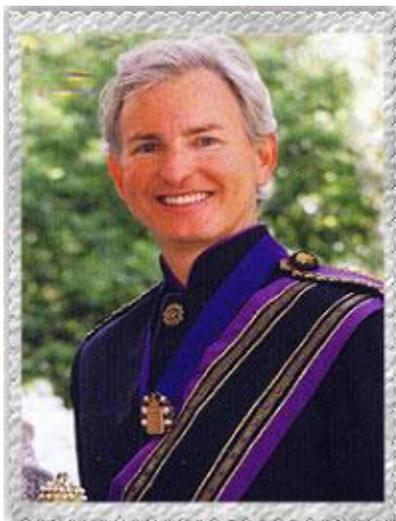


John Robert Pitts



John Robert Pitts is King of the 73rd edition of Carnival Memphis. A very active civic and professional leader, Johnny serves as Carnival's spokesman for this year's celebrated industry, insurance, and states: "It is an honor and privilege to represent the insurance industry this year. Queen Abbey and I are anticipating a great year with all the Krewes and royalty. The Board of Carnival and the general chairpersons of the Krewes have planned a year that will be one for the ages...get involved, you'll be glad you did."

King Johnny and his partner, Matt Lipscomb, III are or the majority owners and chief managers of Lipscomb and Pitts insurance, LLC. The agency was started on October 1, 1954, by their fathers, Matthew W. Lipscomb and John Pitts and of 40,000 insurance agencies in the United States it has grown to become one of the top 200.

Upon graduation from the University of Tennessee at Knoxville with a Bachelor of Science degree in Insurance, King Johnny took a position with Safeco Insurance Company in order to learn the insurance business from the ground up. He spent the next couple of years with Safeco and later CIGNA Insurance Company, working in the underwriting, loss control in claims departments. His early experiences gave him a foundation for understanding the insurance business.

in 1981, King Johnny moved to Lipscomb & Pitts Insurance where he worked as an insurance broker until 1988. He added the responsibilities of management of financial and administrative areas when he became a partner of the agency in 1989. Three years later he and Mat Lipscomb, III purchased Lipscomb & Pitts Insurance from their fathers.

King Johnny has his Certified Insurance Counselors designation and has served as chairman of the Insurers of Memphis, chairman of the Memphis/Shelby County Insurance Advisory Committee, chairman of the Greater Memphis Insurance Council and is the board member of Business Emergency Preparedness Council. During King Johnny's tenure at the agency, Lipscomb & Pitts Insurance has grown into the 13th largest privately held single site insurance agency in the nation. The agency is recognized as a leader in risk management innovation, technology and client service, and was elected into the prestigious Council of Insurance Agents and Brokers, which is made up of the top 1 percent of insurance agencies and brokers in the United States.

As an Eagle Scout, Johnny remains very involved in scouting and serves as Scoutmaster of Troop 55. A vocal supporter of charitable organizations and community, he is the chairman of the Board of Youth Villages, one of the largest and most successful programs of its type in the country. He is a Deacon at Independent Presbyterian Church and serves on the finance and plant/operations committees. Johnny is also chairman of the Greenwich Group, any insurance broker network. Here's been married to the former Kim Swann for 20 years and, they have a son Rob and two daughters, Jennings and Mary Carson. Kim was a Memphi Duchess last year which enabled the Pitts family to prepare for this year's Oracle festivities.

Johnny gave the following statement: "The greatest businesses in our country have a keen sense of responsibility. They are responsible to their communities, not responsible for them. Every business will eventually reflect the character of its leader, and his or her responsibility to the community is a measure of that character."