

James Leonard McCullough, Jr.

As Carnival Memphis celebrates its 83rd Anniversary, James Leonard McCullough, Jr. has been chosen to reign as King to honor an industry which is an integral part of the economic base of the Mid-South - - the Trucking industry.

King Jim McCullough, President and Chairman of the Board of Directors of General Truck Sales and Service, Inc., is also Chief Executive Officer of Volvo Truck Leasing of Memphis. Family owned and operated since 1965, General Truck is the Mid-South's full-service Volvo Heavy Truck dealership specializing in sales, rental and leasing of new and used commercial trucks. The company also has a comprehensive parts and service operation.

Upon graduation from Mississippi State University, King Jim started his career with Memphis White Trucks where he gained valuable dealer sales and management experience. He has served on numerous manufacturer dealer advisory councils including ADP Dealer Services Advisory Board, General Motors Commercial Vehicle Dealer Advisory Group, and has held two terms as chairman of the Volvo Trucks North American Dealer Council.

King Jim and General Truck have been recognized for their success in the trucking industry in many ways. They were a GMC Truck Five Star General Award recipient, a nominee for American Truck Dealers Association Truck Dealer of the Year, and King Jim was inducted into the Volvo Trucks North America CEO Club in 2005 and 2006. A member of the Management Performance Group's Benchmark Truck Group, he has also completed the management training curriculum at General Motors University of Automotive Management.

King Jim was born in Corinth, Mississippi, and grew up living in Brookhaven and Starkville, Mississippi. A graduate of Starkville High School, he lettered four years in football, and was selected to play in the Mississippi High School All-Star football game.

After graduating from high school he received a four-year athletic scholarship to attend Mississippi State. King Jim earned a Bachelor of Science degree in Business Administration, with a major in Transportation.

Our King is very involved in the community and serves on the Board of Directors for Delta Materials Handling, Inc. and the Board of Directors of the Navy League of the U.S. Memphis Council, where he recently served as president. He is also a member of the Mississippi State University "M" Club Alumni Association. The McCullough's are members of the Church of the Holy Communion as



King Jim and Vicki McCullough, their daughters Ginger and Jennifer and their families (including puppies Clancy and Emma)

well as the University Club of Memphis. In his free time, King Jim is an avid bicyclist, spending many hours on the Memphis Greenline and he also enjoys spinning class at the Nuber YMCA.

Our King is a long-time member of the Mystic Society of the Memphis. He and wife Vicki have served Memphis in many capacities since joining the Grand Krewe in 1990. They were Duke and Duchess in 1993, and Jim served as General Chairman in 2001. In 2006 he was hailed as the Ouro, or King of Memphis and in 2009 Vicki reigned as Queen. He has continued his leadership in Carnival's oldest Grand Krewe, and today serves as a member of the Memphis Board of Regents. King Jim has supported the Secret Order of Boll Weevils over the years and in 2010 received the prestigious Boll Weevil Award, given annually to a person for their support of the Boll Weevils and Carnival. King Jim says that it is one of his proudest accomplishments.

King Jim is married to the former Vicki Smith and they have two daughters, Jennifer McCullough and Ginger McCullough Wilson, a son-in-law Lance Wilson and four grandchildren, with a fifth almost here. Continuing their family's tradition of involvement in Carnival, Grandson Mac will serve as Royal Page this year.