Honoree Roe

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other festival committees including the Recipe Contest Committee, the Queens' Luncheon Committee, the Magazine Committee, and she still serves on the Horse Show Committee where she has served as secretary. To this day, Roe says the Horse Show is one of her favorite events and assists in presenting the trophy and bouquet of flowers to the winning horses. But the Territorial Queen Committee is where her heart is.

"I officially started on the Territorial Committee in 1979 and have been on it ever since," Roe said. "I co-chaired with Tara Jones for several years and then, after chairing alone for a few years, Mary Elizabeth came on board as my co-chair. Lujuana (DeBerry) and Nan (Sanders) have been there with me, too and do a lot of the work with the contestants and their mothers.

With so many hours, days and weeks of pouring her heart into Strawberry Festival after Strawberry Festival, Roe is being recognized for her commitment.

"Her personality—she's always smiling," Swingler said of Roe being the perfect choice as honoree. "She's easy to talk to and tries to help everybody and make them feel special."

"When I was in the Hostess Princess pageant, Mary Elizabeth won and I was her first maid. We all felt like queens," Caraway echoed Swingler's words of Roe making people feel special. "Her passion for the festival is so obvious."

Mary Elizabeth was crowned Hostess Princess in 2002, 30 years after her mom won the same title.

With Roe being honoree and two younger generation ladies as president and general chair, there's a good blend of experience and excitement ahead for the 81st West Tennessee Strawberry Festival.

"We want the Strawberry Festival to be new and exciting but not lose it's tradition," Swingler said. "We need more people like Mary Key."

"I'm very humbled and feel very undeserving," Roe said of being honoree. "But I can say there is nobody in this town that loves the Strawberry Festival more than I do."



1972 Hostess Princess Mary Key Williams







