

A BOOK OF

GEORGE HENRY CARTER IV

REMEMBRANCE

1955 2021

We will remember him
forever.

This book was created in loving
memory of

GEORGE HENRY CARTER IV

Born: February 17, 1955

Passed Away: April 18, 2021, age 66





George & Family

George was born in Quincy, Massachusetts, the firstborn to Shirley MacLean Carter and George Henry Carter III. He entered the world with a legacy already formed, becoming the IV George Henry Carter in a lineage of pioneering spirits. He was followed by his sister, Anne, and baby sister, Barbara. The three of them would remain close friends throughout their lives, with George serving as a very proud and loving Uncle to Anne's three boys (David, Matthew and Benjamin) and Barbara's two boys and a girl (Kenny, Carter and Kaitlyn).

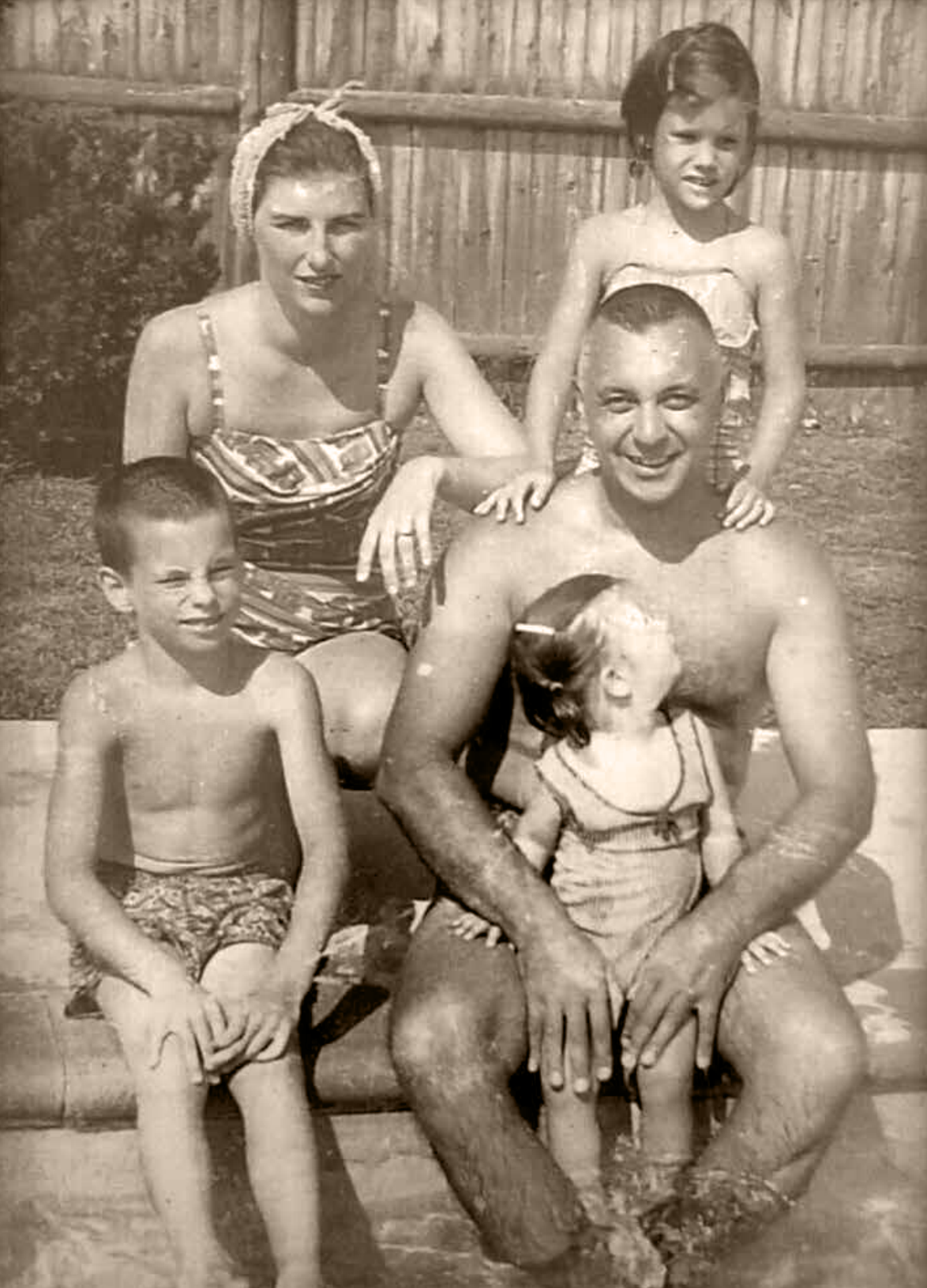
George was an adventurous and playful spirit from day one, with a thirst for seeking new trails and charting new territory. The Carter's were an active and athletic family, living in the country riding horses during his early years and then later, at the water's edge actively engaged in the sailing/boating community, and George thrived in these environments. He wasn't content to ride a horse in ring, or sail leisurely in the bay - he wanted to be out and free, to push the limits on speed, to challenge his abilities, to take risks and feel the rush of adrenaline. The only broken bone he ever had was when he thought he could be Tarzan and grabbed the limb of a tree as he passed underneath on horseback, only to land with a broken arm!

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Let the memory of George be with us forever.





George & Family

Physical coordination came easily to George, and it showed most prominently in his talent playing tennis. He mastered every surface, earned a wall of trophies and was good enough to have seriously considered becoming pro. He was also really good at any game requiring hand-to-eye coordination, so was a favorite pick when it came to bar games like darts, billiards, shuffleboard, etc... he nearly ALWAYS won, so you wanted him on your team!

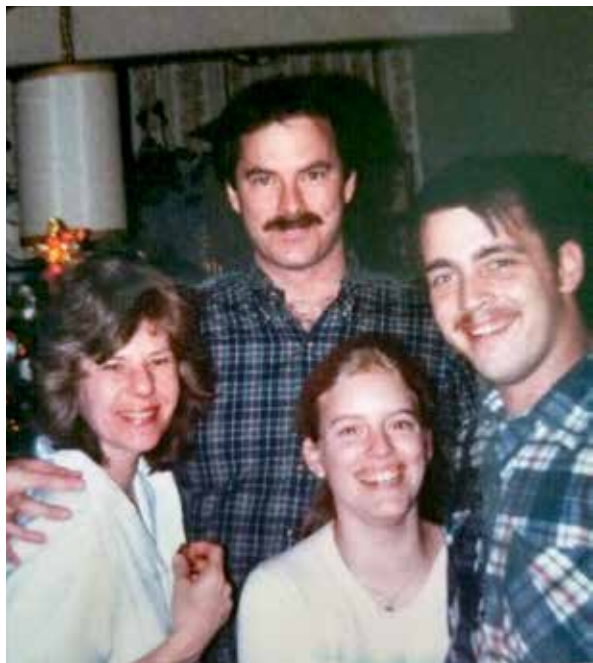
George knew how to laugh and play, and while he was competitive and of course liked to win, he enjoyed teaching more and would be even happier if others won by perfecting what he taught them than him winning himself. His love of teaching would remain with him throughout his entire life and the joy it brought him to help others would be the catalyst that defined his character.

George's family lived in various communities throughout Massachusetts during George's childhood. He attended a private boarding school - The Lawrence Academy in Groton MA for High School, graduating in 1973, and then headed to Virginia for college at the University of Richmond, where he earned a B.S.B.A. degree (Bachelor of Science in Business Administration) in 1977. After graduation, George headed back to New England and joined his father's business (more about that under TNT Marketing). In his late 20's, George couldn't hold back his wanderlust any longer and headed west, landing in San Diego, California, where he would spend the rest of his life.



Jaycee Tennis Trophy winners are (L to R) top: Kevin Bannigan, Rich O'Neil, Conrad Hinckly and George Carter. Bottom row: Bill Lemae, Jeanne Lynch, Sheryl Sullivan and Jerilyn Connell.





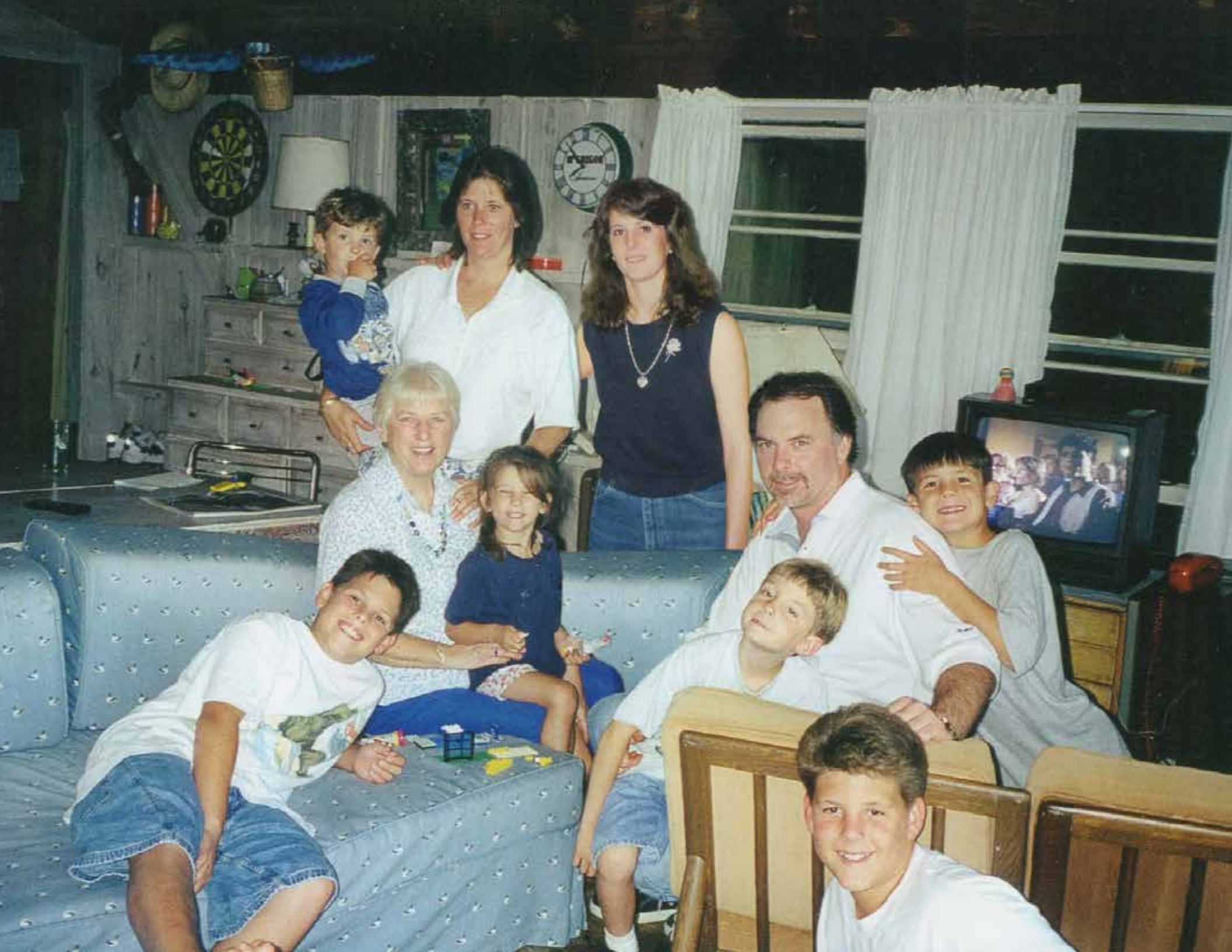
George's Favorite Things

- Snow Globes
- Camping
- Lobster & Lobster Rolls with Duck Sauce
- Cookouts under the Stars
- Creamed Tuna with Peas
- Cranberry Sauce/Stuffing
- Karen's Famous Tacos
- Teaching Animals Tricks
- Dunkin Donuts
- Jimmy Connors
- Bobby Orr
- Boston Bruins
- Faneuil Hall
- Nickerson State Park
- Teaching Bird Tricks
- Drew Brees
- Putt-Putt (miniature) Golf
- Studying Maps

- Charting Trips on Maps
- Real Estate
- Nutrition
- American Pickers Show
- Countryside/Farmland
- Open Space
- Simple Lifestyle
- Hotdogs/Baked Beans
- Dancing
- Snorkling
- Back Gammon, Chess,
- Board Games, Pictionary
- Runny Eggs with Ketchup

- Bird Shirts/Fun Shirts
- Airplane Repo TV Show
- Market Research
- Buggy Rides
- Trail Riding/Exploring
- Mixed Doubles Tennis
- Swimming Laps in Pool
- Tom Brady and Patriots
- Traveling by RV/Camper
- God, Jesus, Cross Necklace
- Writing Dairy in Calendars
- Sight-Seeing/Exploration
- Shopping/Buying Gifts

- Proofreading
- Volunteering/Helping Out
- Loved All Animals
- Rainy Days
- Apple Pie
- Piná Coladas
- Strawberry Daiquiries
- Hot Chocolate
- Chatting at Food Counter
- Owning His Own Business
- Inflatable Canoe Ocean Rides
- Daily Conversations w/Mom
- Spending Time with Karen





George & His Second Family

When George arrived in San Diego, he started working for Home Federal Savings & Loan Association, and that is where he met Karen Busch. Karen, and her family (Dad Fred, Mom Joyce, Sister Kathryn and Brother Kurt) quickly became George's second family, and George spent nearly every holiday with the Busch's over his 40+ years living in California. Not only was George loved by Karen's immediate family, but also by her aunts and cousins, including cousin and priest Father Larry Toschi, who performed a last rites ceremony for George at his home after he passed.

Fred Busch was CEO and owner of 1st Western Group, and for a period of time, George had his California real estate's license hung with Fred's firm. Fred's background in banking, real estate, lending and farming were George's passions as well, and they could talk for hours! The two of them worked on several large real estate auctions together, enjoying mutual success together. Over the years, George (a New England Patriots fan) and Fred (a San Francisco 49ers fan) has a standing bet on football games, passing a \$1.00 bill between them, based on who currently won!





George & Will Rogers

George discovered Will Rogers when he was just 2 years old, running free in an open pasture. Will was so untamed, everyone was afraid to ride him or even go near him! But the minute he met Will, George knew he was "The One." George and Will Rogers had a very special and unique friendship. Will was a massive and spirited Saddlebred, measuring nearly 17 hands, and loved the adventure of an uncharted trail ride just as much as George did.

The two of them would make history together! George was the first person ever to ride on horseback from the beach in Del Mar all the way to Cuyamaca State Park (horse camp), approximately 60 miles by car and further by horseback through the uncharted mountain terrain of the Cuyamaca and Laguna Mountains. There are no designated trails, and most of the trip is deserted, with only mountain lions, bobcats, coyotes, fox, deer, rabbit, snakes and other critters to call friends. George said he felt safe on Will's back. The trip would take 4-6 days, depending on the route. George accomplished this feat five times before cancer forced him to surrender his saddle. The local news took notice, and filmed him riding into horse camp on Will's back, weary, sweaty and tired, but again successful in knowing he could tackle the uncharted and reach the finish line.

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*There is no secret so close as that
between a rider and his horse.*

- ROBERT SMITH SURTEES



George & Will Rogers

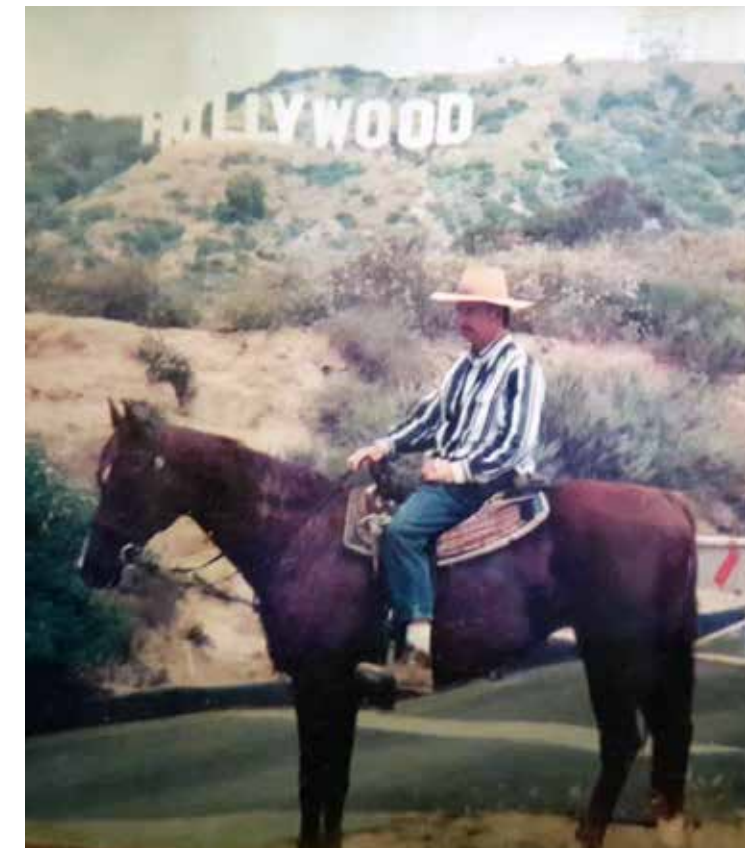
In addition to making history for their marathon horse rides, George and Will Rogers would earn a legendary reputation in the horse community for many additional feats. One of the most fun activities he and Will enjoyed was serving as a mounted horse patrol volunteer for the park system in San Diego, as well as Search & Rescue. On Thanksgiving Day, he and Will could be seen riding through the streets of downtown San Diego, passing out blankets and care packages to the homeless.

They also competed together at the prestigious Del Mar Fairgrounds, winning ribbons for expertise in obstacle driving competition and equestrian dexterity. He and Will were favorites in local holiday parades, buggy rides across San Diego County and infamous stunts, including riding on horseback through the drive-up window at McDonalds for an ice cream cone!

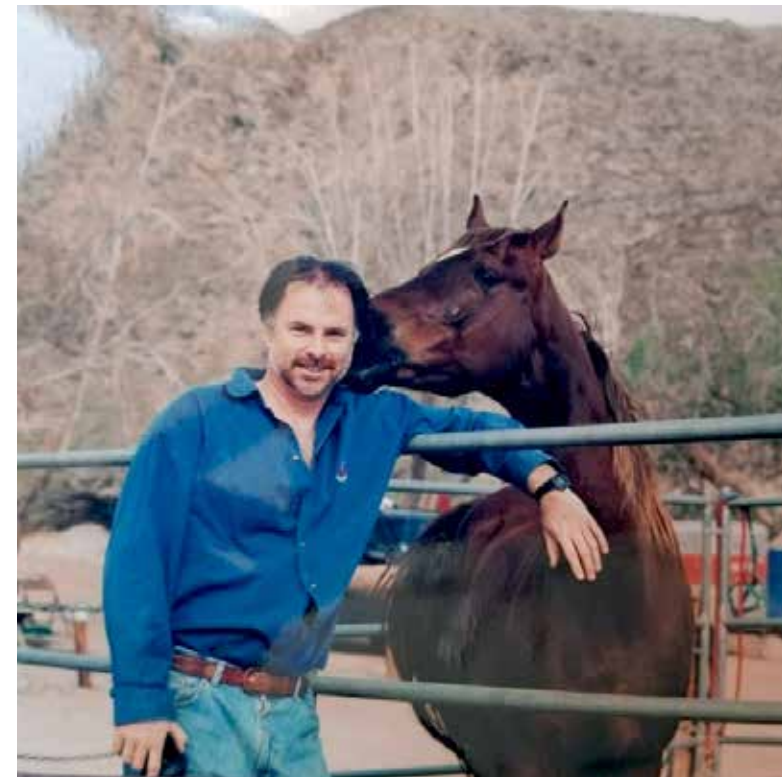
Forever the adventurer, George spent several months driving cross country with his horse trailer and Will Rogers, experiencing in the beauty, vastness and colors of the United States together, from swimming horseback in the bay in Cape Cod to riding in the deep snow in Yosemite National Park.

*No hour of life is wasted
that is spent in the saddle.*

- WINSTON CHURCHILL











George & Valentine

George spotted a beautiful baby white Umbrella Cockatoo at a local San Diego pet store on Valentine's Day and bought her under the nose of three yelling young children, saving her a life of horror! Named after the day George brought her home, Valentine was 36 years old when George passed in 2021. Cockatoos can live 80 years or longer, and now Valentine resides with Karen at her home.

Like his horse Will Rogers, Valentine was George's constant companion, and had free range in his home. George was quite the Bird Whisperer and taught Valentine more than 20 remarkable tricks - she could have had her own TV show! Valentine only learned to say one word, "Hello", but was very effective in how she said hello to mean a lot of different things.

Valentine was absolutely the hit of the neighborhood and would accompany George many times when he went to work, camping, traveling across country (yes, Valentine experienced many a plane ride!) and driving around town.

George really loved birds, and in addition to his umbrella Cockatoo Valentine, George owned two miniature Macaws, a grey-cheeked parakeet (Monkey), a lovebird (Fruity), a parakeet (Frank), two English Budgies, and a dozen finches.



The presence of a single bird can change everything for one who appreciates them.

- JULIE ZICKEFOOSE

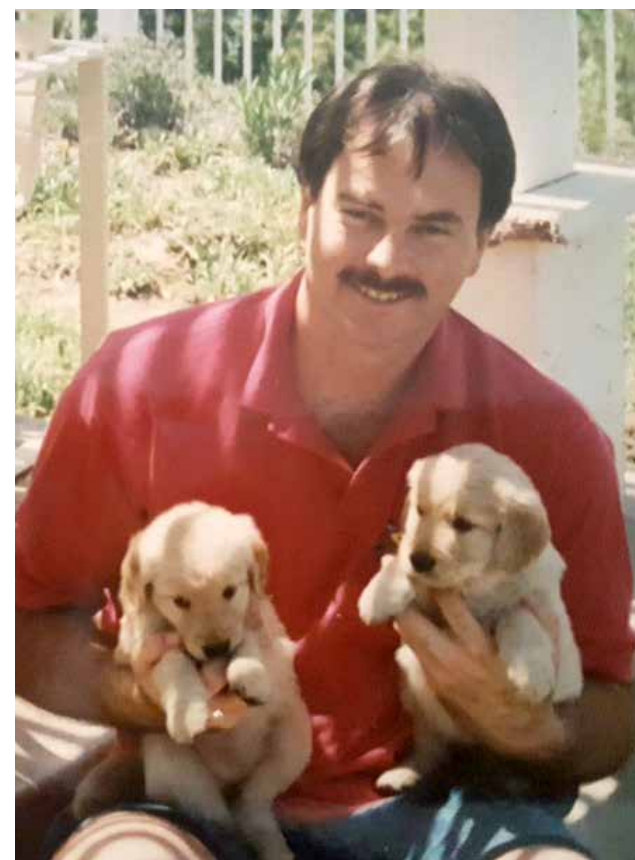
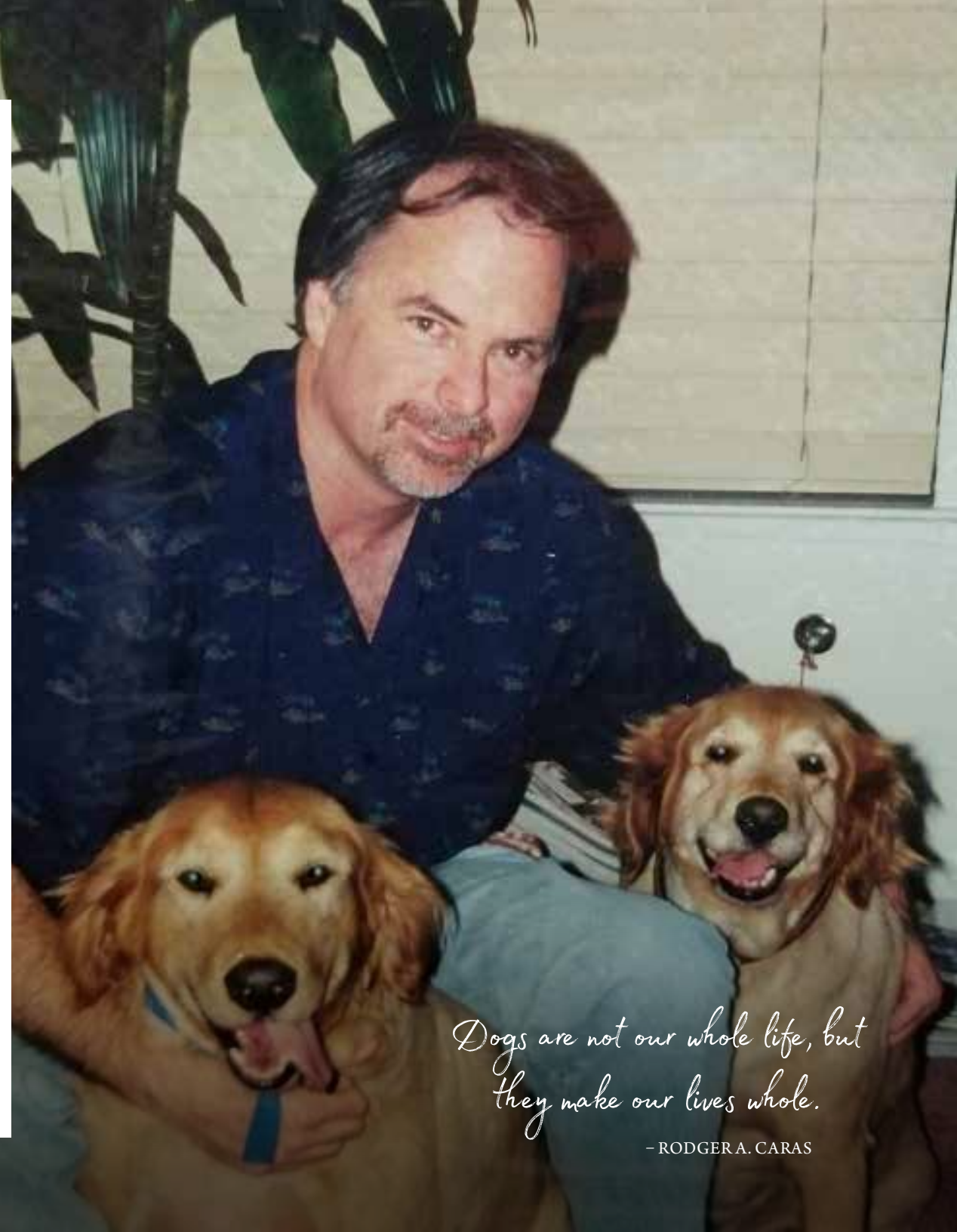
George's Dogs

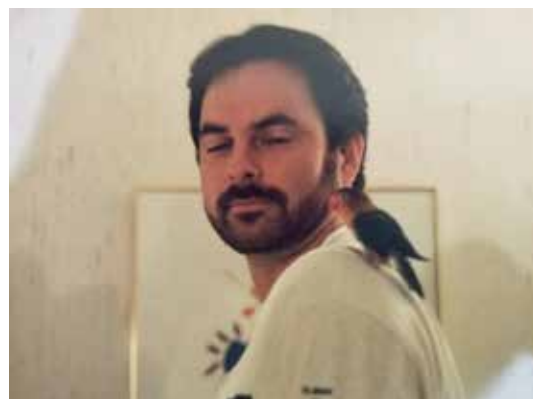
She was just eight weeks old when George brought Noel home as a Christmas present, a beautiful AKC purebred Golden Retriever female. Noel would go on to have two litters, 13 puppies each time. During Noel's first litter, there was a handsome male golden retriever puppy, one of the largest in the litter, who was so inquisitive and brave, and who bolted for the sprinklers to splash and play every time they came on in the backyard. George just knew Baileys had his playful mindset and was the one puppy to keep!

Noel and Baileys loved Far West Farms and hanging out with George's Saddlebred, Will Rogers. George even taught Baileys how to exercise Will Rogers by using the lead line! Baileys lived to be 10, and Noel 13. In addition to his Golden Retrievers, Cockatoo and other birds, and his horse, George also had a guinea pig (Weetles), a Turtle (Tortie) and dozens of fancy goldfish.

*Dogs are not our whole life, but
they make our lives whole.*

— RODGER A. CARAS





George's Travels

George had a very adventurous spirit, was an avid snorkeler, sailer (he taught sailing lessons at the Sailing Center in San Diego), windsurfer, swimmer (he swam 3 miles several times a week), boater and certified scuba diver. His travels included, among others, the Hawaiian Islands, Mexico, Canada, South America, nearly every single Caribbean Island (including all of both the US and British Virgin Islands).

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George's Travels

His travels also included many European and Mediterranean countries (such as Italy and Greece), the Bahamas, Bermuda, and through nearly all of the states within the United States. He saw a moose up close and personal in Maine, held a sloth in Columbia, and found his childhood horse, Patriot, on a trip through New England. He climbed all the steps to the top of the Statue of Liberty in New York and to the top of the lighthouse on red shore of Prince Edward Island, Canada. He loved to bring a bag of frozen peas with him while snorkeling to draw all the fish and create a frenzy of shapes and colors!

Always his favorite trip was coming home, to his Mom's house on Cape Cod, Massachusetts, where he could enjoy spending time with family, sailing and having cookouts on the bay.





Best Friends
Forever!

George & Karen

George and Karen met each other when working in the Marketing Department of Home Federal Savings & Loan Association back in the 1980s. They will both say the connection was immediate and life changing - they became the best of friends and deepest of soulmates. Karen was 25 and George 29. Over their lifetime, they started businesses, bought and sold homes, raised animals, traveled extensively,

supported each other through good and bad, gain and loss, and health and sickness. They were family to each other, "partners in crime", conspirators of joint happiness, kingdom warriors for the Lord, and committed to each other in a way that transcends the physical world to the spiritual world. There was and is no breaking of their bond; not then or now. Karen would always say she could "sense" when George needed her without any words or telephone call - she just "knew" and would immediately respond to him, as their souls would speak to each other through a deep spiritual connection.





Heartbreak

You died at 66; I died at 62
 Because when you died, my heart died with you.
 You died at 66; I died at 62
 I honestly don't know how to navigate this world
 without you.
 You are my heart, my soul, my plans, my dreams,
 my hopes, my thoughts, my cares, my memories.
 My tears can't bring you back to me;
 can't change the storylines or rewrite the themes.
 It's just so hollow now,
 a big gaping hole
 Where joy once lived and promise once followed.
 You died at 66; I died at 62
 because when you died, my heart fractured, broke in two.
 My heart aches,
 I'm desperately missing you.

There is no medicine, no remedy, no cure for the suffocating
 grief in loosing you. You were the light.
 What I would give for just one more day with you.
 Loving you forever and ever... your linglong

- Karen Busch





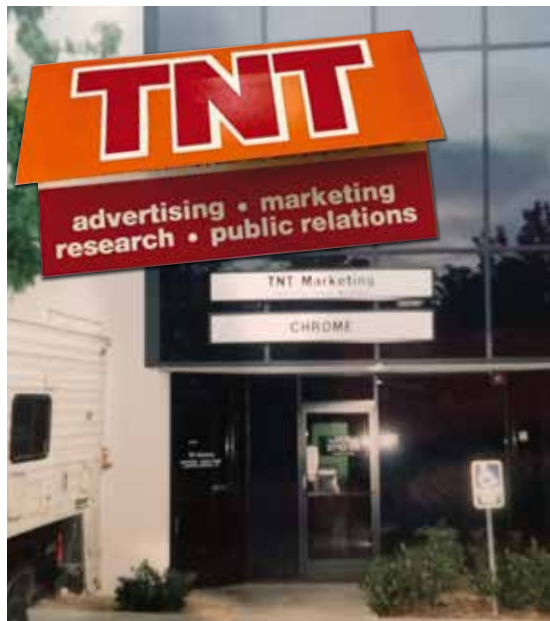
George & Close Friends

The benefit of having so many interests, it creates the opportunity to make lots of friends. George was well-liked by everyone he met! One of his favorite pastimes was camping, as he loved roasting a hotdog on an open

campfire under a clear night sky, blanketed by the twinkling lights of the Milky Way. He also loved to round up neighbors to have campfires on the beach, swimming, hiking or BBQing.

George loved being outside, and created social environments to encourage others to join him. He was well known for filling his 3-seat suburban with 10 friends and taking trips to Calafia, Mexico to go dancing.

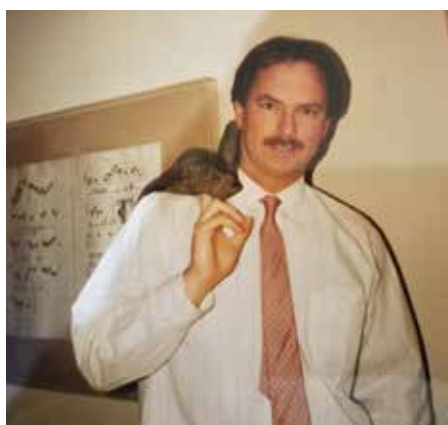




TNT Marketing

After graduation, George joined his father's business, TNT, an East Coast advertising and marketing agency. While in this role, George earned recognition for top sales performance and new client acquisition. After nearly 7 years with the firm, George moved to California, leveraging what he learned from his Dad about marketing and advertising to land a job at a financial institution in marketing, where he met Karen. Shortly after they met, George was successful in getting Karen intrigued with the idea of launching a west coast version of his Dad's marketing firm, and TNT Marketing was born. Forming a partnership with one another, and remaining independent from TNT East, George and Karen were still able to leverage the talents and resources of George's Dad's company to get started, and the rest is history, as they say.

George's experience in sales and new client acquisition helped grow TNT into one of the largest and most successful financial institution marketing firms in California, employing a team of graphic designers and writers, and serving more than 80 clients during its tenure, including some of the leading banks during this time. TNT Marketing earned professional accolades with many industry awards and recognition. After 16 years of profitable operation, the company was closed as part of a sale agreement with another firm wanting to purchase TNT's brand reputation.



Career Achievements

Serving as CEO of a Marketing firm for 16 years provided George the commercial success to invest in his second great love, real estate. For a period of approximately 10 years after TNT, George served as CEO of his own marketing and real estate investment firm, Future Vision, where he purchased and managed rental properties, as well as provided marketing services to USE Credit Union, where Karen served as EVP and Chief Marketing Officer.

Following this period, George returned to the corporate world, working again with Karen for a national bank. In this capacity, George was recognized for premier performance, earning dozens of awards, including Pinnacle Award for two consecutive years, which is the highest and most difficult award at the company to achieve (fewer than 1/4 of 1% win back-to-back, as George did!).

Additionally, George was recognized with President Obama's Volunteer Service Award for more than 200 hours of service. He also served as a volunteer Retired Senior Volunteer Patrol (RSVP). George's Stage 4 cancer diagnosis forced early retirement and disability from an exemplary career, marked by professional and peer accolades and recognition.





WESTFORD, MA GEORGE

George was a remarkable person, having lived a remarkable life, from what I've known about him and have read from the recollections on this site. I first met George and the lovely Carter family when I was in middle school, after they moved to Westford, which was my hometown too. Anne became one of my best friends, with George, Barbara, and their folks warmly welcoming me into their home on frequent visits. What a FUN family to be around!

As childhoods go, I couldn't have asked for better. Trail rides on our horses, playing with and caring for our collective pets, beach trips, neighborhood manhunt games, and just those simple Summer kick back days that make for outstanding childhood memories.

As is often said about important childhood friends, I wish now that I had kept track of George. The kind, funny, good natured boy that I remember carried over into the man that he became. I wish that I had known him as an adult. His deep love of animals, as well as for other people, is clearly evident from the numerous stories of his genuine compassion. Such adventurous years he experienced, and a life fully lived, though cut short. George will continue riding those stellar trails, and I send my love along the way. What a remarkable man he was, and I am fortunate to have known him for a brief time.

- **Christina MacDougall**



TNT GANG

George, I remember when you and Karen were partners at TNT Marketing and hired me as Sr. Graphic Designer back in 1998. I learned so much from you there and how much of a positive, caring, loving, and fun person you were. Thank you for believing in me. I am honored and blessed to have shared so many wonderful memories with you (and Valentine too!). Even though you departed from us all too soon, you are still alive in my heart, and through me, you live on my dear friend! You will truly be missed but never forgotten. Until we meet again.

- <3 **Rachael Siebens**



I just remembered this really funny story... George would often go into a Starbuck's and order a "grande latte" - when they would ask his name and he'd say "Venti". It always confused them. Maybe you had to be there but it was hysterical. :)

- **Kathryn Busch**

HAM SANDWICH ANYONE?

One year, we traveled to the Caribbean island of Martinique, where the primary language is French. One night, we got really cold so I called the front desk of the hotel and asked for a blanket to be brought to us. What showed up was a ham sandwich!!! Lol!!! Not sure how that transition happened but we had a full belly to keep us warm rather than a blanket!! Fun memories!

- **Shirley MacLean Carter**



My friend George. What a guy! Always my adventure! Crazy, warm, fun, with a laugh that made me laugh so hard that no noise would come out! We bought our horses together and we were rarely apart on our rides. Whether down by the border watching immigrants sneak under the fences, trying to talk George out of buying a metallic cover for his horse during a lightning storm, or appearing together in a movie with them, we did it together! He was even the force behind teaching my horse to buggy so we could do that together. I will never forget what a big part of my life he was. I'm sure he's riding again and lighting up the skies! George, I miss you.

- **Terry Kenney**



BIRTHDAY BOUNTY

George loves holidays and was always the most generous and playful person! One year on my birthday, he had his neighbor make a multi-layer carrot cake and when I cut into it, it had a ball of cash tucked neatly inside, hidden in plastic wrap. I was overwhelmed! He just wanted to make every dream come true! And I always told him the only thing I ever wanted was his company and I just didn't care about anything else. He was the least selfish person I have ever known and so lucky to have experienced what a truly generous heart feels like. Thank you so much George!!

- Karen Busch



BIRD WHISPERER

George had a remarkable talent training birds as well as other pets. During his lifetime, he had a lovebird, a grey cheeked parakeet, two large English budgies, several normal sized parakeets, two miniature macaws, a half dozen finches, and the star of the show, his umbrella cockatoo Valentine. He tamed all these birds to be finger-trained (except the finches) and made them family members that ran around outside of their cages for much of the day. Valentine learned to do a dozen tricks including playing catch!! Really fun!! George was playful and loving with them... a true Bird Whisperer!

- Shirley MacLean Carter



GEORGE SAVES MY SOUL WITH THE ROCK CHURCH

Thanks to George and his lovely encouragement to discover the Rock Church, I found my way back to the Lord. I can truly credit George for saving my soul. There is no peace or love like that gained from one's relationship with God and I had simply forgotten it until George took me to church. Soon my sister and nephew were going to the Rock Church as well and my parents came when in town...George helped multiply the good word!!! I know George is in Heaven now and I hope he can feel that I will be forever grateful for his positive influence on my life and for helping me find home.

- Karen Busch Harrison



HORSE IN MY FOYER!

I'll never forget the day George rang my doorbell and to my astonishment, his horse, Will Rogers was looking me in the face! We were hosting a party later that day and he brought his horse to surprise Amanda (he knew how much she loved horses). I will remember him forever in my heart for his mentorship as well as his kindness and compassion for others. I always admired him for his spirit of adventure, generosity and vivaciousness... rest in peace George, I will always miss you.

- Greg Saule



THE ANNUAL SAN DIEGO ZOO PARTY

George, we miss you already and are only comforted by knowing you are in your Heavenly Home (thank you for turning us onto the Rock Church by the way, we love it!). There are 35+ years of wonderful memories and some of my favorite are from the annual San Diego Zoo party. Every September our Zoo Party Gang would dress up in our best "zoo wear" and head out for the food and wine tasting at the World famous San Diego Zoo. What a blast it was! You often wandered off though and we wouldn't find you for a while but we always knew you would return to the big party at the end to dance until closing. Well George, I know you are dancing in Heaven now and before you know it we will all be together again. Save a dance for me... Xoxo

- Kathryn Busch

Dearest Carter family, for you surely, are part of ours, This is a deep loss for us, but a gain for the greatest prairie beyond the stars where Georgie can ride and laugh forever : Heaven.

- Laurie Kirby on Behalf of your Kirby family



VOLUNTEER SERVICE

Thank you George for your years of service as a Retired Senior Volunteer Patrol (RSVP), a branch of the San Diego Police Department. We so appreciate your years of service in protecting and serving our community!

Dear George, it's been years since I met you and Karen while working together in the financial world. You and I reconnected for a brief moment at a New Year's Eve party in the late 90's, and even then you still had that same smile, laugh, and twinkle in your eyes. Whether it be working or getting together for outdoor activities - envelope stuffing "party" at your place, renting a cabin in Big Bear for a ski weekend, or boating around Balboa Island on a beautiful summer day - you were always a joy to share time with. May you have many new adventures in heaven.

- P. O'Neill



TRIBUTES

WIND BENEATH MY WINGS

Oh, oh, oh, oh, oh
It must have been cold there in my shadow
To never have sunlight on your face
You were content to let me shine, that's
your way
You always walked a step behind
So I was the one with all the glory
While you were the one with all the strength
A beautiful face without a name for so long
A beautiful smile to hide the pain

Did you ever know that you're my hero?
And everything I would like to be?
I can fly higher than an eagle
For you are the wind beneath my wings

It might have appeared to go unnoticed
But I've got it all here in my heart
I want you to know I know the truth,
of course I know it
I would be nothing without you

Did you ever know that you're my hero?
You're everything I wish I could be
I could fly higher than an eagle
For you are the wind beneath my wings

Did I ever tell you you're my hero?
You're everything, everything I wish I could be
Oh, and I, I could fly higher than an eagle
For you are the wind beneath my wings
'Cause you are the wind beneath my wings
Oh, the wind beneath my wings
You, you, you, you are the wind beneath
my wings

Fly, fly, fly away, you let me fly so high
Oh, you, you, you, the wind beneath my wings
Oh, you, you, you, the wind beneath my wings
Fly, fly, fly high against the sky
So high I almost touch the sky

Thank you, thank you, Thank God for you,
the wind beneath my wings.

Everyday I thank God for you, George Carter.
You are and have always been the wind beneath
my wings since I first met you... and I am forever
grateful for the gift of knowing you and loving
you all these beautiful years you taught me
to fly... you are my hero and everything I wish
i could be. I have flown higher than an eagle
thanks to you and what an incredible gift from
God to have this blessing.... you gave me wings...
love you always and forever... keep soaring dear
love...

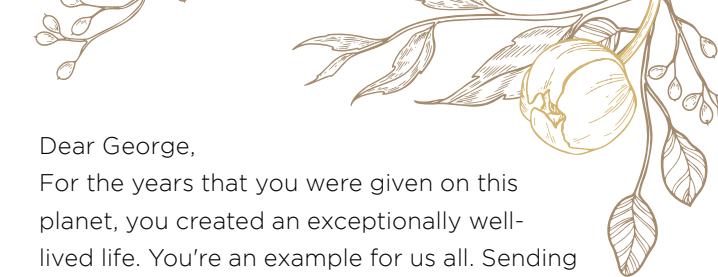
- Karen Busch Harrison

George,
You were always there for our Busch family,
You will be missed.

- Amy Busch

George was taken from us far too soon,
and we all will always miss his wit and
enthusiasm. He was a true friend to my sister
and my father, and I am so grateful for that. He
will not be forgotten.

- Kurt Busch



Dear George,
For the years that you were given on this
planet, you created an exceptionally well-
lived life. You're an example for us all. Sending
my love, as you canter and gallop over trails
of stars.

- XOXO, Christina MacDougall

Remembering the precious time we shared, it
was a privilege to have him as a friend. Lost to
us but not forgotten. Indeed he was a beautiful
person that left positive experiences in our lives.

- Martin Buncher

We miss you George!! I loved reading George's
website. He was such a special guy.

- Lisa Dorsey

We love George!!! There are too many stories to
tell that will live in our hearts forever.

- Matt and Val

I will remember George for his quiet grace, wonderful
sense of humor and love of horses. I always enjoyed
our conversations, his innate kindness, and his gentle
way of making you feel comfortable in his presence.
George you will be missed.

- Cheryl Brown

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Dear George:
Though I did not know you as well as some of the others in your life, you must have been a special friend to one who is very dear to me... as I have never witnessed one of such devotion as she was to you.

As intimated so eloquently in "Funeral Blues" by W.H. Auden:
For someone, every moment of every day, the world is transformed; but to everyone else, nothing changes.

Specifically, the first and second stanza of Auden's poem stand as such:

*"Stop all the clocks, cut off the telephone,
Prevent the dog from barking with a juicy bone,
Silence the pianos and with muffled drum
Bring out the coffin, let the mourners come.*

*Let aeroplanes circle moaning overhead
Scribbling on the sky the message He Is Dead,
Put crepe bows round the white necks of the
public doves,
Let the traffic policemen wear black cotton
gloves".*

- Patricia Matthews

I am also a neighbor of George's - We initially bonded because we both had parrots- The seven years of friendship was full of bird walks, dinners, various visits and of course the Thursday happy hour down at the pool! He was such a special person exuding kindness, intelligence and dry sense of humor! I know now he is pain free and

either on his horse or playing tennis!! We sorely miss you George!!!

- David Hardy

George, my dearest neighbor for over 12 years, I miss him so much! He always had a smile and a cheerful word and was the instigator to a lot of fun times that all of our neighbors had with George. He would always Call with a new idea of something fun to do or just go have a mai tai, he was pretty famous for that. He was my dearest friend and I loved him and miss him so much, I know he's in a better place and he's riding his horse through the beautiful Valleys.

- Betty King

We were introduced several years ago by our daughters godparents, Darrel and Karen. Both you and my daughter shared the love for horses and you even took the time to come to one or her horse shows. You were so very thoughtful and left such an impression on her.. on all of us. Your kind and gentle soul will be sorely missed. We will remember you always.

- Barbara Klein



George you left a lasting mark on everyone. You always had a sweet smile to share. It was a joy to see you at every gathering at Prince's and Karen's. You are at a better place and we were all blessed to know you. Harrold and Liz

- Harrold and Liz Angulo

George,
I was so blessed to get to know you the last 6 weeks of your life! You were such a fighter. I loved hearing about your amazing life stories and laughing endlessly. They say I lifted your spirits but what I know for sure is that you lifted mine. Through the experience I had the pleasure to meet your sweet Mother and spend time with your sister Barbara. As for your very very best friend Karen... let's just say my life has been blessed knowing them. Thank You George.

- Rhonda Leggitt

Some Comforting Words for All:

Death: Takes the Body
God: Takes the Soul
Our Minds: Hold the Memories
Our Hearts: Keep the Love
Our Faith: Lets Us Know We will Meet Again.

- Doreen Bellini

George was an amazing man. I met George in 2018 when we went on a cruise to Greece. He was on his walker, but that never stopped him.

- continued on next page

He always had a smile on his face and ready to do anything. I will miss that smile.

- Marge Buckley

George,
We only met a few years ago at the dinner and holiday parties at Darrel and Karen's home which was after your diagnosis. I was always amazed and impressed with your calm, gentle soul and positive attitude despite your struggle. You behaved as if nothing was wrong which allowed you to live your life the way you wanted. I admire your inner strength, courage and grace as you dealt with the reality of your life. You have been a wonderful teacher for us all. Thank you George. Rest... in peace.

- Doreen Bellini

George,
Fairy Tales
It seems wherever I go, people come into my life and go out of it touching me where I can feel, then leaving me only a memory like the Gossamer fairytales of children easily forgotten.
And I wasn't through knowing them.
How do I know when I'm seeing you for the last time?
How do you halt your life to gather and keep all those around you that you've ever known? and how do you keep fairytales from losing their magic?



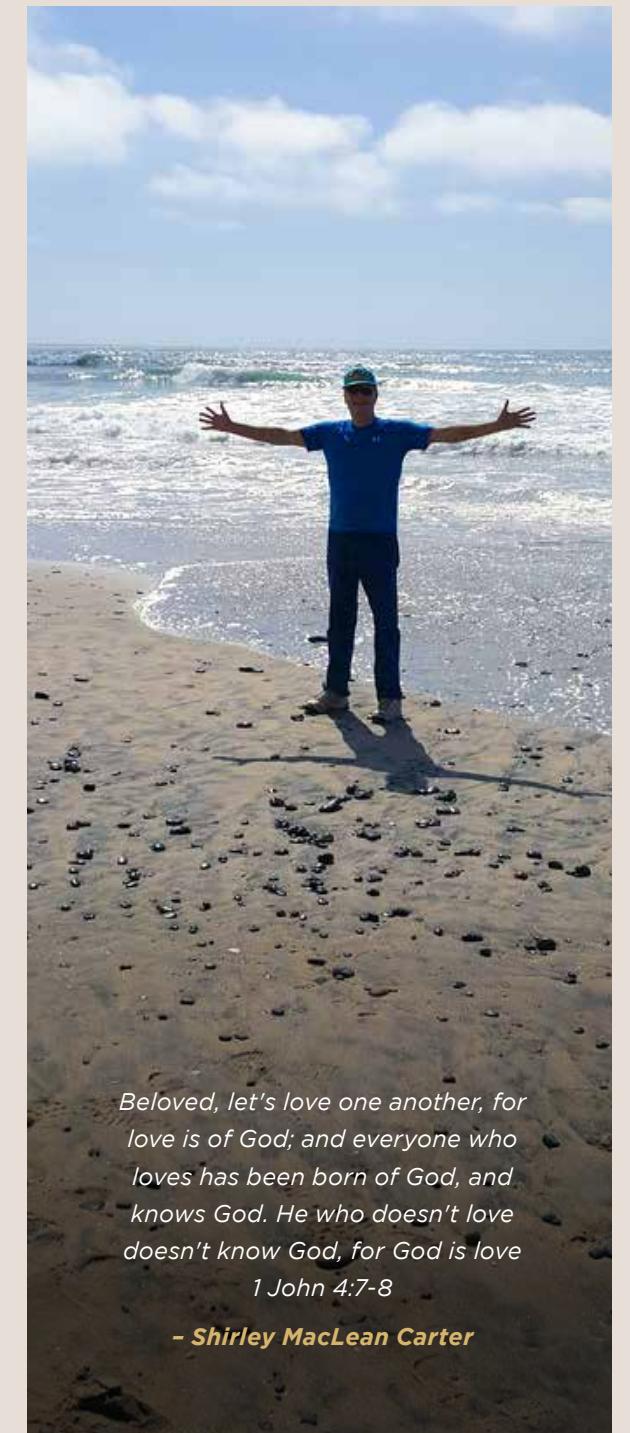
So come... brush against the walls of my life and stay long enough for us to know each other even though we'll have to part some time. And we both know the longer you stay, the more I'll want you back when you're gone. But come anyway...
for fairytales are the happiest stories we know and great books are made up of little chapters.

To a friend with whom we shared many happy chapters.

- Kathryn Busch

We were friends for many years, George, and I will miss you. You were the only one that I could count on to sit and talk with me at family gatherings. We talked about a lot of things, sports teams, horses, cars and in later years, the benefits of various vitamins, minerals, laxatives and anti-acids. You were a great conversationalist and I really have fond memories of the weeks we spent at Imperial Beach marketing beachfront condominiums. We were so close to the border that many of our prospects spoke only Spanish so in desperation we bought an English/ Spanish dictionary to bridge the gap. I am remembering the day we spent all afternoon learning the different ways to say good by in Spanish. There are adios and hasta la vista but today I will go with your favorite expression. Vaya con Dios, George. Go with God.

- Fred Busch



*Beloved, let's love one another, for love is of God; and everyone who loves has been born of God, and knows God. He who doesn't love doesn't know God, for God is love
1 John 4:7-8*

- Shirley MacLean Carter



I can look back and remember years ago to the good times when our family would visit the Carter family, the kindness and generosity shown toward all of us kids, as well as spending time with George there and on P.E.I.. He always had time for his little pain in the neck younger cousin. It must have been near 37 or 38 years since I had seen him last and happy to see him when he came to my mothers memorial a few years ago. Funny how those years melted away, it seemed like yesterday was the last time we saw each other, it was great to see him. So sorry for his passing and his family's great loss. God Bless You and Rest in Peace George

- Bill Kayser

Just want to say thank you for teaching me more about life than anyone I have ever known. You never openly complained, always smiled, kept moving and enjoying all the things most of us take for granted. I know that my life has been enriched by your presence and will be forever grateful of our 30 years as friends. Watching you, I've learned to be grateful of the little things that make us happy and how they should never be taken for granted. Soon, time will run out for all of us and when my time is near, I pray to have the strength and courage you displayed till the end. Farewell my friend!

- Darrel

George was my neighbor. He was what I called, "the outing organizer". He planned many memorable outings for many of us in the community. He had a passion for life and

passed it on to others. Thanks for the memories, George. You will be missed. May you rest in paradise, but knowing you, you are probably organizing outings for those on the other side.

- Penny Bly

I first met George as a client for my research services when he worked at a bank with Karen. He soon became a close friend as we shared the love of animals and adventure. We both knew that in a jam either one of us could call on the other and receive the help we needed. We often rode together, visited each other when he was not living at my home, played with our Cockatoos, and shared innermost thoughts. We never once had a misunderstanding. We shared the mutual feeling that families were a primary value. He was deeply attached to my mother who passed two years ago at the age of 104, and greatly valued the opportunity for leaving his California home to go back to his first home back east with his relatives for holidays and special occasions. In my years I have had few friends that were as true and reliable as George. His illness did nothing to change his character and desire to make the best out of whatever came his way in life. I will remember him with the love of a brother, as a bright, sensitive, strong-willed and able companion who brought a lot of happy days and memorable moments into my life.

- Martin Buncher

Your beautiful spirit will always be my light and my love, now and forever.

- Shirley MacLean Carter



George was such a wonderful person! I spent many weekends hanging out with him, Karen & Kathryn. We had so much fun. He was the only guy I knew that wore t-shirts & shorts in freezing weather. When I asked him if he was cold he said "This is nothing. I'm from Massachusetts!" Rest in peace, kind soul. You will be missed by a lot of people!

- Carol Chiarelli

George was such a sweetheart. It seemed no matter what he was going through, he always had that great smile going... and that twinkle in his eyes. We had some wonderful times together and will hold onto those memories. Thanks for those memories, George. We know you are in a better place now and at peace. You will be missed. Rest in peace dear friend. We love ya...

- JoAnn and Mike Wroblewski

George, your laughter and spirit will forever be missed. I wish to leave these last words for you. I think you would have wanted all of us to hear: When I come to the end of the road and the sun has set for me I want no rites in a gloom filled room. Why cry for a soul set free? Miss me a little but not for long and not with your

head bowed low Remember the friendship we once shared, Miss me but let me go For this is a journey we all must take and each must go alone. It's all part of the master plan, a step on the road to home. When you are lonely and sick at heart go to the friends we know. Laugh at all the things we used to do, Miss me but let me go.

- Lloyd Trilling

My dearest George, one I consider a silent friend, a co-worker and client over 27 years of our lives. You were always kind, honest, encouraging and your loving spirit will always live within my heart. My deepest condolences to the family and to our mutual friend Karen who loved you unconditionally. When we lose a loved one here on this earth, we gain an Angel in heaven that watches over us. Loved ones, please take comfort in knowing this. George you were a very good man and it was an honor knowing you. I pray to meet you again on the other side, healthy and happy. Much love my friend.

- Jennifer Jenkins

Goin' home to an old familiar place-reminds me of all the trails we once raced: the ol' railroad bed on Araby & Sea Horse, neck in neck, all the way of course!

As the years went by, there was L.A. & UR, awesome adventures, so much in store! People and places to mold us, and the love of the Lord to hold us.

George, you left us too soon, but your zest for life & for those you loved- vibrant til the very end. But it's Not the end...you just "got there first". Probably stopped by the Rainbow Bridge to hop on Will & rode straight on into the arms of Jesus (as you high-fived Dad!!) We'll see you before you know it & again, you can share all the adventures you've had... since then. Rest In Peace & Power

- Love you xox 'cowgirl', Anne Weiss

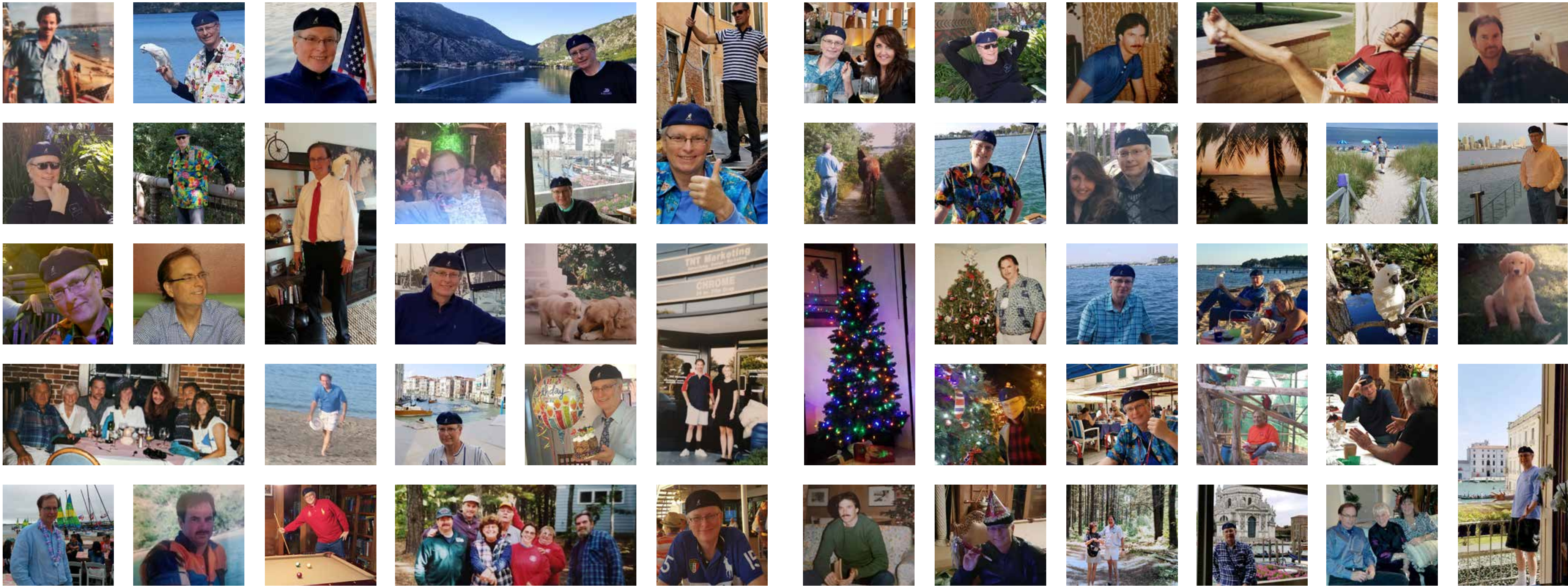
Thank you George for your great smile, warm "Hello" and positive outlook. You will be missed and remembered.

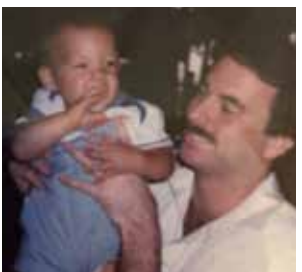
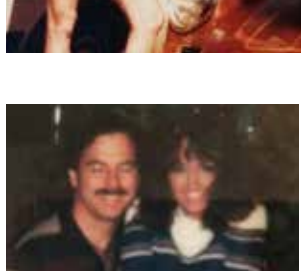
- Nina Wright



Love and miss you George.

- Barbara Carter







TNT advertising • marketing
research • public relations

BACKGROUND ON TV MARKETING :

TNT is a full service marketing agency with over 70 years experience operating in marketing strategies. Working advertising public relations, media relations, direct mail, marketing research to our community wide business programs for our clients. Many of which have been in operation with us for over 25 years.

TNT is a team staff of highly dedicated professionals with the creative spirit and technical skills to give your new and existing marketing challenges the most creative solutions. That's the spirit. TNT has the technical capabilities for creating programs which have provided our clients with fresh ideas, creative solutions and proven results.

With the primary focus in advertising for the Hawaii and West Coast markets, TNT maintains a very diverse portfolio and services for all size to the national, advertising, media, high technology, business consulting and insurance markets. This experience and expertise in marketing has led to our clients primary benefit through TNT's creative and our team work.

TNT WEST 1000 W. ALBERTA STREET, SUITE 200, LOS ANGELES, CA 90015 (310) 470-1111

TNT advertising • marketing
research • public relations

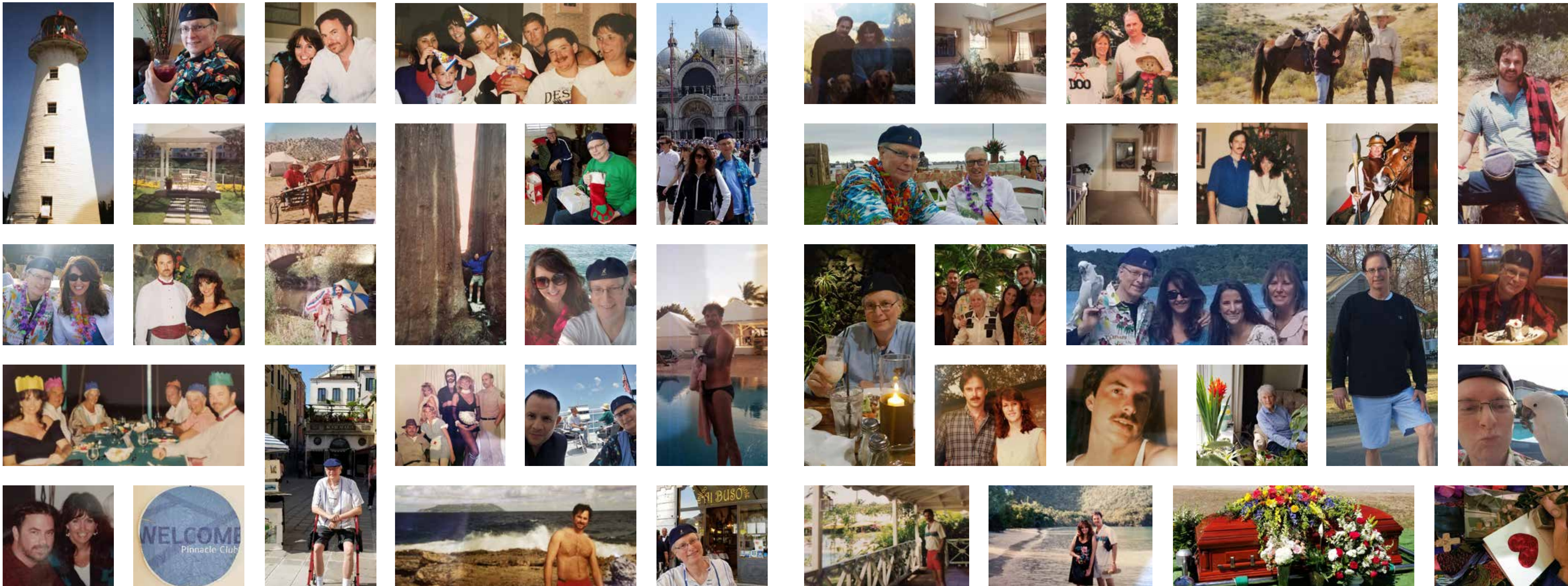
LIST OF SERVICES

The services we provide the planning, design and implementation of the following:

- marketing planning, strategy, creative
- all consumer education, corporate brochures, product brochures, form
- advertisements for newspapers, magazines, radio, trade journals, TV and billboards
- all media relations, press releases, copywriting, story placement, press conferences
- all public relations, annual reports, quarterly reports, online, shareholder meetings
- seminars, consumer rallies, product, press of trade meetings
- employee relations, corporate social responsibility, employee PR training
- new product development, consumer education, product knowledge training
- image development, logo design, product packaging and packaging
- employee sales training, employee retention studies
- new business development programs, national direct calling programs
- direct mail marketing, targeted mailing lists
- marketing research, including consumer needs studies, client research surveys
- graphic design, logo design, web design, brochures and press kits, etc.

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To learn more about the

TRAILBLAZING ADVENTURES



GEORGE CARTER & HIS SADDLEBRED, WILL ROGERS



Please visit their website at TRAILBLAZERSGEORGEANDWILL.COM

In Memoriam

George passed peacefully at home on a Sunday, (the Lord's day) April 18, 2021, with his Mom, Shirley, sister, Barbara and dearest friend, Karen, at his side. When cancer struck and finally raised its ugly head, initially hiding in the dark corners, it was too late - George was already Stage 4 and the cancer had metastasized to his bones and was everywhere.

The doctors gave George 2 years. He battled and won for nearly 7 years. He lived life with zest, enthusiasm, honesty, love and appreciation. His deep faith in God, belief in Jesus Christ, and the promise of everlasting life was on his last breath. We know George is reunited with Will Rogers now, along with his Dad, and the three of them are galloping through open fields, feeling the rush of the wind and the sun shining bright. We will join you soon enough, George, remembering you and loving you dearly until we are united again. God Bless and Praise to the Lord, Jesus Christ. Amen.

GEORGE CARTER MEMORIAL WEBSITE:
george-henry-carteriv.forevermissed.com



Memorial Trail and Bench

George's Saddlebred, Will Rogers passed away in 2011 at 27 years from old age and a life well lived as George's constant companion. Today, a section of Los Penasquitos Canyon County Preserve is named in their honor - **The George Carter Will Rogers Trail** - in celebration of their legendary achievements and volunteerism.

Additionally, two memorial benches with a bronze plaque featuring a sketched photo of George and Will Rogers as they started their ride at Dog Beach serve as bookends of their famous trip:

- 1) **Bench one** is located at Los Penasquitos Canyon (starting point)
- 2) **Bench two** is located at Cuyamaca State Park (horse camp - ending point).

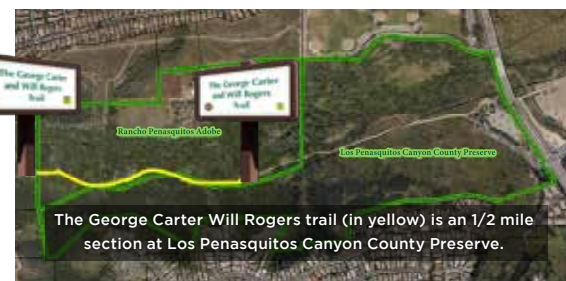
George's and Will Rogers' achievements are now forever memorialized in San Diego County.

The George Carter Will Rogers Trail

Los Penasquitos Canyon County Preserve



George H. Carter IV has a well-known reputation in the horse community for his unique marathon trail rides and adventures riding his Saddlebred horse, Will Rogers. George was the first and only person to ride entirely on horseback from the beach in Del Mar to Cuyamaca State Park (group horse camp). There is no formalized equestrian trail system for this journey, which required him to leverage hiking/bike trails, riverbeds, paved streets, and trails he forged himself to reach his destination. He would start the ride at sunset, departing from Far West Farms, located on Old El Camino Real where he boarded his horse, then rode on to Dog Beach in Del Mar, through Los Penasquitos Canyon Preserve, where he volunteered as a mounted equestrian patrol, then east through very desolate terrain to reach Cuyamaca State Park. The trip took about 4 to 6 days, depending on the route. Photos of his journey can be viewed at: trailblazersgeorgeandwill.com. George passed away on April 18, 2021 at the age of 66 of Stage IV cancer and his horse Will Rogers at age 27 in 2011. They are both forever missed.



The George Carter Will Rogers trail (in yellow) is an 1/2 mile section at Los Penasquitos Canyon County Preserve.



Know ye herewith that the International Star Registry doth hereby designate star number

Aquila RA 19h25m59s D 07°13'14"

to the name

Our Beloved George Henry Carter IV

Know ye further that this star name will be permanently recorded with its telescopic coordinates in the International Star Registry's digital catalog of star names.

P. McAdams
Secretary

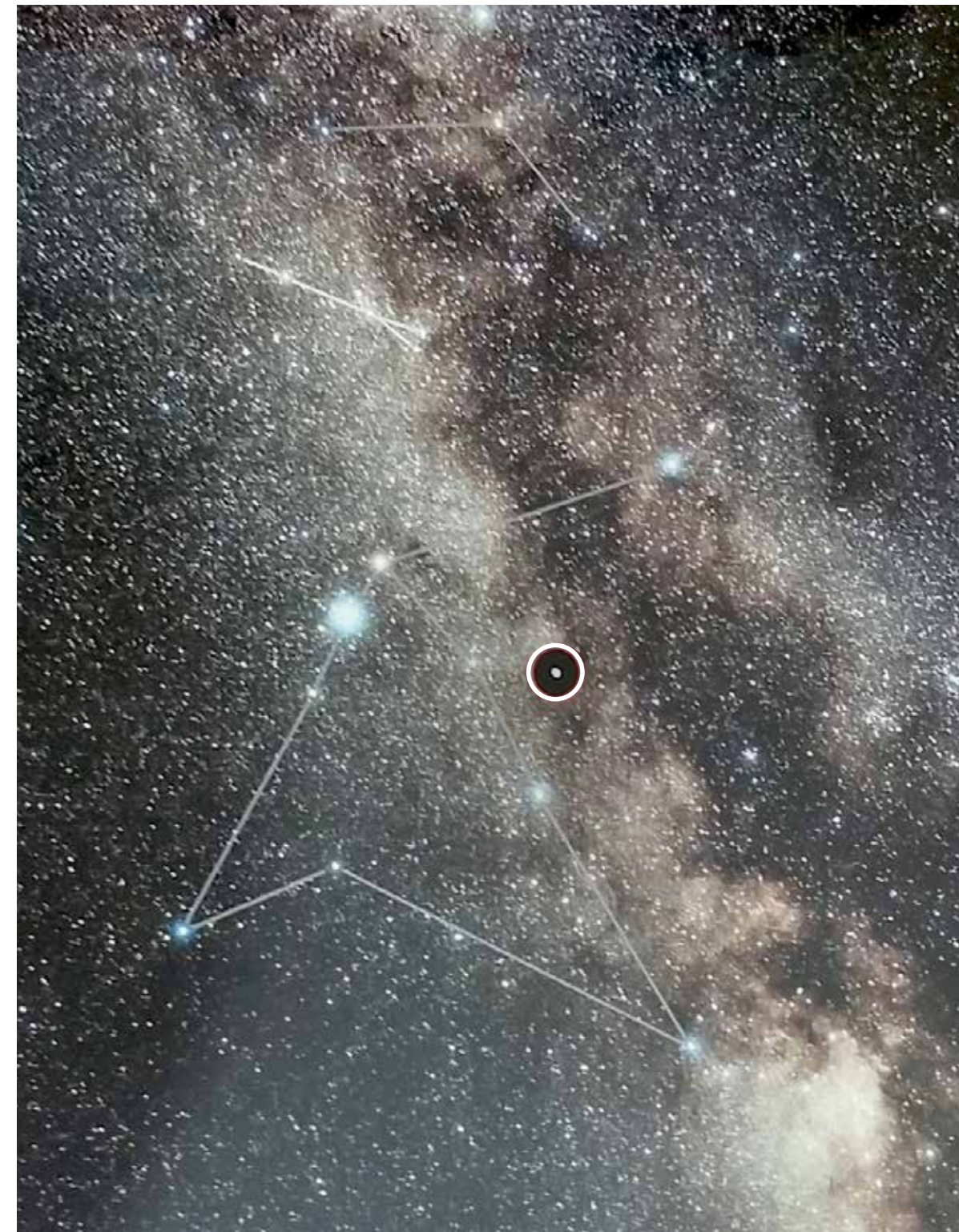
E. Stalpe
Registrar

**This is a constellation on the celestial equator.
Its name is Latin for "Eagle."**

Star Name: Our beloved George Henry Carter IV

Date: April 18, 2021

Constellation: Aquila



The new **George Carter, Will Rogers Trail** at Los Penasquitos Canyon County Preserve

Officially named and celebrated with guided tour by park rangers

On Wednesday, April 27, 2022, the County of San Diego Department of Parks and Recreation held a special ribbon-cutting event, complete with discovery table and guided tour of the newly named George Carter Will Rogers Trail in Los Penasquitos Canyon County Preserve, located at 12020 Black Mountain Road, San Diego, CA 92129. Park rangers discussed the history and unique ecosystem of the area, which is one of the largest and richest urban parks in the United States, stretching 12 miles and 3,700 acres.

The George Carter Will Rogers Trail represents a half-mile stretch of the park, starting approximately half a mile from the park's staging area. The trail is named after George H. Carter IV and his Saddlebred horse, Will Rogers. Carter, who passed away from stage IV cancer on April 18, 2021, earned a well-known reputation in the horse community for his unique marathon trail rides and adventures riding his horse. Carter was the first and only person to travel entirely by horseback from the beach in Del Mar to Cuyamaca State Park Group Horse Camp. The feat, which he achieved five times in his lifetime, took him through Los Penasquitos Canyon County Preserve, where he also volunteered as a mounted equestrian patrol.

"When George braved this journey by horseback, there was no formal trail system, and so he had to cut through brush, leverage riverbeds, follow truck trails, and more – through some really desolate and challenging terrain – to reach his designation, which would take four to six days, depending on the route," said Timothy Leon, Site Supervisor for Los Penasquitos Canyon County Preserve Rancho Penasquitos Adobe. "As a volunteer, he was an advocate for connecting all the beauty of San Diego, from the beaches to the mountains. His dying wish was to support our conservation efforts here at the park and contribute to the ongoing development of the trail systems in San Diego."



Memorial bench on the trail



George Carter and Will Rogers



TO LEARN MORE ABOUT

- The adventures of George Carter and Will Rogers | trailblazersgeorgeandwill.com
- Los Penasquitos Canyon County Preserve | sdparks.org



Covered by Fox 5 News TV station, The Del Mar Times and The Rancho Santa Fe Review newspapers.





Event flyer distributed for ribbon-cutting ceremony



YOU'RE INVITED
TO A FREE, ALL-AGES PUBLIC EVENT AND

RIBBON-CUTTING CEREMONY

CELEBRATING

The GEORGE CARTER WILL ROGERS TRAIL

AT LOS PENASQUITOS CANYON COUNTY PRESERVE

12020 BLACK MOUNTAIN ROAD, SAN DIEGO, CA 92129

WEDNESDAY, APRIL 27TH

Ribbon-cutting is followed by a fun-filled guided tour by park rangers including a free package of trail mix and bottled water

EVENT SCHEDULE:

- 4 PM Meet the Rangers/Nature Discovery Table
- 4:30 PM Ribbon-cutting Ceremony**
- 5-6 PM Ranger-led Educational Tour (2 miles, roundtrip)
The hike is easy and good for visitors of all ages

The George Carter Will Rogers Trail represents a half-mile stretch of the park, starting approximately half a mile from the park's staging area, and will be featured in the guided tour. The trail is named after George H. Carter IV and his Saddlebred horse, Will Rogers. Carter, who passed away from stage IV cancer on April 18, 2021, earned a well-known reputation in the horse community for his unique marathon trail rides and adventures riding his horse. Carter was the first and only person to travel entirely by horseback from the beach in Del Mar to Cuyamaca State Park Group Horse Camp. The feat, which he achieved five times in his lifetime, took him through Los Penasquitos Canyon County Preserve, where he also volunteered as a mounted equestrian patrol.



NO RESERVATIONS/RSVP REQUIRED | EQUESTRIANS - JOIN US BY HORSEBACK!



MEMORIAL BENCH AT
LOS PENASQUITOS CANYON



MEMORIAL BENCH AT
CUYAMACA GROUP HORSE CAMP



Obituary

GEORGE HENRY CARTER IV

Our community lost an equestrian trailblazer this past year when George Henry Carter IV lost his battle with Stage IV prostate cancer on April 18, 2021. Carter, who died peacefully at his home with his mother, sister and best friend at his side, was 66 years old.

In honor of George and his exceptional achievements, the County of San Diego Department of Parks and Recreation held a special ribbon-cutting event on Wednesday, April 27, 2022, complete with discovery table and guided tour of the newly named George Carter Will Rogers Trail. Named after George and his Saddlebred horse, Will Rogers, The George Carter Will Rogers Trail is a half mile stretch within the 12 miles of Los Penasquitos Canyon County Preserve, the largest urban park in the United States, located in San Diego, California. George earned a well-known reputation in the horse community for his unique marathon trail rides and adventures riding his horse. He was the first and only person to travel entirely by horseback from the beach in Del Mar to Cuyamaca State Park Group Horse Camp, a rigorous and uncharted journey through desolate mountain terrain that would take 4-6 days, depending on the route. This feat, which he achieved five times in his lifetime, took him through Los Penasquitos Canyon County Preserve, where he also volunteered as a mounted equestrian patrol.

George was born on February 17, 1955 in Quincy, Massachusetts to Shirley MacLean Carter and

George Henry Carter III. An excellent student, George graduated High School from The Lawrence Academy in Groton MA in 1973, and then earned a B.S.B.A. degree (Bachelor of Science in Business Administration) in 1977 at the University of Richmond in Virginia. After working at his father's advertising agency, George started his own marketing firm with partner Karen Busch, which grew to be one of the largest financial marketing companies in the west coast. He then pursued a career in banking, earning recognition for consistent pinnacle performance. His professional success allowed him to pursue his second love, real estate, where he bought and sold rental properties. In addition to his achievements as an equestrian, George was an avid tennis player, sailer and swimmer. Active in his Christian faith, George was recognized with the President's Volunteer Service award for community service, including working as a Retired Senior Volunteer Patrol (RSVP), a branch of the San Diego Police Department.

George is survived by his mom, Shirley MacLean Carter Thomas, and sisters, Barbara Carter and Anne Weiss. George was laid to rest in the Agawam Cemetery in Wareham, Massachusetts. For more information on George's trailblazing adventures, visit www.trailblazersgeorgeandwill.com. George will be forever missed by family, friends and community that loves him. His kindness, generosity, bravery and sense of adventure will forever serve as a beacon and inspiration for all.



Uncle George, you will always be remembered as the fun uncle. I will always cherish the memories of you, you always did your best to make our visits back to the Cape as exciting as possible. You would spoil us with presents, surprises, taking us shopping, and showing us your favorite restaurants. As a matter of fact, the whole family ate at several of them while we visited for your memorial. It was amazing revisiting the places you once brought us. I will never forget you, you commanded such a presence, with your tall frame, and deep booming voice... but you were such a kind person, and I will cherish my memories of you forever.

- With much love, Matt Weiss

Uncle George, I sit here writing this with so much to say and so many memories flooding in that I'm not sure how to even put everything into words, but here goes... The other day I listened to a few voicemails I saved from you. One from 2015 and one from 2016. The one from 2015 was because you heard I was sick and wanted to wish me well, you and Valentine. As soon as I heard your voice, my heart broke all over again, just as it did the day God called you home. Although I had tears rolling down my face I couldn't help but smile and laugh at your message, and I know that's exactly what you wanted when you left that message. I wish more than anything I could be calling you and leaving you a message to wish you better and put a smile on your face. When I think of you I still shed tears but I also smile and laugh at all the memories we were so fortunate to have with you. You were always so happy to see us and talk to us about our lives and all the things we had going on whether it was sports, school, cars, jobs, trips, really anything... We always did such fun things when you would visit every summer to the Cape and it was always all smiles and laughs that are now memories I will cherish forever. Your love for your family was certainly

monumental and I always knew how important we were to you, I hope you know how important you are to us too. Although you lived across the country you were such a big part of our family and your absence is surely felt and you are so missed. Thank you, for being so full of love, so fun to be around, all the memories, for being you. I am so thankful for my time with you. I miss you and I love you so much Uncle George. Until I see you again,

- With much love, Kaitlyn Daignault

Uncle George, I have such fun memories of being at the cape with you and Valentine but just recently have I truly understood how great of a person you were, you were filled with such love and compassion. It was so great to catch up over the years and I reminisce at the times we spent together.

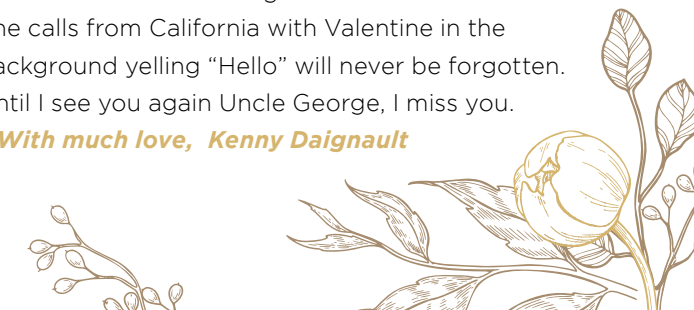
- With much love, David Weiss

"For we believe that Jesus died and rose again, and so we believe that God will bring with Jesus those who have fallen asleep in him." Thessalonians 4:14 - We miss you Uncle George.

- With much love, Carter Daignault

I will forever miss the days of you and Will on the Cape, teaching me how to ride, and you playing manhunt with me running around Nannie's house. The calls from California with Valentine in the background yelling "Hello" will never be forgotten. Until I see you again Uncle George, I miss you.

- With much love, Kenny Daignault



We will remember him
forever.

MEMORIAL INFO

MEMORIAL SERVICE

Held on May 1, 2021
Nickerson-Bourne Funeral Home
40 MacArthur Blvd, Bourne, MA 02532
(508) 759-3511

FINAL RESTING PLACE

Agawam Cemetery, Wareham, MA

In lieu of flowers, donations were accepted to City of Hope (cityofhope.org) in memory of George Henry Carter IV, or to a preferred cancer charity.

