

William McBride Yandell III

2010 King of Carnival

As Carnival Memphis celebrates our 79th Anniversary, William McBride Yandell III has been chosen to reign as King to honor a very important industry in the Mid-South - The Private Equity & Venture Capital industry is an integral part of the area's economic base.

King Will Yandell presently is a Managing Partner of Wisteria Capital Management which invests and operates businesses in the telecommunications industry, natural resource industry and other areas that have an opportunity to generate excellent returns.

Our King has over 30 years experience in numerous business sectors, including agriculture, oil and gas, and wireless telecommunications. King Will has a long history in agriculture and has been a partner in the family farm since 1977. After earning his law degree, Mr. Yandell entered into the oil and gas business in 1981 working for several oil and gas development companies. Mr. Yandell then, along with another partner, formed an exploration and production company in the early 1980s called Myex, Inc. which became a successful independent operator. While still involved in the oil and gas business, King Will and his partner in Myex entered the cellular telephone business.

This led to the founding of Mercury Communications, Inc. by Mr. Yandell and his partner in Myex. Mercury owned and operated numerous cellular telephone companies. The cellular telephone networks spanned various parts of the United States from Washington State to West Virginia. Most of these markets were in rural areas, which required the company to develop enhanced communication and logistical support for the numerous operations.

Subsequently, Mr. Yandell owned and operated wireless networks in the Pacific Rim and founded Alaska DigiTel, LLC in 1996, which became the third statewide cellular telephone operator in the State of Alaska in 1998. As both an investor and former full time businessman, Mr. Yandell has been in charge



The Yandell Family: seated Jennifer and Sarah Clifton standing William, King Will and Philip

of both operational aspects of the various businesses in addition to also overseeing numerous business transactions and the attendant due diligence reviews that are a part of buying, selling or financing businesses and related transactions.

After graduating from Woodberry Forest School in 1973, King Will entered Rhodes College where he graduated in 1977. He then attended the University of Mississippi School of Law where he received his Juris Doctorate in 1981. While attending Ole Miss Law School he met his future wife, Jennifer McCaull. Jennifer was a member of the Royal Court of Carnival in 1980 serving as a Lady in Waiting for the Memphis Rose Society. They have two sons, William, 21 and Philip, 18, and a daughter Sarah Clifton age 11. William was a member of The Loyal Order of Scarabs in last year's Royal Court and will serve again this year and Sarah Clifton will be a Royal Page.

Our King is a long standing member of the Grand Krewe of Osiris and is a former member of the Mystic Society of Memphis. King Will values and appreciates the support and dedication of all the Grand Krewes of Carnival. King Will has been involved in many civic and community service organizations throughout the Mid-South. He is a former member of St. George's Independent School Board, a former member of the Downtown Rotary Club, a member of *Confrérie des Chevaliers du Tastevin*, and of numerous business boards. The King is an avid conservationist and is a member of the Mississippi Wildlife Federation, Delta Waterfowl Committee of Memphis and is the President of the Minnedosa Duck Club which is a charitable organization that supports waterfowl habitat and production in Canada and the Dakotas. King Will is currently a member of the Board of Directors for the Memphis Hunt and Polo Club and is also a member of the Memphis Country Club and was President of Sigma Alpha Epsilon at Rhodes College.