



**July 25, 2024**

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## **NPR'S TAMARA KEITH TO BE 2024 ROAD RACE MANAGEMENT KEYNOTER**

An avid runner, Tamara Keith is Senior White House correspondent for NPR and appears weekly on the PBS Newshour as part of its Politics Monday segment. She is a former president of the White House Correspondents Association.

Tamara has run the Marine Corps Marathon as well as many other races. She will speak on the juxtaposition of running and politics, how she has kept up her running with a packed schedule and what it is like covering former and current politicians and staff who run regularly.

In addition to the keynote the program, December 13 – 15 in Hollywood, FL will include:

- Sponsorship Overview Current and Future Climate (Faculty: Andrea Dowdy)
- Calculating Race Needs (Faculty: Dave McGillivray)
- AI Impact Today and Tomorrow (Faculty: Doug Thurston)
- The Ins and Outs of Event Insurance (Faculty: Terry Diller)
- Permitting All You Need to Know (Faculty: Andrea Dowdy, Dave McGillivray, Doug Thurston)
- Participant Demographics (Faculty: Laurel Park)
- Rethinking Elite Athletes (Faculty: Eli Asch)

The full program and schedule for the meeting are available at [www.rrm.com](http://www.rrm.com)

Exhibitors at the meeting will include companies offering awards, competitor numbers, signs, banners, registration and timing services, apps, web services, apparel, social media services, and event photography.

Thousands of race officials, corporate sponsors, marketing executives, sports organization representatives (RRCA, USATF, RUSA, PRRO) and others involved in organized running events have attended this annual fall gathering since its inception in 1983.

Phil Stewart, Road Race Management President, said, “The meeting venue across from the beach at the Hollywood Beach Marriott, just 6 miles from the Ft Lauderdale/Hollywood airport, offers a tranquil environment for event directors not only to stay abreast of cutting-edge topics facing the sport, but also to unwind and network in a relaxed atmosphere. Many race committees reward committee members or staff with a trip to this meeting, finding it a great way to offer a special thank you and educational opportunity while rejuvenating key workers for next year’s event and running next to the beach is an added plus”

The Road Race Management meeting is sponsored by Ashworth Awards, Gatorade Endurance, John Elliott, Hightech Signs, Leslie Jordan, Inc., MarathonFoto, MarathonGuide.com, Marathon Printing, MYLAPS Sports Technology, National Event Services, and Publix Gasparilla Distance Classic.

In addition to conducting the meeting, Road Race Management publishes the twice-monthly free Road Race Management E-News ([sign up here](#)). The company hosts several industry-leading websites including the [Online Guide to Prize Money Races](#) and Elite Athletes, the [Doping Sanctions](#) site and the [Longest Serving Race Director](#) site in addition to its acclaimed main site at [www.rrm.com](http://www.rrm.com)

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