTS

PROFESSIONAL ASSOCIATION EVENTS & CONFERENCES

Dallas Oracle Users Group
Minority Human Resources Association
National Association of Black Accountants
Oracle Applications Users Group Conference

Project Management Institute (PMI)

PMI Alabama Horizons
PMI Alamo Chapter
PMI Atlanta Chapter
PMI Austin Chapter
PMI Baltimore Chapter
PMI Buffalo Chapter
PMI Canadian West Coast Chapter
PMI Central Alabama Chapter
PMI Central Arkansas Chapter
PMI Central Florida Chapter
PMI Central Indiana Chapter
PMI Central Iowa Chapter
PMI Central Mississippi Chapter
PMI Central Ohio Chapter
PMI Central Virginia Chapter
PMI Charleston Chapter
PMI Chattanooga Chapter
PMI Chicagoland Chapter
PMI Columbia River Basin Chapter
PMI Dallas Chapter
PMI Dayton Chapter
PMI Delaware Valley Chapter
PMI East Tennessee Chapter
PMI Ft. Worth Chapter
PMI Great Lake Chapter
PMI Greater New Orleans Chapter
PMI Hampton Roads Chapter
PMI Heartland Chapter
PMI Honolulu Chapter
PMI Houston Chapter
PMI Hudson Valley NY Chapter
PMI Inland Northwest Chapter
PMI Kansas City Mid America Chapter
PMI Kentucky Bluegrass Chapter
PMI Keystone Chapter
PMI Latin American Congress
PMI Los Angeles Chapter
PMI Maine Chapter
PMI Mass Bay Chapter
PMI Metrolina Chapter
PMI Metropolitan St. Louis Chapter
PMI Michigan Capital Area Chapter
PMI Mid-Missouri Chapter
PMI Minnesota Chapter
PMI Monterey Bay Chapter
PMI Nashville Chapter
PMI New Jersey Chapter
PMI New York City Chapter
PMI North Alabama Chapter
PMI North American Congress
PMI North Carolina Chapter
PMI North Carolina Piedmont Triad Chap.
PMI Northeast Indiana Chapter
PMI Northeast Ohio Chapter
PMI Northeast Wisconsin Chapter
PMI Northern Alberta Chapter
PMI Northern Utah Chapter
PMI Ocean State Chapter
PMI Oklahoma City Chapter
PMI Olympia Chapter
PMI Ottawa Valley Outaouais Chapter
PMI Palmetto Chapter
PMI Pikes Peak Regional Chapter
PMI Pittsburgh Chapter
PMI Portland Chapter
PMI Quad Cities Chapter
PMI Rochester Chapter

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PMI Sacramento Valley Chapter
PMI San Diego Chapter
PMI Sioux Empire Chapter
PMI South Carolina Leadership Summit
PMI South Carolina Midlands Chapter
PMI South Florida Chapter
PMI South Saskatchewan Chapter
PMI Southern Maryland Chapter
PMI Southern New England Chapter
PMI Southwest Missouri Chapter
PMI Southwest Ohio Chapter
PMI Southwest Virginia Chapter
PMI Space Coast Chapter
PMI Suncoast Chapter
PMI Tallahassee Chapter
PMI Tampa Bay Chapter
PMI Tulsa Chapter
PMI Washington DC Chapter
PMI West Virginia / Ohio Valley Chapter
PMI Westchester Chapter
PMI Willamette Valley Chapter

Society for HR Management (SHRM)
SHRM Atlanta
SHRM Dallas
Society for Information Management (SIM)
SIM Minnesota
SIM New Jersey Chapter
SIM Research Triangle Park Chapter
SIM Saint Louis

CORPORATE ENGAGEMENTS

Alcatel-Lucent
American Institute of CPA's
Cigna Healthcare
Frito Lay/Pepsico
Matrix Resources
Moore Norman Technology Center
Small Business Development Center

CONFERENCES

Annual Supply Chain & Logistics Summit
Accounting Today's Annual Accounting, Growth & Profitability Summit
Road Runners Club of America Conference
Running USA Conference
S. Carolina Governmental MIS Conference

EDUCATIONAL INSTITUTIONS

Amberton University
Beaumont High School
DeVry Institute of Technology
ISUS
Ivy Leaf School
John Burroughs School
Lamar University
McClure High School
Paul Quinn College
Southern Methodist University
Students Run Philly
University of North Texas
University of Texas - Dallas
Webster University

HEALTH & FITNESS ENGAGEMENTS

Berlin Marathon Pre-Race Dinner
ING Georgia Marathon
Lost Dutchman Marathon
National Black Marathoners Association
New York City Marathon Pre-Race Dinner
New York Road Runners Association
Route 66 Marathon
Run Show - Boston
Run Show - Chicago
Runner's World Magazine Panelist
Texins Activity Center

GOVERNMENTAL ENTITIES

Texas Department of Transportation
Texas Youth Commission

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AUDIO/VIDEO REQUIREMENTS

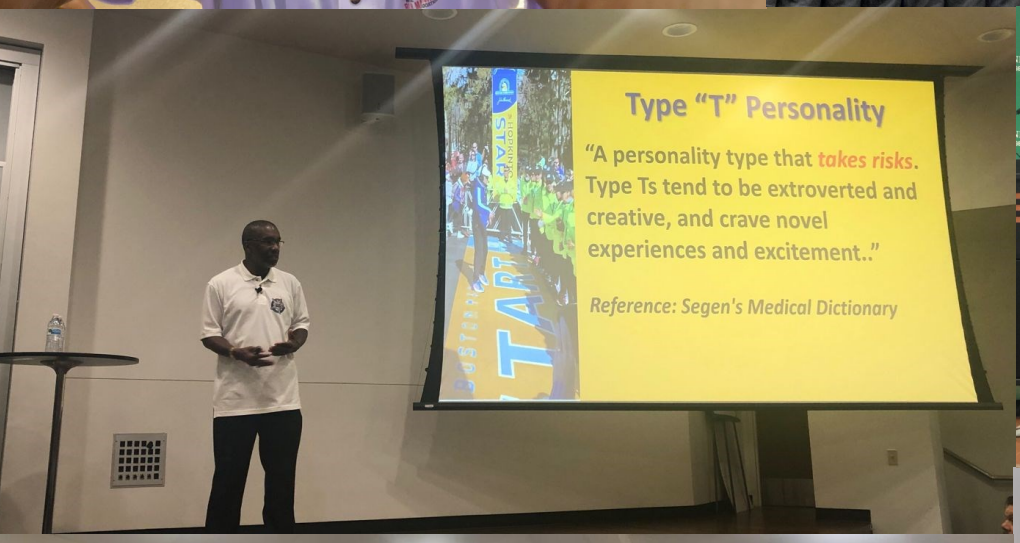
- LCD projector with screen/monitor
- Audio sound system – Embedded videos may be shown during the presentation
- Lapel microphone
- Access to the facility, at least one hour before the presentation, to test the setup

TRAVEL ARRANGEMENTS

Anthony is based in Dallas, TX. Travel arrangements should be made for either
- Dallas Love Field (Airport Code: DAL)
- The Dallas/Ft. Worth International Airport (Airport Code: DFW).

CONTACT INFORMATION

Email MediaRelations@Reed-CPA.com
Phone 214-257-0469
Mail Anthony Reed, CPA, PC
PO Box 180912
Dallas, TX 75218-0912



2022 Seattle Film Festival Awards

SEATTLE, WASHINGTON - OCTOBER 02: Anthony Reed accepts an award at the Seattle Film Festival Awards at the Courtyard by Marriott on October 02, 2022 in Bellevue, Washington. (Photo by Mat Hayward/Getty Images)