

Billboard

THORITY ON MUSIC, VIDEO AND DIGITAL ENTERTAINMENT • 110TH YEAR • JULY 31, 2004

Smooth Sailing

t's Latest
es Straight
p Of Chart

ANDA NEWMAN
LLIS STARK

only took 30 years from
he first debuted on the
oard albums chart, but
ny Buffett can finally
he has reached No. 1.
License to Chill," a set
t includes duets with
o country artist Alan Jack-
n, Tony Keith, George Strait,
enny Chesney, Clint Black
nd Mavis Staples. The week
38,500 in its first week
release, has only been
The Billboard
"I figured if I didn't
make it there in the next
I was just



VOLUME 20 NO.4 FALL 2004

COCOONUT TELEGRAPH

www.margaritaville.com

Photo: Kevin Mazur/Wireimage.com

I'm told that the hole is in the roof of Texas Stadium so "god can watch his favorite football team play". Seems the almighty had a little more in mind one steamy Saturday in May when the legendary hole in the legendary stadium allowed the omnipotent one to catch a legendary performance by, if you'll pardon the irreverent metaphor, the holy trinity of Texas music; Country, Cowboy and Caribbean. Or perhaps it was the Dallas Cowboy Cheerleaders.

Reigning CMA Entertainer and Male Vocalist, Alan Jackson is currently nominated for eight ACM Awards including Single, Song, Video and Vocal Collaboration of the Year for the eight-week #1 hit, "It's Five O'clock Somewhere" with Jimmy Buffett. Propelled by the success of "It's Five O'clock Somewhere" and the chart-topping, "Remember When" (Jackson's 31 #1 single), his Greatest Hits Volume II CD was recently certified triple platinum. Jackson's 2004 tour is one of country's hottest tickets on the road with capacity crowd concerts across the country.

Texas treasure, George Strait holds the career record for CMA nominations with seventy-one and the record for the most number one singles by a single artist in any genre. Strait has released 31 albums, all of which have hit gold or platinum status, selling over 62 million copies total. Strait and Jackson won the 2000 CMA Award for Vocal Event of the Year for "Murder on Music Row" and toured together during the 2001 George Strait Country Music Festival.

I'll assume Coconut Telegraph readers are familiar with Jimmy Buffett; singer / songwriter, best selling author, raconteur, and holder of this weeks (June 26, '04) #1 spot on the Billboard Charts

Billed as a triple-header; the three fishing buddies performed nearly 60 songs over the three sets to a thundering crowd of 50,000 leis and Levi wearin' red headed parrot necks. Alan Jackson, looking tropical in an Hawaiian shirt, opened the marathon music festival at, appropriately enough, five o'clock, thanking the crowd for, "letting us come out here to play some country music and...whatever that is that Jimmy Buffett does."

The revolving door policy was in effect backstage. George Strait joined Alan Jackson on "Designated Drinker" and Jimmy appeared sporting an oversized foam cowboy hat during "Five O'Clock Somewhere." During Jackson's "Where I Come From," the Dallas Cowboy Cheerleaders stormed the stage and, I can't seem to read my notes after that.

George Strait, along with the Ace In The Hole Band, opened the second set in the trilogy noting that, "there's a fine line between Parrot Heads and Red Necks." He was soon joined by Alan Jackson on "Murder on Music Row" and after telling the crowd how he and Alan ran into Jimmy boating in the Bahamas, went into his signature song, "All My Exes Live in Texas." Jimmy could not resist joining him on stage. "We've had

the pleasure of working with each other before and not only do we enjoy each other's music but we have a lot in common."

As the celestial stars shown through the hole in Texas Stadium, the earth-bound star took center stage. Country fans were enthralled, not only by the performance of Jimmy and the Coral Reefers, but by the energy level in the stadium as well. Stiltwalkers, beach balls and a float-

ing shark as big as, well as big as Texas fed the frenzy. The normally subdued Alan Jackson joined Jimmy on stage sporting a "Got Rum" T-shirt, microphone in one hand, beverage in the other to sing a song off the new CD, "Boats To Build."

George Strait joined Jimmy on another License to Chill track, "Sea of Heartbreak," and Alan Jackson joined the duo on the Hank Williams classic, "Hey Good Lookin'" During Jimmy's encore performance of Margaritaville, both country crooners surprised the crowd by re-appearing and giving what many would call the most rousing rendition of the Parrot Head national anthem to date.

And god saw that it was good...now, where the hell are those cheerleaders?



THERE'S A FINE LINE BETWEEN PARROTHEADS AND REDNECKS

NASHVILLE

Margaritaville's own Jimmy Buffett enjoys the biggest chart week and first #1 record of his 25+ year career with the release of his latest album, the Country/Caribbean *License To Chill*.

CMT

Now, Buffett's Nashville CD *License to Chill* on RCA Nashville has sold some 238,000 copies in its first week of release, according to Nielsen SoundScan. That becomes his first No. 1 album ever and it places the Chief Parrothead atop both the Billboard 200 and Top Country Albums charts.

BILLBOARD

It only took 30 years, but Jimmy Buffett can finally say he has reached No. 1 on the U.S. pop albums chart.

LOS ANGELES TIMES (REUTERS)

Far from wasting away in Margaritaville, Jimmy Buffett shot to the pinnacle of the U.S. pop charts on Wednesday as his latest release, "*License to Chill*," became the first No. 1 album of his career.

ROLLING STONE

Jimmy Buffett's gone country and it's paid off. The beach bum balladeer sold 239,000 copies of his new album, *License to Chill*, according to Nielsen SoundScan, to debut Number One.

TIME

For the first time in his 34-year career, Margaritaville singer Jimmy Buffett last week scored the top spot on the Billboard chart, with his new country-influenced album *License to Chill*.

MIAMI HERALD

Nothing complicated about enjoying this disc. How about a Volume II?

License to Chill Conception

23November03

Key West

To: "Conky Tonk" musicians and singers*

From: Jimmy (Your Friendly Camp Director)

Subject: Welcome to Recording Camp

Hello Recording Campers,

A Little History

Well before we all sit down and stuff ourselves over the next week, I wanted to get this note and these songs out to all of you who will be joining us for the recording of the Conky Tonk album in Key West in December. I know that it is a long way to come and the place is full of palm trees, rum drinks and good restaurants, and your shorts and a t-shirt are mandatory dress code, but I hope you will all be able to adjust to the harsh surroundings of our studio. But first a little word about this project as a whole. If you haven't already guessed by the title, this album will have a solid barefooted base in what we have always done, but with a toe or two leaning in the direction of today's country market. Let's face it. This is not a big stretch for me. I started my recording career in Nashville in 1970 with Buzz Cason and have had several attempted failures at a country career since then while I continued to gather the present flock of Parrotheads (Thank God for them) while touring around the world. I will

do the honorable thing now and blame Mac McAnally for this since he was the one who made me aware several years ago of the interest in my lifestyle by several up and coming country acts. I considered it an honor then as now, but I also started seriously listening to country stations and thought that once again, I might fire a shot across the bow of country radio. Well, thanks to Alan Jackson, we seemed to have missed the bow and dropped a 500lb gorilla on the play lists with *Five O'clock Somewhere*.

The Studio

Key West was always the natural choice for doing this project. I have spent enough time in studios in bad climates trying to make magic. Shrimpboat Sound was an attempt to put a unique but very functional studio into a place with atmosphere. You can't get much more atmosphere than sitting on the porch at Shrimpboat and watching the world go by. Shrimpboat is housed in an old shrimp storage cooler where the boats would unload and deposit their catch (thus the name). It was put together by Ross Ritto who was my soundman on the road for over twenty years and now owns Sound Image, one of the top sound companies in the country. Over the years, we have recorded nearly a dozen albums at Shrimpboat and more recently the studio has been used by an eclectic group of artists from Billy Corgan to Toby Keith who like the sound that we have come up with.

The Band

The musicians on this project are a collection of my longtime friends and touring band, The Coral Reefer Band, and friends who I have worked with over the years. Circumstances presented a unique opportunity for this combination of folks when Pete Mayer, my great lead guitarist, booked a Christmas Tour without knowing I was going into the studio. So while Pete is out there with brother Jim filling Parrotheads with Christmas cheer, the timeline to get this album done and out won't budge. So I simply invited some friends I had played with before to join us. Here is the band for Conky Tonk.



Mike Utley

Musical director, longtime friend and producer. He has been on every record I have ever made.



Mac McAnally

His Nashville heroics speak for themselves. He will be co-producing along with Mr. Utley. He is usually a very nice guy, doesn't drink, rarely curses but will steal a chocolate cake out of the backseat of your car in a minute. He also really doesn't like costumes or band uniforms so I don't think you will see him out at some of the more interesting late night establishments that thrive in the quiet fishing village of Key West.



Ralph MacDonald

Percussion. Ralph and I have been hanging out for twenty years. Besides being the legendary sound of percussion and a Grammy-winning writer and producer, he is a founding

member of Club Trini along with Robert Greenidge, our virtuoso steel drum player, and is the voice of “wisdom from the back seat”.



Doyle Grisham

Steel guitar. Doyle puts the “tonk” in Conky Tonk. I first played with Doyle back in 1972 when we recorded “A White Sport Coat and a Pink Crustacean” at Glaser Studios in Nashville. In the Parrothead world, Doyle is best known for his solos on Come Monday and Get Drunk. Doyle has been known to hang out at Club Trini as well.

Roger Guth

Drums. Roger came aboard through the suggestion of Elliot Sheiner nearly fifteen years ago and is a great drummer-when he is not fishing. That might present a problem in Key West, but as long as we feed him, he will usually stick around.

Glenn Worf

Bass. Glenn is one of our invited guests. He didn't sound bad on “I Love This Bar”. We are happy to have him with us. I have been a big fan of his work and the fact that he is from Alabama too, and I look forward to playing with him.

Sonny Landreth

Guitar. Sonny is one of my (and a hell of a lot of other people's) favorite slide guitar players. I go to every Sonny Landreth show I am near. I am not much of an audience person, but I go see Sonny just to marvel at what he does with a guitar. I thought he would be perfect for Conky Tonk as we will be leaning a little to the swamp on this one.

Will Kimbrough

Guitar. I met Will when he was a young innocent guitar player for Todd Snyder, when Todd was on our label and toured with us. I

don't know about the young and innocent thing anymore, but I know that he wrote an album full of songs that had me humming along and listening to this fellow Mobilian rock.

Bill Payne

Keyboard - Little Feat - Duh!!!! Little Feat is my favorite rock n roll band hands down and I have enjoyed listening to and playing with all the boys in the band. Bill and I have been talking about getting together in the studio for twenty years. Well now we are doing it and I couldn't be happier.

Tony Brown

Makes his quiet return to the keyboard and attempts to get me to buy him an expensive bottle of wine in a fancy Key West restaurant as a payback for my past bad behavior. It is great to have you aboard Tony.

The Singers

Well you all know who you are and I am just delighted and honored that you have decided to come down to play with us. I don't know about y'all but before I ever came close to getting a record contract, I just wanted to be one of those cool background singers. It really didn't look like a lot of work and you didn't have to play an instrument or front a band. To me the background singer was it. So, the idea here is to first of all have fun. The tracks will be done by the time you get to town and the CD that is accompanying your camp letter should give you an idea of what the music is going to be. Keys are important and who is singing on what probably would be something to cover. As always, I love the magic and spontaneity of the recording process and know from my experience that we will probably come out of this with things we never anticipated going in. That is the fun of recording live and with friends. Your job for your time here is to have fun, work maybe an hour or two a day for three days. That should give you enough extra time to enjoy paradise.

*The working title of *License to Chill* was *Conky Tonk*. Jimmy changed his mind during recording.



MARGARITAVILLE BROADWAY AT THE BEACH MYRTLE BEACH, SC



Myrtle Beach, S.C. is found along the Grand Strand, a 60 mile stretch of sandy coast from Little River to Georgetown. Spaniard Lucas Vazquez de Ayllon founded the first colony in North America here in 1526 while it was inhabited by the Waccamaw and Winyah Indians. This settlement proved unsuccessful. Pirates roamed the Grand Strand during the 18th century; the infamous Blackbeard terrorized the coast and Captain Kidd is rumored to have buried treasure nearby.

Prior to the Civil War, plantation owners turned Pawley's Island into one of the first summer resorts on the Atlantic Coast. In 1902 Burroughs & Collins company realized the potential of the Strand and built the first hotel, the Seaside Inn in what was then referred to as New Town. The community later became Myrtle Beach, honoring the Wax Myrtle trees growing wild along the shore.

Broadway at the Beach, 350 acres of specialty shops, restaurants and nightlife was recently named "Best Place to Take Out-Of-Towners." As an out-of-towner I would agree. I was there to visit the latest local, the new kid on the Broadway at the Beach block, Jimmy Buffett's Margaritaville.

Margaritaville is a new stand alone structure anchored on the water at ironically the southeast (of disorder) end of the 23 acre lake labeled Heroes Harbor.

We arrived in Myrtle Beach on an overcast Thursday afternoon and went to check the place out. Employee training was in full swing. The job fair had produced the best and the brightest this golfers haven had to offer. The task at hand was to familiarize them with the menu and Buffett trivia, as they alternated roles from diner to wait staff, all in preparation for the true customers beginning on Monday, July 12.

That evening a party was held for the investors, architects, and designers. Guests from throughout Broadway at the Beach followed as practice sessions continued throughout the weekend. Each night a charity was named and money was donated by Margaritaville and generous patrons all too eager to help out the local causes.

FRIDAY - CHILDREN'S MUSEUM OF SOUTH CAROLINA

"Commitment to education & fun can be experienced in all of our exhibits and educational programs. Working collaboratively with our communities and schools, student participation is enhanced in the sciences, technology, the humanities and culture."

SATURDAY - CHILDREN'S RECOVERY CENTER

"The Children's Recovery Center is a non-profit organization which is governed by a board of directors made up of citizens in the community. The Center is a United Way supported agency and receives funding through grants and private contributions. The Center provides all of its

services free of charge to all children and their families. The Center is operated by the Program Coordinator and Medical Director who volunteers all of the medical services."

SUNDAY - HORRY COUNTY RED CROSS

"The American Red Cross is a humanitarian organization led by volunteers that provides relief to victims of disasters and helps people prevent, prepare for, and respond to emergencies. It does this through services that are consistent with its Congressional Charter and the fundamental principles of the International Red Cross."

The decor is similar to Margaritaville in Orlando and Las Vegas, incorporating boats into seating areas, sandy-shelled polyurethane filled bar tops, tin roofed Key West look, suspended mammals, etc. The one exception is rather than have a volcano flow margaritas and/or mermaids into an oversized blender, a mock hurricane cloud slowly spins overhead set against a map of the middle western hemisphere. Light houses are posted in Jamaica, Cancun, Key West, New Orleans, Orlando, Charleston and Myrtle Beach. At timed intervals a "hurricane" approaches - lighting through the aforementioned locations, triggering the weather channel to broadcast warnings on the big sail screen and numerous video screens throughout the bar. The cloud then begins to spin more rapidly, faux lightning appears and an oversized Tequila bottle exits the cloud and empties into a blender.

The west side of the cafe is a window to Broadway at the Beach, a vast expanse of glass offering an unobstructed view of the outside deck and Heroes Harbor. There are two named bars in Margaritaville; Boat Drinks inside and Euphoria on the outside deck. The inside bar /seating area is 9000 square feet with an additional 2500 upstairs in the Tiki section. Plans call for a small service bar upstairs. The outside deck contains 2500 square feet as well, and is aptly named Euphoria (the name of Jimmy's first boat). When viewed from across the newly constructed deck it appears to be the broadside of a large sailboat. Coin operated cannons actually fire from the deck. I'm told their future is in question; the cannons will remain... the operating part is in question.

"Margaritaville is world-renowned as a song, and it paints a picture of a mythical community. It is a festive thing to theme into Broadway..."



"Peets" Buffett Scholarship Established

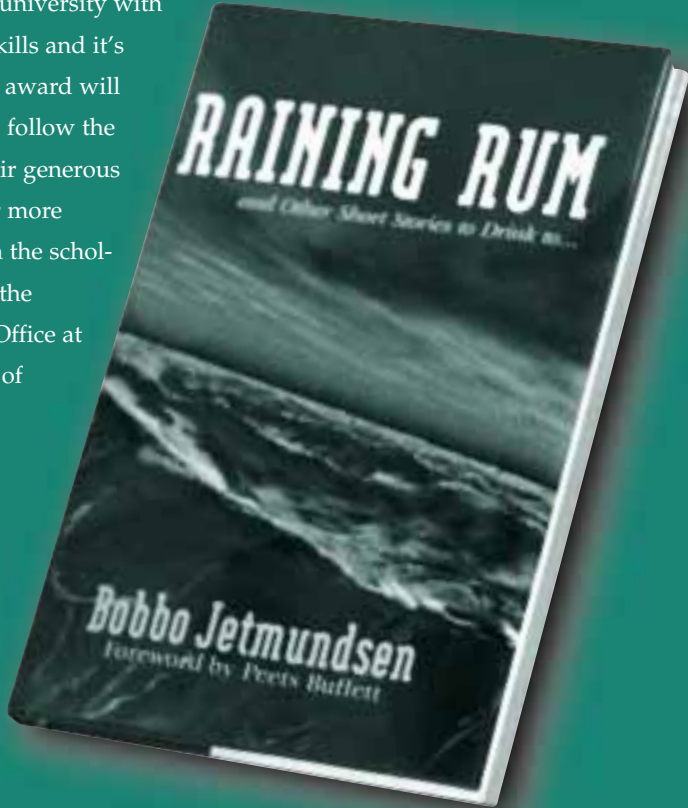
Long Beach, MS - An endowment of \$125,000 was established recently at The University of Southern Mississippi Gulf Coast to fund the Mary Loraine "Peets" Buffett Endowed Freshman Scholarship. Jimmy's educationally enthusiastic mother, a 1940 graduate of the Gulf Park College for Women, and inspiration to friends and family, passed away on September 25, 2003.

The scholarship will be awarded based on academic merit and financial need beginning fall 2004 to a female student from the Mississippi Gulf Coast who is entering USMGC. The annual scholarship will provide tuition and books. The student must maintain a 3.0 GPA and will be required to write a 250 word essay demonstrating creative writing ability.

Bobbo Jetmundsen, long-time Buffett family friend and grateful globe-trotter has published a book of anecdotal short stories based on his questionable hobbies and extensive travels titled, Raining Rum and Other Short Stories to Drink to... Bobbo and The Margaritaville Store have joined forces in offering this book to Parrot Heads. All proceeds from the sale will be donated to the Mary Loraine Peets Buffett Scholarship.

Two young ladies from Gulfport with aspirations toward a nursing career were chosen recently as the first recipients of the scholarship. Both impressed the university with their writing skills and it's hoped that the award will enable them to follow the path set by their generous benefactor. For more information on the scholarship contact the Financial Aid Office at the University of Southern Mississippi.

Raining Rum
#13177 \$22.95



"Bobbo Jetmundsen has been in my life for years. It's almost too formal calling him a friend, for he feels more like family... Bobbo pleasantly entertains me with another chapter in his lively story, one I've greatly enjoyed taking part in. Cheers to Raining Rum."
Peets Buffett

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*Congratulations to **TAILGATOR'S BLENDER** winner Mike Watts.*

Customers placing orders totaling \$50 or more through the Coconut Telegraph or the Margaritaville Key West Online Store from August 1 through September 30, 2004 have a chance to win the Margaritaville Lawn Chair shown at left.



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Chair stands 36"H, seat is 14" from ground and is 22" wide. Arms extend away from seat and measure 36" across when opened. Beverage holder on right arm. Includes tote bag for transport and storage. There will be an additional \$5.00 S/H charge for each chair. FedEx Delivery not available.

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