CARNIVATIONEMPHIS

BUSINESS & INDUSTRY SALUTE

THE GRAND KREWES OF CARNIVAL

THE ROYAL

CHILDREN'S CHARITY INITIATIVE

CARNIVAL 5K FOR KIDS

2005

WELCOME TO ARNIVAL

relcome to Carnival Memphis 2005 "A Celebration Of All and For All." This week represents the finale to what has been a fantastic year for Carnival Memphis, the Grand Krewes and the selected Children's Charities. When I accepted this position a few years ago, I knew there would be a lot of hard work as well as enjoyment during my tenure. From the earliest Krewe events last fall to the final Carnival week event, I have met many caring people in our community and most importantly made many lasting friendships.

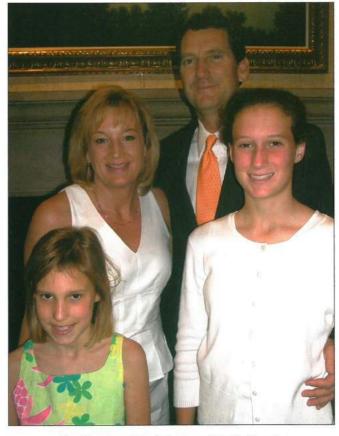
As many of you know, Carnival is founded and operates on the basis of three "C's" – Commerce, Community and Celebration. While this week focuses on the Celebration of Carnival, the previous part of the year has been focused on Commerce and Community. For Commerce, we selected the aviation industry which is represented by King Phil of the House of Trenary. Phil has been Chairman and CEO of Pinnacle Airlines since he came to Memphis in 1997. During our Business and Industry Salute Luncheon, over 450 people honored the aviation industry as Jim McGehee received the Cooke Halle Award for his vision and years of service to the Airport Authority. Other individual honorees included John Moore, Northwest Airlines – King's Award, Brigadier General William Cotney, Tennessee Air National Guard, President's Award, and Bob Wilson, Wilson Aviation - Chairman's Award. Eight other companies were

recognized for their contributions to the industry.

Carnival Memphis, the Grand Krewes and the Boll Weevils also make a significant impact on our Community through the Children's Charity Initiative. Last fall I had the privilege of watching a dedicated selection committee review over 30 proposals, make onsite visits and finally selected three children's charities to receive the raised This year, our charities are S.M.A.R.T, Martha's Manor and The Carnival Memphis Kid's Café. The honored charities are featured in this Program, and I would invite you to read about them. I am happy to report that for the 3rd consecutive year we have again raised over \$100,000 for the selected charities. Congratulations to all the Krewes, The Boll Weevils and the selection committee for your hard work throughout the entire year.

Again, welcome to the Grand Celebration, Carnival Week 2005! I hope you enjoy every event beginning with Crown & Sceptre Coronation Ball on June 3rd and ending with the Grand Carnival Ball on June 11th.

Patrick J. Danehy President



Caroline, Jennifer, Patrick and Katie Daneby



CARNIVAL MEMPHIS BUSINESS & INDUSTRY SALUTE

A Carnival Business Focus Program

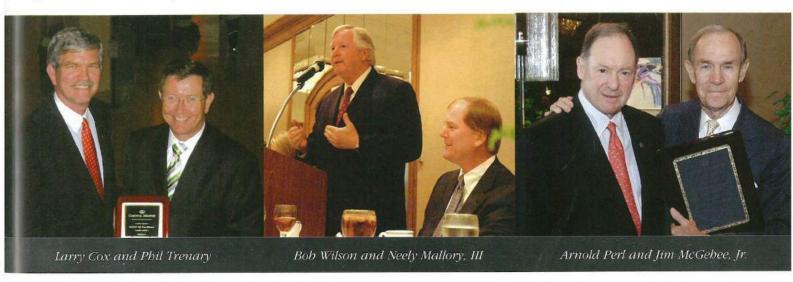
AVIATION

Each year Carnival Memphis celebrates the accomplishments and contributions of an industry that is vital to the Mid-South economy. This year's honored industry, Aviation, is one of the most important to the area. According to a University of Memphis study, one in every five jobs in the metro area is tied to the success of Memphis International Airport. Their pay and the economic impact of their work generate about \$13 billion a year in the local economy.

The Memphis International Airport is an incredibly vital part of the community and has led to the growth of all industry in the Mid-South. Airport con-

being true corporate citizens. These recipients also have one other common thread, a lifetime love of aviation and flying. They are all licensed pilots. Brigadier General William "Russ" Cotney received the President's Award for his lifetime of service to the Tennessee Air National Guard. General Cotney has worked behind the scenes to help get the \$200 million Tennessee Air National Guard base built in Memphis.

Robert Wilson, President of Wilson Air Center, received the Chairman's Award for management excellence. The fixed-base operation often is called the "front door" to the city based on the number of



struction will add \$85 million to the local economy this year.

Honoree businesses at this year's luncheon included: Aircraft Safety Equipment, Inc., Crew Training International, Federal Express, Floats and Fuel Cells, Intersky, The Hangar, Inc., The Memphis Group, Memphis and Shelby County Airport Authority, Northwest Airlines, Pinnacle Airlines, Tennessee Air National Guard, and Wilson Air Center.

This year's Business & Industry Salute also consisted of four awards given to leaders of commerce who have made their mark on our community not only through their business acumen, but also by

passengers whose first impression of Memphis is Wilson Air.

The King's Award was presented to John Moore, Vice President of State and Local Affairs for Northwest Airlines. Mr. Moore was recognized for his lifetime involvement in the Aviation industry as well as his contributions to a multitude of organizations in the Mid-South.

The Cook Halle Award is named after Carnival founders and is presented to an individual that has most significantly impacted both his industry and the Mid-South community. James E. McGehee, Jr.'s commitment to the Aviation industry exempli-

BUSINESS & INDUSTRY SALUTE CON'T.

fies the qualities of those who have received this prestigious honor. Mr. McGehee, Chairman of the Memphis and Shelby County Airport Authority from 1981 to 1997, helped set the airport's infrastructure in place, including laying the groundwork for the two-mile "world runway," completed in 2000. As the 2005 Cook Halle Award winner, Mr. McGehee adds his name to a list of some of the most successful business people, entrepreneurs, and corporate citizens in the history of our community.

Carnival Memphis congratulates all our honorees for helping create a successful economic climate in the Mid-South, which makes our community a better place to live.

The Business & Industry Salute is presented by Regions Morgan Keegan. The Awards Luncheon is sponsored by Rhea & Ivy, P.L.C.





Phil Trenary, Dave Bronczek and Pat Daneby



Brigadier General William Cotne and Pat Danehy

COCKEYED CAMEL

"East Memphis' Favorite Gathering Place"

Great Food • Live Music • Catering ALL at a New Location!

6080 Primacy Parkway • 683-4056 • Fax 767-0524 Office: 755-2951 • Fax: 757-4387 • Pager: 681-8166

e-mail: davidcamel@aol.com

Endicott Jewerly Appraisal and Consulting

A Subsidiary of Endicott Jewelers

1355 Lynfield Road, Suite 133 Memphis, TN 38119 901-767-3320 fax 901-767-3833

carl@endicottjewelry.com

TLEY

This year, as Carnival Memphis celebrates the Aviation Industry, it is appropriate that the King is Philip H. Trenary. King Phil Trenary is President & Chief Executive Officer of Pinnacle Airlines Corp. Pinnacle Airlines is a regional carrier operating as Northwest Airlink and provides service to Northwest Airlines and its code - share partners at Northwest's

domestic hubs in Detroit, Memphis and

Minneapolis - St. Paul.

Pinnacle Airlines is regarded in the Aviation industry as one of the most reliable and top-performing small airlines in the world.

King Phil was born in Pawhuska, Oklahoma and raised in nearby Shidler. As a youth he loved the idea of flying and aviation. He built his first airplane in his uncle's barn and soloed at the age of 15. He obtained his pilot's license before receiving his driver's license. He continued flying any time he had a chance. Working his way through Oklahoma State University gave him a lot of knowledge and appreciation of other industries, but King Phil always knew the sky was where he wanted During his college years at OSU, where he majored in Aeronautical Engineering, he launched the first collegiate aerobatics program. The now famous Flying Aggies aerobatic team has performed in competitions all over

the country and was the top aerobatics team in the nation four years in a row. King Phil continued flying while at school and after graduating from college, became a pilot for Occidental Petroleum. In 1978 he and a partner began investing in and selling airplanes. That business grew into Aviation Services Flight School, which provided all the flight training for OSU. When King Phil realized that the pilots he was training needed a place to work, he formed the Exec Express Airline, a shuttle service between Stillwater, Enid, McCallister and Tulsa, Oklahoma and surrounding cities. That company later became Lone Star Airlines, which moved from Oklahoma to Dallas Fort Worth in 1985 to accommodate its remarkable expansion. By 1996, Lone Star had evolved into the first domestic code-share for American Airlines. King Phil later sold the company and retired from the airline business, although for only a short period of time.

After taking a brief break from the industry, on April 1,

1997, Phil Trenary decided to run another regional airline. He was appointed President and Chief Executive Officer of Express Airlines I (now Pinnacle). Since that time, King Phil has directed the development of Pinnacle Airlines into one of the nation's premier carriers. The airline has been expanding by approximately 50% each year over the past four years and

Pinnacle has contracted with Northwest Airlines to operate at least 139 regional jets by mid-year 2005. In 2005 Pinnacle will have the privilege of transporting over 8 million Customers, substantially more than the 1.2 million flown in 2000.

Even with this remarkable expansion, the airline's operational quality and on-time reliability has never faltered, and consistently places towards the top of Department of Transportation rank-Further, Pinnacle was recently recognized as having the lowest cost per available seat mile among the larger regional airlines in the United States by Commuter / Regional News. U.S. Senate Majority Leader William Frist recently appointed King Phil to the National Commission on Small Community Air Service. Also, Transportation Secretary Norman Mineta extended an appointment to the Management Advisory Council of the Federal Aviation

Administration, which provides advice and counsel to the FAA's administrator on policy, spending, funding and regulatory matters affecting the aviation industry.

King Phil has been married to his wife, Bridget for twelve years, and they have three wonderful children, Justin, Brittney, and Pearce. Memphians by choice, the Trenary's have lived here eight years and have thrown themselves into the good works of the Mid-South community. Many charitable organizations can thank Bridget and Phil for their hard work and generosity, including: BRIDGES, Memphis Charitable Foundation, and the Memphis Symphony League. King Phil is the current Chairman of the Memphis Convention and Visitors Bureau, recent past Chairman of the Regional Airline Association and is a Board Member at the Memphis Regional Chamber, Memphis Music Commission and a number of other civic organizations. The Aviation King still flies as much as possible and holds an Airline Transport Rating for propeller and jet aircraft.



Phil and Bridget Trenary with their children, Justin, Brittney and Pearce.

KENDALL HELLMAN RANEY OUEENOF CARNIVAL

Her Majesty, Queen Kendall Hellman Arney is the daughter of Mr. and Mrs. Damon Starr Arney and the granddaughter of Mr. and Mrs. Rudi E. Scheidt. She served as the Racquet Club Princess in the 2003 Royal Court of Carnival Memphis.

Queen Kendall's family has been very involved in Carnival Memphis, since the beginning of the celebration of Carnival. The Mystic Society of Memphi, Carnival's oldest Krewe has been the greatest beneficiary of the family royal lineage. Queen Kendall's Great-Grandmother, Dorothy Hohenberg, was a Memphi Duchess in 1938, the fourth year of the organization's existence. Her Grandmother, Honey (Helen) Scheidt represented Memphi as Duchess in 1972 and Queen in 1988.

Rudi E. Scheidt, the Queen's Grandfather, served as Memphi Ouro in 1977. Her Mother, Susan Scheidt Arney served the Memphi as the 61st Queen in 2001. When Queen Kendall was presented in the Carnival Memphis Royal Court in 2003, she kept a family tradition that was started by her Grandmother in 1949 and continued by her mother in 1973, and her Aunt, Helen Gronauer in 1988.

The Queen has just completed her third year at the University of Virginia where she is studying Government. Kendall is an active member of the Pi Beta Phi Fraternity where she served as pledge class President and was recently voted "Most likely to become the first female President of the United States of America." Kendall spends much of her time working at Madison House, a volunteer organization run by UVA students. She was recently named

Program Director and is responsible for coordinating publicity efforts for a 24 hour crisis intervention hotline. She is also a student docent at the University of Virginia Art Museum and has worked with at risk children from the community of Charlottesville through the Museum's Early Visions program.

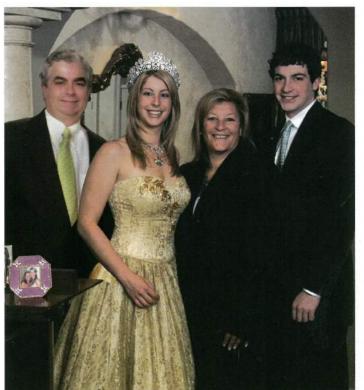
Kendall's commitment to community service began long before she entered The University as a student. In high school Kendall volunteered her time to help children with Down Syndrome and Cerebral Palsy as a counselor at Camp Live-it-Up. She also participated in Bridge Builders.

Queen Kendall graduated from White Station High School where she served as President of the student body, President and Vice President of Business Professionals of America, and was a member of both Beta Club and National Honor Society. Throughout her years at White Station she also held the Student Council positions of Sophomore Commissioner of Activities and Historian. Kendall was also a member of the Yearbook staff and acted as the editor of the Student Life section of the 2002 publication. With all of her leadership

responsibilities it is obvious that Kendall is dedicated to serving others, and it is no surprise that her greatest passion in life is politics. Kendall was an active participant in the Youth Legislature program where she held the positions of Senator, Commissioner of Tourism, and Commissioner of Corrections. She was also selected to attend Tennessee Governor's School for International Studies. Her Majesty worked in the Nation's Capitol for Senator Lamar Alexander. She also served as a Page for the 2004 Republican National Convention. When she graduates next year from college. Kendall hopes to pursue both a Law School education and a Masters Degree in Political Management.

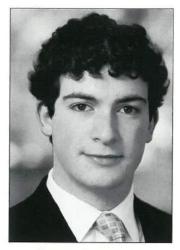
When questioned about her role as Queen, Kendall said, "It is such a great honor to serve the Memphis community and to represent the aviation industry as the 2005 Queen of Carnival.

The three charities we are supporting this year are truly exceptional. I know that my experiences with Food Bank Kid's Café, Martha's Manor, and SMART will leave me forever changed and will eternally ignite my passion of serving others. It is my greatest hope that the Memphis community will share in my sentiments and perhaps be able to say in the future that I had the same affect on them throughout my reign."



Damon Arney, Queen Kendall Arney, Susan Arney and Lawson Arney

THE LOYAL ORDER OF SCARABS







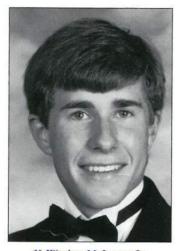
Everette Randolph Doffermyre



George Douglas Edwards, III

The Scarabs get their name from the ancient Egyptian symbol that represents perpetual life and the sun's continual journey through the heavens. The Scarab symbol also represents Carnival's con-

... IS A GROUP OF YOUNG MEN WHO SERVE AS THE ROYAL GUARD



K. Wesley M. Jones, Jr.



Brett Hamilton Meeks



Edward Francis Nenon, Jr.

represents Carnival's constant effort to promote our community and its many assets. The primary charge for our Scarabs is to serve the King and Queen and spread the spirit of celebration among all loyal subjects of the Realm of Carnival.

FOR THEIR MAJESTIES, THE KING & QUEEN OF CARNIVAL.



Ford Courtland O'Connell



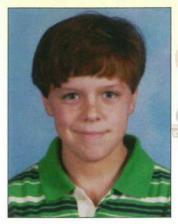
Henry Laurens Porter



Justin Bullock Rogers



ROYAL PAGES TO THE KING & QUEEN OF CARNIVAL



Benjamin Lane Carrick, Jr. son of Mr. & Mrs. B. Lane Carrick



Lockie Monette Dearman daughter of Mr. & Mrs. Buddy Dearman



John Dobson Dunavant, Jr. son of Mr. & Mrs. John Dunavant



Justin Willingham Goldsmith son of Mr. & Mrs. Larry Goldsmith



Margo Kayser Gronauer daughter of Mr. & Mrs. Skip Gronauer



William Jorgensen McGee son of Mr. & Mrs. Charles H. McGee, Jr.



Olivia O'Keefe daughter of Mr. & Mrs. Rush O'Keefe



Reese O'Keefe son of Mr. & Mrs. Rush O'Keefe



Scott Thomas Shannon son of Mr. & Mrs. Richard L. Shannon



Margaret Ellen Steffner daughter of Mr. & Mrs. Joseph Steffner



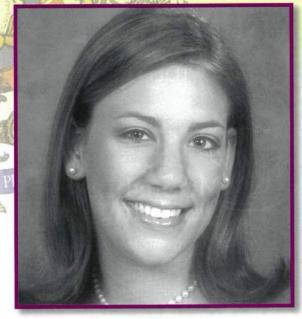
Pearce Hartley Trenary son of Mr. & Mrs. Philip H. Trenary



Margaux Isabelle Yawn daughter of Mr. & Mrs. Tate Yawn



KING'S PRINCESS Samantha Massey Smith daughter of Mr. & Mrs. Frederick W. Smith



QUEEN'S PRINCESS
Bailey Livingston Fisher
daughter of
Mr. & Mrs. Richard Love Fisher



PRESIDENT'S PRINCESS
Russell Lindsey Jones
daughter of
Mr. & Mrs. Wise S. Jones, Jr.



CHAIRMAN'S PRINCESS
Katherine Conner Brindell
daughter of
Mr. & Mrs. Charles Robert Brindell, Jr.

FESTIVAL PRINCESSES



Representing The 19th Century Club Sara Griffith Ash daughter of Ms. Ann Griffith Ash



Representing The University Club Ouida Huxley Brown daughter of Mr. & Mrs. Keith Willins Brown



Representing Chickasaw Country Club Rebecca Hardin Powell daughter of Mr. & Mrs. Fletcher Veazey Powell



Representing Memphis Country Club Christeve Aubrey Sanders daughter of Mr. & Mrs. William Reid Sanders



Representing The Racquet Club Margaret Claire Schaffler daughter of Mr. & Mrs. Thomas Francis Schaffler

REGENCY PRINCESSES



Representing LeBonbuer
Allison Abney
daughter of Mr. & Mrs. T. Robert Abney



Representing River Oaks Garden Club Mary Kathryn Buttross daughter of Dr. & Mrs. John B. Buttross



Rep. The Memphis Symphony Club Elizabeth Lee Gaia daughter of Mr. & Mrs. Roy Andrew Gaia, Jr.



Rep. The Woodruff-Fontaine House Sarah Kathleen Humber daughter of Mr. & Mrs. Larry Edward Humber



Rep. The Maternal League of Memphis Katherine Helen Maples daughter of Mr. & Mrs. Jeffrey S. Maples



Representing LesPassees
Elizabeth Barret Matthews
daughter of Mr. & Mrs. Paul Aaron Matthews



Rep. The Junior League of Memphis Sarah Owen McCraw daughter of Mr. & Mrs. Harris L. McCraw, III



Rep. The Junior League Garden Chub Beverley Dellinger Ray daughter of Mr. & Mrs. Charles Barbam Ray



Representing The Navy League Mikayla Marie Summers daughter of Mr. & Mrs. David Jackson Summers

GRAND KREWE PRINCESSES





Representing The Grand Krewe of Memphi Sarah Katherine Akins daughter of Dr. & Mrs. Steven Lee Akins





Representing The Grand Krewe of Aani
Whitney Elaine Boone
daughter of Mr. & Mrs. Hugh James Boone





Representing The Grand Krewe of Ennead Ellen Douglas Earthman daughter of Mr. Byrd Douglas Earthman



PHOENIX ting The Grand Krewe

Representing The Grand Krewe of Phoenix Stephanie Alexandra Foley daughter of Drs. Kevin and Lynn Foley





Representing The Grand Krewe of Ptab Andrea Challen Moore daughter of Ms. Linda Ellis Moore



Memphis Kemet Jubilee

Representing The Grand Krewe of Kemet Jubilee Michaelyn Phaith Oby daughter of Mr. & Mrs. Michael Oby



LUXOR

Representing The Grand Krewe of Luxor Samantha Parker Patterson daughter of Ms. Debbie Patterson and Mr. & Mrs. Sam P. Patterson, Jr.



PTOLEMY

Representing The Grand Krewe of Ptolemy
Bethany Bell Peters
daughter of Mr. & Mrs. Stewart Thomas Peters



SPHINX

Representing The Grand Krewe of Sphinx Claire Victoria Rossie daughter of Mr. & Mrs. Joseph Richard Rossie



RaMet

Representing The Grand Krewe of RaMet Jessica Elizabeth Shappley daughter of Mr. & Mrs. Kenneth Leslie Shappley





Representing The Grand Krewe Queen bees Austin Addison Varner daughter of Dr. & Mrs. James Carroll Varner

CROWN PRINCESSES



Caroline Natalie Aldridge daughter of Mr. & Mrs. Jan Chilton and Mr. William Joesph Aldridge



Chloe Farmer Ayres daughter of Mr. & Mrs. Warren Wilkerson Ayres



Brittany Lee Barkley daughter of Mr. & Mrs. Joseph C. Barkley



Neely Galloway Carter daughter of Ms. Leslie Carter Ferris and Mr. Kenneth Frank Carter



Emily Lynn Conrad daughter of Ms. Debi Cook and Dr. Lynn W. Conrad



Cathlene Genella Converse daughter of Mr. & Mrs. Philip Ray Converse



Megan Clare Edwards daughter of Ms. Maureen K. Edwards and Dr. Mark S. Edwards



Martha Page Ferguson daughter of Mr. & Mrs. Richard Harrison Ferguson



Lillie Clarissa Flenorl daughter of Mr. & Mrs. Richard Flenorl



Rebekah Lynn Hill daughter of Mr. & Mrs. Thomas David Hill, II



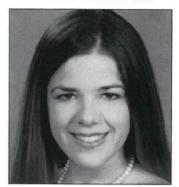
Kelli Nicole Hobbs daughter of Mr. & Mrs. James Vernon Hobbs, 11



Catherine Dreyer Landis daughter of Mr. & Mrs. James Carter Landis, Sr.



Vaughan Abbay Leatherman daughter of Mrs. Harvey Leslie and Mr. Leslie Fortune Leatherman



Bevan Dutcher Lee daughter of Mr. & Mrs. George G. Lee



Mallory Lang Lightman daughter of Ms. Julie L. Bowers and Mr. Stephen P. Lightman



Amanda Elizabeth Morris daughter of Mr. & Mrs. Herman Morris, Jr.

CROWN PRINCESSES



Ashley Paige Nobles daughter of Ms. Kathleen P. Nobles and Mr. Parker A. Nobles



Emily Robinson O'Hearn daughter of Mr. & Mrs. George Christopher O'Hearn



Brooke Ramsey Parker daughter of Mr. & Mrs. James Reynolds Parker



Louise Palmer Pierce daughter of Mr. & Mrs. J. William Pierce, Jr.



Ashley Jordan Proctor daughter of Mr. & Mrs. Robert P. Proctor



Heather Elizabeth Quinn daughter of Ms. Wendy W. Quinn and Mr. William M Quinn



Jordan Mallory Shepard daughter of Mr. & Mrs. Patrick R. Shepard



Elizabeth Patton Springfield daughter of Mr. & Mrs. Dan R. Springfield, III



Sequoia Lanae Taylor daughter of Mr. & Mrs. Richard S. Taylor



Virginia Reynolds Thompson daughter of Mr. & Mrs. Jeffrey Escar Thompson



Brennan Rachael Trezevant daughter of Mr. & Mrs. John Huddleston Trezevant



Elizabeth Blanchard Tual daughter of Mr. & Mrs. Blanchard Everett Tual



Ashley Reneé Utley daughter of Mr. and Mrs. Mark Douglas Utley



Meghean Holloman Warren daughter of Ms. Holly Owen and Dr. Rod G. Warren



Mary Elizabeth Washington daughter of Mr. & Mrs. John J. Washington



Maria Elizabeth Wedaman daughter of Ms. Rosie Wedaman & Mr. David Wedaman

CROWN PRINCESSES



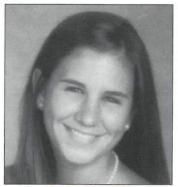
Whitney Keys Wilder daughter of Mr. & Mrs. David Wilder



Jane Kathryn Wiley daughter of Mr. & Mrs. Edward G. Wiley

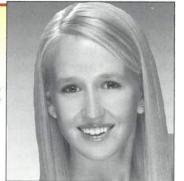


Virginia Evans Wilson daughter of Mr. & Mrs. Robert Edward Lee Wilson, V



Gentry Elizabeth Young daughter of Mr. and Mrs. Terry Lee Young

LADIES OF THE REALM



Representing Dallas, TX Brittain Denise Bakke daughter of Ms. Dodie Avril Bakke



Representing Jackson, TN

Amy Suzanne Butts

daughter of Mr. & Mrs. Raymond Earl Butts, III



Representing Dalton, GA
Elisabeth Allen Crutchfield
daughter of Mr. & Mrs. Drennon Crutchfield, Jr.



Representing Lambert, MS
Randall Morgan Haynes
daughter of Mr. & Mrs. Barry Sanders Haynes



Representing Nashville, TN Jamie Caitlin Kever daughter of Mr. & Mrs. Jim D. Kever



Representing Brighton, TN
Meredith Haynes McDaniel
daughter of Mr. & Mrs. Russell Payson McDaniel



Representing Indianola, MS

Jane Allen McGregor

daughter of Mr. & Mrs. Matt Douglas McGregor



Representing West Memphis, AR
Anna Leigh Nance
daughter of Mrs. Cindi McCreery and
Mr. Cecil Boone Nance, III



Representing New York, NY
Beatrice Ralston O'Neill
daughter of Mr. & Mrs. Evarist O'Neill