

William Howard Stovall IV

2008 King of Carnival

William Howard Stovall IV has been chosen to reign as King of the 77th edition of Carnival Memphis. A very active and professional leader, Howard serves as Carnival's spokesman for this year's celebrated industry, music, and states: "It is an honor and privilege to represent the music industry this year." Since its founding in 2004, Howard Stovall has served as managing partner of Resource Entertainment Group, which was a finalist for the Memphis Business Journal's Small Business Award in both 2006 and 2007. Howard has produced events ranging from Ray Charles' 70th birthday party in Los Angeles to the West Clinic's 25th Anniversary celebration in Memphis. He has provided Elton John, Charlie Daniels, Kool and the Gang and other entertainment legends for a host of clients, and he lists co-producing the Stax Music Academy's 2008 Grand Finale as one of his favorite projects.

King Howard continues the incredible royal legacy of the Stovall family, which has been involved in Carnival for 60 years. Howard's grandfather, William Howard Stovall served as the King of Carnival in 1948. Twenty-eight years later his father, M. Carter Stovall represented Carnival as the King in 1976. Howard served as a Carnival page in 1973 for Queen Mary Leatherman, and as a Royal Scarab for Queen Baylor Ledbetter in 1993. And now, thirty-two years after his father's reign, King Howard becomes the Carnival's first third-generation King.

King Howard's Scarab experience turned into a true Carnival romance when he married his Queen, Baylor Ledbetter eleven years ago. Their daughter Carter, age 9, has just completed the third grade, and their son "Quint" (William Howard Stovall V), age 7, has finished the first grade, both at Grace St. Luke's. Both kids will serve as Royal Pages this year. The Stovalls are active in civic and arts groups and are members of Calvary



The Stovall Family: Baylor, Howard, Quint and Carter

Episcopal Church in Memphis and St. Paul's Episcopal Church in Nantucket.

King Howard is the son of Mrs. Nancy Stovall and the late M. Carter Stovall. He grew up in Stovall, Mississippi where his family has operated Stovall Plantation since the 1840's. Blues legend Muddy Waters worked on Stovall Plantation prior to moving to Chicago; his first recording was entitled "Down on Stovall's Plantation." Howard attended high school at Woodberry Forest School in Virginia and received his Bachelors of Arts Degree from Yale University in 1984.

Not just a spokesman for music in the Memphis region, Howard is the incoming Board Chairman for the International Association of Corporate Entertainment Producers. He is a member of the International Entertainment Buyers Association, and he has also served on the selection panel for the Mississippi Governor's

Awards for Excellence in the Arts. Howard serves on the State Advisory Committee for the Center for the Study of Southern Culture at the University of Mississippi and is an Advisory Board Member of the Tipitina's Foundation in New Orleans. He serves as an advisor for Calvary Church's "Calvary and the Arts" concert series in Memphis, and he is a Board member of the Wings Cancer Foundation of Memphis.

With Mississippi attorney Bill Lockett and Academy Award® winner Morgan Freeman Howard co-owns Ground Zero Blues Clubs in Clarksdale, Mississippi and Memphis. He and his wife Baylor also own and operate the Stovall Collection and Stationers in Memphis and Oxford, Mississippi.

Prior to founding REG with Paul Chandler, Stovall served for five years as the Executive Director of The Blues Foundation, an international nonprofit in support of blues music based in Memphis. From 1993-97, Stovall worked at Harrah's Entertainment as a promotions, public relations, and project manager. Prior to that he was a member of the Chicago Board of Trade.