

The Margaritaville Store opened on January 28, 1985 and the first Coconut Telegraph was mailed in February of that year. The plan was to put together a newsletter to keep in touch with the fans. And with over a million Coconut Telegraphs printed and mailed, we'd like to think we've accomplished that task. Throughout 2005 we will highlight articles from the newsletter, recalling that, "...those who choose to ignore history are destined to repeat it." One can only hope.

On Christmas Day, 1996, Jimmy Buffett turned fifty and it appeared our hero was in the throes of a full on mid-life crisis; buying boats, airplanes and still unable to settle down and find a job.

Jimmy's message to fans left on Compuserve's Parrot Head forum

Subject: Merry Christmas and thanks

To: All

"First of all thanks again for being such great fans. It has been a great year despite a few setbacks, but hell, that's life. I am going to the jungles of Central America to turn 50 on Christmas Day. If I see you in Cartagena or Costa Rica just give me a fins up."

Mandy Bolen of the Key West Citizen interviewed Jimmy early the following year.

"Jimmy Buffett is as comfortable as ever in a town he has always considered a home. His feet thrown casually on a desk-top as he leans back in his chair - Buffett sports a Key West uniform of khaki shorts, a baseball hat and a T-shirt rolled at the sleeves. He could have been anyone sitting in a second floor office with a view of Duval Street.

The tropical songs and sunburned stories that have saved thousands of fans from cold weather misery will continue. Buffett dispelled the rumor that the past summer's tour was his last. "I'm still having fun, and if it wasn't fun I wouldn't do it," he said. The fun in Key West will also continue at his newest home on an island that holds "lots of memories" for him.

"I've always come back here and I always will," Buffett said. "I come to visit friends, and if the weather is good I want to go fishing." He smiled mischievously, instantly transforming into a regular guy from the Keys. "Like everyone else, I make an excuse to go to the Keys," he said. Whatever the excuse, the 50-year-old Buffett knows he will be comfortable here.

The man leaning back in his chair in an office wallpapered with photographs and tropical decorations recognizes the changes that Key West has undergone and compares his affinity for the town to a relationship. "There's good days and bad days," he said, and as his song goes, "going half mad days." The spirit, personality and characters of Key West draw the writer/singer to the island, and the changes have not dampened his enthusiasm."

Jimmy's work as a playwright was in full swing. Adapting Pulitzer Prize winning author Herman Wouk's Don't Stop The Carnival to a musical. For those uninitiated Don't Stop the Carnival is the timeless story of a man seeking the mythical simpler life in the islands. Jimmy read the book years ago and knew from his personal travels how typical the story was. Jimmy met with Herman Wouk and a personal and professional relationship was born - along with the musical Don't Stop The Carnival. "It's a book I'd go back and re-read. Herman went away and didn't realize the impact he'd left on the Caribbean culture. Hotel owners that I run into, anybody that lives and exists in the Caribbean knows Don't Stop The Carnival. It's like a bible. But he had no idea this was going on. Carnival is a cornerstone of the Jimmy Buffett mythology. I put it right up there with the movie Donovan's Reef, Gardner Mckay and the schooner Tiki, and 'To Have and Have Not.' All of these early influences snuck into my songs." Herman Wouk has written the libretto for the musical and Jimmy has composed the music and the lyrics.

In September, 1997 Jimmy was invited to participate in "an exceptional concert at London's Royal Albert Hall." Music for Montserrat, an all-star event organized by Sir George and Lady Martin will raise funds for the victims of the Soufriere volcano on the island of Montserrat. The volcano has been in a continuous state of eruption since July 1995. The artists confirmed represent rock n' roll royalty: Eric Clapton, Elton John, Mark Knopfler, Paul McCartney and Sting. Sir George Martin stated, "I have often been asked why I chose Montserrat as a location for a sophisticated modern recording studio. The answer was simple. I fell in love with the place and the people." Jimmy recorded the gold selling album, Volcano at Air Studios Montserrat in 1979.

The legendary Brian Wilson; composer, producer, arranger and performer of some of the most cherished music in rock history, returns to raise the creative bar yet again with a stunning new collection of songs co-written with some of today's most respected lyricists. Jimmy's contribution to the Imagination album was the song South American. Brian Wilson and Joe Thomas recorded the music track and then came to Key West to record with Jimmy. Thomas recalls, "Jimmy didn't have anything on paper. We couldn't even find him at first. Then he just flew in on his seaplane, sat down with Brian and bam, they worked it right out."



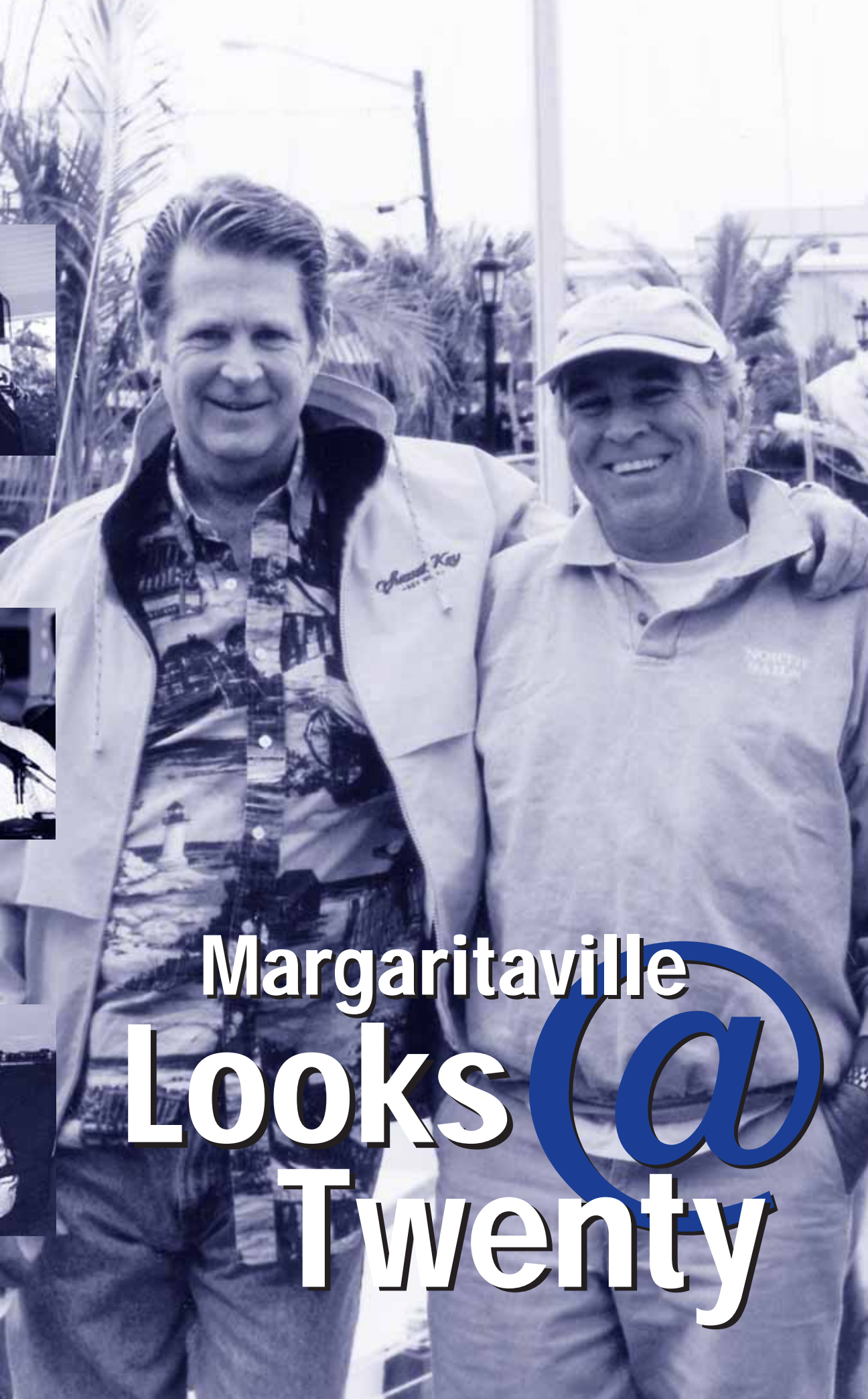
Christmas in July



Jimmy & Herman Wouk



Working with Brian Wilson at Shrimboat Sound



Margaritaville Looks @ Twenty

The Big Guy made one of his all too rare appearances at the Key West cafe, "I'm on my way to Cuba to report on the Pope's visit for Rolling Stone Magazine, so I thought I'd drop by."

Pope John Paul II made an historic visit to Cuba January 21-25. It is the first time a pope has visited the island nation ever and the first time he was welcome since Fidel Castro rose to power in the Communist Revolution of 1959. Jimmy sent reports from the front line to the Coconut Telegraph.

"Departed Key West for Habana. I don't know if it's El Nino or Pope John Paul's doing, but we have an amazing night to cross the Gulf Stream. The stars are out and we are following the blinking lights of the Key West ship channel south."

Wednesday, 01/21/98: This is not a normal day in Habana. Fidel gave everybody the day off, with pay, to welcome the Pope and the preparations are very visible. Juan Pablo, as he is called down here, is hanging from buildings and plastered on signs all along the main route. We move to Miramar, it is a tarnished version of Coral Gables and A1A in Palm Beach. A lot of "tear downs" and "fixer uppers," and cops everywhere. Boy are they young.

Thursday, 01/22/98: The average Cuban can not go to tourist clubs or hotel bars, so they gather at night along the Malecon with a bottle of white rum and a guitar and sing to the ocean. It reminded me of a time in my life when I used to do exactly the same thing in Key West on Mallory Square.

Friday, 01/23/98: ...took us to the office of Alicia Mana, president of the Institute of Cuban Music. She was a most gracious and hospitable lady, who told me a delightful story of her visit to Key West on her first of three honeymoons and complimented me on my music and my career and welcomed me to Cuba. There was a good deal of political ideology sprinkled into our discussions and the embargo of course was an evil force that had crippled the business of music in Cuba. As much as I heard everyone in the country blame all of their trouble on the embargo, it only became more obvious to me that if the embargo was lifted, then there would have to be a lot of accountability by the Cuban government to their people, because it would expose the inevitable failure of socialism which nobody here is ready to deal with.

The song Margaritaville passes 4 million performance mark. Based on a recording time of three minutes, the song has surpassed over 200,000 hours of airplay - 21 years. Performance figures are determined from the logged reports of approximately 500,000 hours of airplay submitted by U.S. radio networks, plus local AM and FM outlets, and a census of six million hours of television.

In January, 1998 CF Martin & Co. honored Jimmy with a Limited Edition Signature Model Guitar. "Characteristics personally specified by Jimmy make this model perfectly suited for both stage performance and studio recording. Inspired by his fondness for the Florida Keys, Buffett chose a graceful windswept palm tree for the headstock of his signature model." A portion of the proceeds from the sale of each guitar was donated to the W.O. Smith Nashville Community Music School. The school provides music instruction, instruments and learning materials to children from the Nashville area.

Beach House On The Moon was recorded at Mac McAnally's La La Land studio in Muscle Shoals, AL. and Jimmy's Shrimpboat Sound in Key West. Jimmy kept a journal during the recording process, sharing thoughts and deeds, dinners and desserts. Most of the notes were made available to Coconut Telegraph readers. Reflections, lyric changes and reminiscing all combine in a personal narrative rather than any chronological accounting of the making of an album. A view of the entries follow:

01/14/99: We came to Muscle Shoals for a change, and because my band had been down last year to do Pete's record and said that the room had the magic. You listen to stuff like that coming from people that you trust. We had also come because Mac and I had talked about doing some tracks with the legendary rhythm section of Roger Hawkins and David Hood. I won't go into detail, but tracks like "When a Man Loves a Woman" and "Respect" just to name a few are good enough for me. If you want to know more, there is plenty about the Muscle Shoals Sound in any rock 'n roll encyclopedia.

01/15/99: Visitors from the planet Nashville have arrived. Don Light, my old manager, Marshall Chapman and the Loudermilk family. John has come to teach us his song. I heard Mose Allison play this at Margaritaville in New Orleans and was surprised to hear him say it was a Loudermilk song. I have known John since my earliest days in Nashville back in 1970 when I met him in Don Light's office.

The new album is being produced by Mac McAnally and Michael Utley in Muscle Shoals, and Russ Kunkel is in Key West to add his production skills. Nashville engineers Alan Schulman and Chris Stone, are adding their considerable talent as well. Alan has worked with Mac for over twenty years, initially as his road manager, but soon took a liking to production. He is in constant demand in Nashville as a producer, engineer and songwriter.

01/20/99: Less than a week ago, I was sitting in the corner of the honeymoon suite in Muscle Shoals working under the gray sky of a cold morning. Now the view from my window is a familiar one, the harbour of Key West. It is full season and the weather is perfect. The energy and feeling of the band that was created in Alabama is alive and well and ready to go again here in Key West.



Stopping by the Key West Cafe on the way to Havana



Taking notes in Havana



Jimmy & Rick Riccobono, VP Writer / Publisher Relations, BMI



01/22/99: Doing the not so glamorous work of assembling the list of songs and checking lyrics. All the paperwork and photo processing takes more time than the actual recording of a record. There's one you don't hear on Entertainment Tonight. As for the album photo, I just hate doing them these days, spending time and money for a picture that is not much bigger than a tape player. I come from the era of bigger than life double-fold out album jackets, back when they actually used to give out Grammy's for liner notes and artwork. So, doing album photos is like going to the dentist for me.

The Margaritaville Store opens in Charleston. It incorporates elements of the Low Country in a way that sets it apart from the Margaritaville Stores in Key West or New Orleans. The interior wood is mostly from the Wando River. A 30-foot-tall mast scoured by the marshes of Drum Island rises up to a second floor skylight near the middle of the store. The store has a maritime feel from days gone by. The tall wooden mast rises past heating and cooling ducts draped in sail cloth. A tin roof cargo dock at the right rear of the store has a rustic feel. Old ship's cannons poke through the wall next to the cargo dock. Much time and effort went into the store's rehab, and it shows. Check it out next time you're in the low country. **The Post & Currier in Charleston, SC** noted, "Store of the year: Jimmy Buffett opens Margaritaville Charleston in August on King Street, giving Lowcountry Parrot Heads the perfect place to replace their lost shaker of salt."

Margaritaville at Universal Studios Citywalk held their grand opening on March 4, 1999. An island in a sea of theme park attractions, Margaritaville will serve as a respite from ubiquitous cartoon characters, a relief from Orlando's meteorological mood swings and a recluse for visitors unfazed by the latest advances in adolescent amusement. The acorn planted in Lands End Village in 1985 was now a mighty oak, well pine at any rate, and plenty of it. Fifteen thousand square feet, three bars, full stage, outside patio and balcony seating, state of the art sound / video system, and an erupting volcano. The oversize doors swing open, welcoming the visitor to Jimmy's Emerald City. You're not in Orlando anymore, you're in Margaritaville. The interior of the restaurant is a Jimmy Buffett / Florida Keys cyclorama, a pictorial primer of fictional facts and factual fictions - balseros to bridge tenders, sailors to seaplanes. Jimmy and the Coral Reefers inaugurated the balcony with a free performance at the opening. 12,000 lottery-winning ticket holders were allowed inside the ropes and thousands more lined the lake. Long time Buffett photographer, Tom Corcoran describes the scene. "Picture a storybook sunset, a thirteen-piece band on a broad balcony, and free admission for Parrot Heads, radio station give-away winners, and Universal Studio employees. It was a crazy mix of pure Buffett freaks and audience rookies in civilian clothing there for a grand opening celebration, a special gig, a private party, and a debut for the site and format." And backstage, "It was a scene of parental units dealing with offspring, toddlers to teenagers and a few in their twenties. It was a reunion and a celebration only fourteen years since the first small Margaritaville gift shop opened in Lands End Village in Key West."

More than a decade ago, Alan Roy Scott, founder of Music Bridges Around the World, dreamt of bringing together musicians from different countries and traditions to play together. His approach of uniting artists who normally wouldn't meet has taken him to several countries, including Russia, Romania, Indonesia, Ireland and, most recently, Cuba.

With the success of the Platinum-selling Buena Vista Social Club (produced by Ry Cooder and performed by Cooder and a host of top-notch Cuban musicians), many more Cuban acts are touring the United States, and the popularity of Cuban music has soared. So, in the fall of 1997, Scott began exploring the possibility of collaboration between songwriters and performers from the United States and their Cuban counterparts, to take place in Cuba.

The plan was to pair Cuban and American musicians to work together and record songs in Havana over the course of a week. Toward the end of the stay, a selection of songs would be performed and recorded live. Jimmy participated as did Bonnie Rait, Joan Osborne, REM's Peter Buck among others.

Jimmy & The Coral Reefer Band played the Universal Amphitheatre on New Year's Eve, 1999 ringing in a new year, a new decade, a new century and a new millennium. The once-in-a-thousand-year celebration promised to safely steer Parrot Heads into Y2K compliancy. Computer failures, power outages, societal breakdown, widespread death and destruction...or not. May as well go out with a bang, and who better than the master of myth to show us the way.

And so the new millennium began with a shot, of tequila that is. Margaritaville Tequila was introduced to an increasingly thirsty public. The growth in world consumption of tequila is threatening production of the celebrated cactus juice according to Alberto Cardenas, governor of the western state of Jalisco, the heartland of Mexico's tequila industry. But fear not, anticipated acceptance by Parrot Head tequila drinkers - an embarrassingly redundant phrase - prompted long term planning. That long term planning included a partnership with Mott's, producers of many popular cocktail mixes, to introduce Margaritaville Margarita Mix.

Next Issue: [Back to the Present](#)



Beach House recording in Key West



Charleston Crew



The Big Guy doing what he does best



SINGING FOR CHANGE

Have you ever contributed to the Singing for Change Charitable Foundation? Well, have you ever been to a Jimmy Buffett concert? If the answer is yes, than you have!

You may have noticed something printed on your show ticket that says \$1 SFC. Singing for Change uses one dollar from the revenue of every ticket for humanitarian causes. It all started with Jimmy Buffett's vision to give back to the fans for allowing him to live his life like a song. Singing for Change supports non-profit organizations in the communities where Jimmy Buffett and the Coral Reefer band tour. The foundation finds progressive groups and programs that address the root causes for social and environmental problems. These organizations are provided with much needed grants generated by all of those one dollar donations! Singing for Change would not be possible if it wasn't for the many nights of fun put on by Jimmy Buffett, his band and his hard working crew plus the fans that go out and enjoy the concerts. However, working behind the scenes is Singing for Change's sole employee - Ms. Judith Ranger Smith. A very friendly and caring lady, she has made her professional career being involved in non-profit organizations. Jimmy has always wanted to start a foundation to give back. With the help of Buffett and his Margaritaville Store partner, Sunshine Smith, the organization was planned and put into action over 10 years ago.

Singing for Change distributes grants to many worthwhile organizations. Smith finds many of the groups that the foundation benefits interesting and inspiring. The Dignity Project exists to repair cars and donate them to single parent families or those who cannot afford a vehicle. Another group, Hands on Network is comprised of over 350,000 volunteers and 42 networks. Hands on Network finds solutions for the millions of Americans who want to do volunteer work, but find it difficult due to a busy lifestyle. The network gives people flexible opportunities to volunteer in their communities. The organizations that Singing for Change contributes to are numerous and very diverse. People in the Buffett camp have suggested many of the grants, and Parrot Head Club members make recommendations and support these organizations.

Smith says Singing for Change has made an impact on her life. It's made me more independent, more of a self-starter. I see so many requests, it gives me a true appreciation for what people hope to accomplish. Smith says Singing for Change has many goals. I hope that we are able to alleviate many social problems. Help organizations find the answers. We want to get people out of the soup lines. Smith continues, It's very exciting to be a part of this philanthropic group. The support is tremendous. It's a wonderful job. Smith is not only glad to be doing what she does, but she is appreciative of the many Buffett fans who make the foundation possible. When asked about Jimmy Buffett fans, Smith doesn't hesitate in saying, I love 'em. They're generous. They're hard-working. She adds with excitement,

The world of Jimmy Buffett is wonderful! Full of fun, hard work, and great music. Singing for Change is a great example of how together we can creatively find solutions to problems in our world. In doing so, we will inspire others about what a difference even a single buck can make.

By Paul E. Leslie

Satellite Beamin' & Savannah Daydreamin'

Being the creation of Jimmy Buffett, the one thing you can't accuse Radio Margaritaville of is being too serious. But, in case you haven't noticed, we did get a little Sirius recently.

Jimmy reasoned that it was much easier to listen to Radio Margaritaville, say, while fishing in the Caribbean, on Sirius Satellite Radio than it is to lug around a computer. Now, don't get us wrong. We LOVE computers around here (and our Radio Margaritaville Internet stream is still there) but Jimmy never misses when it comes to innovative ideas. Call it "changes in altitude." Now you can take us with you wherever you go – to the beach, the mountains, or maybe fishing off the Chinchorro Reefs of Costa Maya – with Sirius Satellite Radio.

Savannah Daydreamin'

The original parakeet, Savannah Jane Buffett, can now be heard on Radio Margaritaville. Jimmy's first-born takes over every weekend -- Saturday mornings at 10:00 eastern and Sunday evenings at 10:00 eastern. Keep listening for even more new exciting programs coming soon to Radio Margaritaville.

But Siriously, folks... We hope the audiophiles out there will bear with us as we upgrade the song library. The satellite offers us more bandwidth (it sounds better) so were in the process of converting our audio files (the great tunes) to take advantage of it. You'll hear more and more new songs (and more and more of your old favorites) each day.

Now go out there and get Sirius – but don't get too serious on us!

*more information at
www.margaritaville.com/sirius*

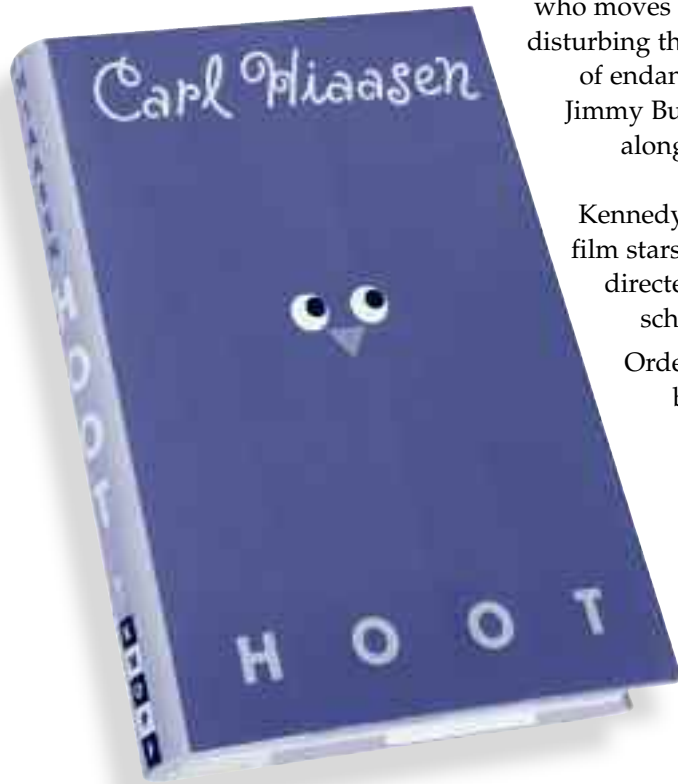
Singer/Songwriter/Author/Playwright
PRODUCER Jimmy Buffett

Florida author Carl Hiaasen's Newbery award-winning novel, Hoot, is filming in Florida this summer. The mystery adventure revolves around a Montana boy

who moves to Florida and unearths a disturbing threat to a local population of endangered owls. Produced by Jimmy Buffett and Frank Marshall, along with New Line Cinema, Walden Media and the Kennedy/Marshall Company, the film stars Luke Wilson and will be directed by Wil Shriner. Hoot is scheduled for a 2006 release.

Order the hardback children's book from Margaritaville.

#14660 \$15.95



Amazon.com 10th Anniversary
HALL OF FAME MUSICIANS

Musicians, whose CDs have sold the largest number of copies at Amazon.com

Jimmy Buffett began his songwriting career in Nashville, penning tunes for the likes of Waylon Jennings and Willie Nelson. Among the singles from his 15 bestselling platters, more have placed on the country charts than in any other genre.

But although he recorded pop hits such as 1974's

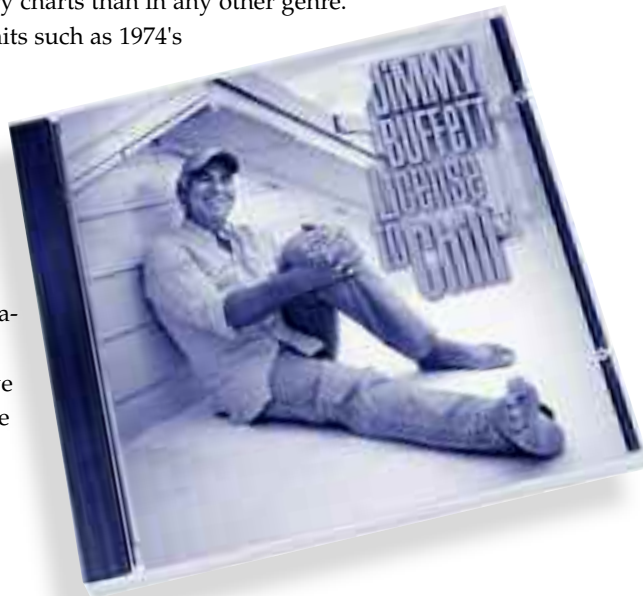
"Come Monday" and 1977's

"Margaritaville," Buffett's fame comes from being a live-performance success story, with legions of fans known affectionately as "Parrotheads."

Buffett has also founded his own label and Internet Radio station and penned several novels and children's books--impressive for a guy associated with lounge chairs and cocktails.

License To Chill CD

#13376 \$18.98



Remember... Margaritaville Gift Certificates Are Available in \$10 and \$25 Denominations



Would you like to be on our mailing list?

Merchandise orders exceeding \$25 guarantee a subscription for one year from order date. Yearly subscription only, \$10.

Mail Orders:

Make check or money order payable to Margaritaville.

Send to The Coconut Telegraph, PO Box 1459, Key West, FL 33041.

Sorry, No C.O.D.'s.

Credit Card Orders:

Call Toll-Free 1-800-COCOTEL (1-800-262-6835) from 9am to 8pm EST, Monday through Friday. \$10.00 minimum credit card order.

Toll-Free line for orders only please. All other info (305) 292-8402.

FAX# (305) 296-1084 or E-mail info@margaritaville.com

Shipping / Handling Charges:

Orders up to \$15.00...\$4.95 / \$15.01 - \$30.00...\$6.95 / \$30.01 - \$50.00...\$8.95
\$50.01 - \$75.00...\$10.95 / \$75.01 - \$100.00...\$12.95 / \$100.01 - \$150.00...\$15.95
\$150.01 - \$200.00...\$17.95 / \$200.01 and over...\$21.95
Florida residents please include 7.5% sales tax.

For 2-Day Federal Express delivery, add \$7.50.

For Standard Overnight Federal Express delivery, add \$15.00.

Please include physical street address.

Air Mail to Canada please add \$5.00 to S/H charges.

Express Mail International Service charges apply to all overseas orders (Not APO or FPO). Call for rates or check our website at margaritaville.com/mail.htm

Returns and Exchanges:

If you are not satisfied with any product, for any reason, return it to The Coconut Telegraph within 90 days of purchase date. Please include a note requesting either a refund or an exchange. We will promptly refund the full purchase price, less shipping and handling.

The Coconut Telegraph is published and distributed by The Margaritaville Store, Inc.

QTY	ITEM #	DESCRIPTION	SIZE & COLOR	PRICE	TOTAL

Subtotal

Florida residents only, add 7.5% Sales Tax

S/H

TOTAL

We accept MC, Visa, American Express and Discover

Name _____

Address _____

City _____

State _____ Zip _____ Telephone # (_____) _____

CC # _____ Exp. Date _____ / _____ Security Code _____

Security Code is a 3 or 4 digit security code found either on the signature line on the back of your card or above and to the right of the card number on the front of your card.

Signature _____



Inquire about merchandise from previous issues or check the Mini-Mart at margaritavillestore.com

MARGARITAVILLE
The Coconut Telegraph
PO Box 1459
Key West, FL 33041

1-800-COCOTEL

Visit our web site @ www.margaritaville.com

PRST STD
U.S. Postage
PAID
Margaritaville



***Congratulations to Jeri Vance, winner of the
Custom Margaritaville Tequila Golf Bag.***

Customers placing orders totaling \$50 or more
through the Coconut Telegraph or the
Margaritaville Key West Online Store from
August 15 through September 30, 2005 have a
chance to win this 4" x 5", Limited Edition
Bronze Album Cover Replica.

A Salty Piece of Land Tour Dates (As of July, 25)

AUGUST 21	Cincinnati, OH	Riverbend Music Center
AUGUST 25	Philadelphia, PA	Citizens Bank Park
AUGUST 27	Philadelphia, PA	Citizens Bank Park
AUGUST 31	Indianapolis, IN	Verizon Wireless Music Center
SEPTEMBER 4	Chicago, IL	Wrigley Field
SEPTEMBER 5	Chicago, IL	Wrigley Field
OCTOBER 22	Las Vegas, NV	MGM Grand
OCTOBER 29	Las Vegas, NV	MGM Grand

For more information go to www.margaritaville.com/tour

Volume 21 No. 4 Fall 2005

COCONUT TELEGRAPH

www.margaritaville.com

