

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.

1989 began with Jimmy in Shrimpsound, and it still had that new studio smell, completing initial roughs of what would be his 17th MCA release *Off To See The Lizard*. Plans were also underway for a Caribbean Musical Festival in Miami's Bayfront Park & Amphitheatre. The fundraising concert was held to benefit the Florida Inter-American Scholarship Foundation, providing scholarships for students from the Caribbean Basin to study in local universities and colleges.

The Margaritaville offices were mildly disrupted early in June as plans for the video of *Take Another Road* neared completion. The video was being filmed at the infamous Islander Drive In and Margaritaville employees were offered \$50 for the use of their car in the video. Of course it had to be at night as plans called for a movie to be projected on what remained of the screen. Little did we know it would be all night...literally 'till 4 AM. By that time we would have paid \$50 just to go home. Jimmy lounged in the trailer in between shots as we maneuvered for privacy in the mangroves. As Buffett video's go however, it certainly ranks as one of, if not the best.

Jimmy invested in a baseball franchise that year whose future would include 2 World Champion Trophies. The Miami Miracles (originally named the Marlins) were a member of the Class A Florida State League who actually played sanctioned games here in Key West. The team had a partial agreement with the Cleveland Indians, playing several members from the team's farm system on their roster. Miamian Wayne Huizenga put together a blockbuster deal to operate a major league ball team in South Florida. The Miracle franchise once again became the Florida Marlins.

In 1989 legislation entitling the Save The Manatee Trust Fund to benefit from thousands of dollars passed the Florida House and Senate. The bill authorizes the printing and distribution of Save The Manatee license plates. Thanks in part to the encouragement and support of Jimmy Buffett, environmental education and marine mammal research will get a much needed financial lift.

We reported good news for diet conscious Parrot Heads in the summer of 1989: "Jimmy has become the chief proponent of an exciting new health food trend - burgers and beer.

Reports indicate that barley, the chief ingredient in beer (after water) may soon replace bran as the grain of choice for fighting cholesterol. Barley contains the same kind of soluble fiber that foods like oat bran have. Except, of course, that barley - presented in a bottle of beer - is infinitely more palatable. Coincidentally, researchers at the University of Wisconsin have discovered a type of acid in hamburgers and dairy products that could protect against cancer. Nutritionists warned that the anti-cancer properties of the fatty acids have been proven only in laboratory animals, and that eating too much hamburger is not advisable. Still, we are struck by the notion that millions of overweight Americans blithely downing beers and burgers may be the next generation of health freaks."

Jimmy landed on the New York Times Best Sellers list for over seven months with his first book, *Tales From Margaritaville / Fictional Facts and Factual Fictions*. Long hailed as a "genius at storytelling," Jimmy replaces lyrics with prose in his first collection of short stories, *Tales From Margaritaville*. Jimmy appeared on the Larry King talk show to promote the book, and discussed among other things the following:



Jimmy with Senator Bob Graham promoting the Caribbean Music Festival.



Jimmy holding the first official Save The Manatee license plate.



Jimmy on stage doing what he does best in the early 90's.

Margaritaville Looks @ Twenty

Larry King: Considering your obvious skills what took you so long to write a book?

Jimmy: I've wanted to write a book of short stories for a long time, and it finally got to the point where I thought I better get this down. I've been fortunate enough to travel all around the world and also fortunate enough to keep my eyes and ears open.

LK: How would you describe yourself, are you a kind of balladeer?

JB: Yea, I think of myself as a troubadour in the old sense...storytellers and entertainers.

LK: How did Margaritaville come about?

JB: I hate to admit it, but it was a 5-minute song. I was on my way back from Austin, TX and I ran into an overabundance of tourists attacking Key West. So I took it all in and wrote the song. I'd had one song, "Come Monday," that was pretty successful. But when Margaritaville went there was no stopping it. And it's been very kind to me since then.

LK: Is it hard to top that (success of one song)?

JB: I never let that kind of thing affect me. I'm glad it happened, I certainly don't mind playing it for people. I know of performers who after years will announce they don't do their old songs anymore. I think when people are paying good money to come see you it doesn't take that much to please them.

In later interviews Jimmy summed it up best stating that, "The basic way to be a good writer is to keep your eyes and ears open, and keep an open mind. If you can listen and you have a bit of imagination, you can create. I listen to everything. But don't go to a particular place and listen to the bellman at the hotel that caters to tourists. Go down to the local bar, to the waterfront where the fish are cleaned and listen to the local people. That's where you get your information."

Peter Mayer and Roger Guth as the PM Band toured with the Moody Blues and Chicago, and have played and worked with Jimmy for nearly 15 years, but they first recorded with Jimmy on the *Off To See the Lizard* album. Jimmy recruited producer Elliot Scheiner to work with him on the new album. Elliot's list of credits at the time included Steely Dan, Bruce Hornsby and Eagle Glenn Frey. He introduced Jimmy to keyboardist and songwriter Jay Oliver. Jay operated a recording studio in St. Louis, and was helpful in getting Warner Brothers Records to sign the PM Band. Jay suggested to Jimmy that he use the band to record the album. Much of the recording was to take place at Shrimpoat Sound studio in Key West, so the Mayer brothers and Roger were happy to sign on. It was considered by all to be a creative and rewarding collaboration, so the band joined Jimmy on tour as the Coral Reefers that summer and the association continues today.

In 1990 Jimmy released his second live album, *Feeding Frenzy* and we noted that, "In the spirit of self serve gas stations, salad bars and indoor ultraviolet lighting, Coconut Telegraph readers are given the opportunity to "roll your own." Jimmy decided to let the fans determine the set list for the summer tour. Comparing to his first live album, *You Had To Be There*, Jimmy said, "I was in a cast when I made that album, I had just broken my leg in three places, but I still made it look like I was having fun. The new live album was even more fun. I'm singing better – I'm still not a great singer or a great guitar player, but I'm a great Jimmy Buffett."

The album was released in Key West late in October to coincide with Key West's annual week-long celebration, Fantasy Fest. The party started around noon on Smather's Beach, with a performance overlooking the Caribbean. The stage morphed into a float, Margaritaville's entry in the Fantasy Fest parade down Duval Street.

Jimmy and his literary offspring Savannah Jane Buffett teamed up with artist Lambert Davis in their second children's book *Trouble Dolls*. Their first effort, *Jolly Mon* was inspired by



Smather's Beach Feeding Frenzy Release Party



Jimmy checks out Margaritaville Fantasy Fest Float.



Jimmy autographs Joe Merchant books.



Jolly Mon Sing from *The Last Mango In Paris* album and quickly became a best seller. This new tale from the best selling trio takes place in the Florida Everglades. A young girl solicits the help of her Guatemalan Trouble Dolls in the search and rescue of her father, a pilot who's seaplane has crashed in the marshy Florida swamps.

Jimmy was also working on what would become *Where Is Joe Merchant*. After being denied permission to travel to the island of Cuba to research his new book, Jimmy fired off a letter that displayed not only his writing skill, but his understanding of the human condition as well. "I consider this news gathering as referred to in paragraph (a)(1) section (1)'persons who are traveling for the purpose of gathering news.' I am not a scholar or professional doing research. I am gathering news. News that will be used to explore and comment on the fact that beneath the cloud of confusion, distrust and mistakes that have been elements of the relationship between Cuba and the United States, there are people just like us who, devoid of these hindrances, can enjoy a moment of communicating one on one."

But the book was written, well written...so well written in fact it made the New York Times Best Seller List again. Frank Bama, Trevor Kane, and Desdemona became as much a part of Buffett lore as the thirty-nine year old pirate. "Buffett's modern-day pirate story takes us on a wild, colorful ride from Key West to the islands – both mythical and real."

Another summer, another tour and more threats to retire. "I haven't had a summer off in 20 years. I used to threaten to retire, but I just want a little time off." Jimmy also summed up his feelings stating that, "What keeps me going is I fortunately have a job that I love to do, I've always been addicted to live performing. I think that has a lot to do with the popularity and the fact that there are not a lot of people out there – even in successful terms – that are really that hooked into their audiences. Most people are forced into this marketing, kind of record company theory that you're forced into having a video and doing things that, to me, are for a very short-circuited career. Mine has been a long-circuited career."

Another key reason for Jimmy's success is his fans. It was about this time that Parrot Heads began to form local clubs. Thousands of people across the country banning together to positively affect their communities under the Parrot Head banner. Jimmy noted the phenomenon, but is unable to describe or explain it. "My interpretation is that they are basically pretty normal people with a slight strain of insanity in their makeup. There aren't many causes out there, and Parrot Head-ism seems to be one that they can affectionately embrace."

In 1992 Jimmy's box set was released. It contained 4 CD's with songs categorized by Boats, Beaches, Bars and Ballads along with a number of rarities distributed throughout the four titles. The box set also contained the Parrot Head handbook, a valuable addition to the collection with several stories by Jimmy, rare photos, track by track description of each song, and much more. Sales of the box set place it in the quadruple platinum category.

August 5, 1992. The French Quarter in New Orleans is the site of the second Margaritaville Store & Café. Jimmy has long and strong ties to the Crescent City, the city that witnessed his first public performance. "My grandfather was a captain on a steamship and we'd come over here as kids and meet his ship. I think that's why I think of New Orleans as the northern edge of the Caribbean, because his ship was always leaving from here and going to exotic sounding places like Buenos Aires, Rio de Janeiro. So I equated New Orleans with that world, and it was a gateway out. I came here and started musically which was my gateway out to the world. And it's a place I always come back to."

Next Issue: The advent of the Internet



Jimmy with Savannah Jane at Jolly Mon book signing.



Boxed set goes triple platinum.



Jimmy at Mardi Gras in New Orleans.

Radio Margaritaville Doer's Profile

One of Jimmy Buffett's earliest and dearest musician friends, Steve Goodman, is yet another fine example of how Radio Margaritaville is different from any other station in the world. At www.radiomargaritaville.com, you'll be treated regularly to his music, along with many others that get very little play from other stations. Jimmy Buffett himself used to be a prime example of that kind of negligence as well, except for one particular number. Jerry Jeff Walker, Bob Marley, Mac McAnally, Bonnie Raitt, Ralph MacDonald, Jimmy Cliff, Keith Sykes, Little Feat, Peter Mayer, and even recent James Taylor and Paul Simon material all qualify for that "honor" of having radio play not equal a brilliant body of work. These artists and others have done much to deserve praise and frequent play on RM. Our "doer's profile" for this issue of the Coconut Telegraph is Steve Goodman.

Born in Chicago on July 25, 1948, Steve Goodman grew up loving good music, good friends and the Chicago Cubs. He went to study political science at the University of Illinois in 1964. He honed his folksinging craft in New York City in the summer of 1967, but returned to school once more. In 1969, he traded academics for full-time music.

His first album, *Steve Goodman*, was released in 1971 and included what was to become his signature song, "City of New Orleans." Arlo Guthrie's version made the song a worldwide hit. Goodman followed that album with *Somebody Else's Troubles* in '73, with a couple of notable friends lurking about. Jimmy Buffett, listed as Marvin Gardens, appears in the photo on the cover, along with John Prine and others. Bob Dylan plays the piano on the title song, but is credited as Robert Milkwood Thomas. Steve Goodman recorded many fine albums over the next decade and wrote or co-wrote many songs that all Parrot Heads know by heart: "Banana Republic," "Elvis Imitators," "California Promises," "Where's the Party," and "This Hotel Room." Jimmy and Steve recorded together, too, particularly on the A1A record.

Steve Goodman was diagnosed with leukemia in 1969, and tragically lost his battle with the disease on September 20, 1984. Four days later his Chicago Cubs captured their first division title. That fall Goodman's managers arranged two tribute concerts, one in Los Angeles and one in Chicago, featuring performances by many of Steve's musical friends and peers including Arlo Guthrie, Bonnie Raitt, Jethro Burns, Jimmy Buffett and John Prine. The concerts raised nearly \$250,000, all of which was donated to leukemia research.

He was just 36 years old. But he touched many with his music, and it brings a smile to those who know each time it comes on the air on Radio Margaritaville.

From the

"and the lady she hails from Trinidad, island of spices..."

Robert Greenidge was born on 28 April 1950 in Success Village, Laventille, a province on the north-west corner of the Island of Trinidad, in the West Indies. Found off the coast of Venezuela at the bottom of the swooping chain of islands that embrace the Caribbean sea, Trinidad was "discovered" by Christopher Columbus on his third voyage to the new world. Named Trinidad after the Holy Trinity, the island experienced a tumultuous history embroiled in European politics, pirates, and property swapping that could be considered anything but holy.

It's safe to say that the trinity Trinidad is recognized for now is spices, Carnival, and steel pan music. And there is no better ambassador of the steel pan than Robert Greenidge.

In 1939, Winston "Spree" Simon took an old oil drum, and while beating it with a corncob discovered the first sounds of steel pan music. The first record on a pan band in the press was in a report of the Carnival in the *Trinidad Guardian* dated Tuesday, February 6, 1940. Early bands were essentially rhythm bands. However during the 1940s discarded 55-gallon steel oil drums became the preferred type of pan and, perhaps noticing that constant drumming changed the tone of the pans, techniques were developed to tune them to enable melodies to be played. Ellie Mannette is credited as the first to use the oil drum in 1946. By the late 1940s the music had spread to neighboring islands.

Robert's first playing experience came under the direction of his uncle, Carl Greenidge, a renowned arranger and tuner. By the age of eight, he was performing with the Savoy's Steel Orchestra. Possessing an artistic ear for playing various types of compositions, Robert was recruited at the age of 15 by Trinidad's leading steel orchestra "Desperadoes. In THE TRINIDAD & TOBAGO STEEL PAN, Dr. Felix Blake writes, "There, under the leadership of Rudolph Charles and the direct musical guidance of the great Emmanuel "Corbeau Jack" Riley, Greenidge served the apprenticeship that would be the shaping of his solid performing skills.

In the execution of solos, his dexterity and balance of the hands are a delight to behold, with ravaging improvisations - he is a volcano of energy - that can transport you on a very high plain by his energy." The Desperadoes were winners of several prestigious awards including: the Prime Minister Trophy, The Triple Crown, The Governors General Cup, and the Music Festival Trophy. At sixteen Robert performed at the First Negro Arts Festival in Africa, a memorable experience for such a young man. The following year 1967, he performed at the Montreal Exposition in Canada, followed by an extensive tour

to London, Zambia and New York in 1968. In 1970 Robert was chosen to represent Trinidad and Tobago, both as a soloist and a member of Trinidad National Steel Orchestra.

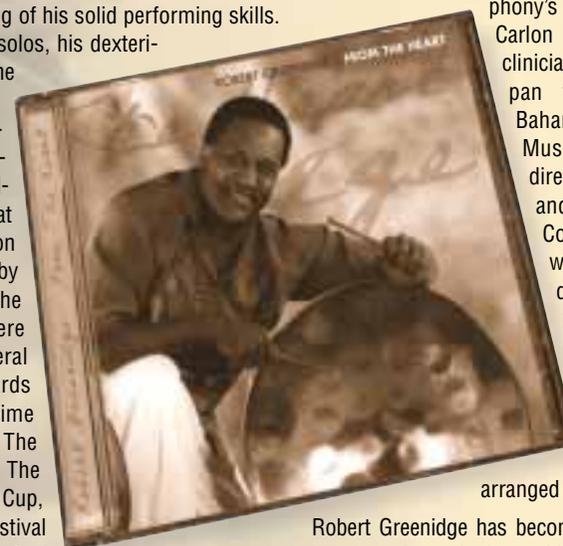
His education continued in New York City studying sight-reading, harmony and music theory at the Third Street Musical Conservatory in Manhattan. A proposal was set in that December to arrange and play with the Music Makers Steel Orchestra in Los Angeles, California followed by a two-year tour through California and Nevada. In 1974 Robert settled in Los Angeles, California where he recorded with artists such as, Maurice White, Earth Wind and Fire, Harry Neilson, and John Lennon and Ringo Starr just to name a few.

In 1978 the steel pan virtuoso returned to Trinidad to work with the Desperadoes' Rudolph Charles, an innovator of a newly designed steel drum. This pan required hand - foot coordination, dexterity and speed. His expertise brought the Desperadoes Steel Orchestra to a new height in music, and Robert has played at Trinidad's Carnival every year since that time. He assisted in the arranging, which included the new Quadraphonic and Harmony (six 6 drum) - the extension of Charles innovational new drums. In 1985 Desperadoes took first place at Panorama.

Jimmy Buffett met Robert Greenidge through a mutual friend during the recording of One Particular Harbour. Jimmy was looking for a steel drum player and it just so happened Robert lived in Los Angeles where they were recording. He went to the studio, played on two songs, "One Particular Harbour" and "Brown Eyed Girl." and has been with Buffett ever since.

Key West has a Robert Greenidge connection as well. The "House of Pan" - the steel band in Key West's Bahama Village, began in September '04 with the Key West Symphony Orchestra under the direction of Sebrina Alfonso and the Bahama Village Music program. Steel pan was offered at the symphony's Summer "Sol Fest" and Carlton Lyons was the master clinician from Trinidad. Steel pan was offered at the Bahama Village Summer Music Camp under the direction of Nora Revelin and another pianist, Collins Jack spent time working with the students. After only a few weeks of rehearsals the students performed on their new steel pans purchased by the Key West Symphony and arranged by Robert Greenidge.

Robert Greenidge has become one of the pre-eminent pan players in the world. Whether he's performing solo, with Michael Utley in Club Trini, accompanying Jimmy Buffett or with the Desperados, Greenidge's mastery of the pan continues to capture the imagination of fans throughout the world.



Robert's latest CD, "From The Heart" is available at www.robertgreenidge.com

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

1-800-COCCOTEL

Visit our web site @ www.margaritaville.com

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Congratulations to the winner of the Margaritaville Beer Throw, Lisa Scott.

Customers placing orders totaling \$50 or more through the Coconut Telegraph or the Margaritaville Key West Online Store from April 15 through May 30, 2005 have a chance to win this Custom Margaritaville Tequila Golf Bag.

Lightweight stand bag features a dual strap, fur lined valuables pouch pocket, rain hood and so much more. Its sleek design and lightweight materials make it an excellent choice for the golfer who enjoys walking. Features include thick hip pad for comfort, automatic stand and locking mechanism to protect the bag during travel or cart use. The

Margaritaville Tequila logo is embroidered on the apparel pocket with personalization below.



A Salty Piece of Land Tour Dates

(As of March, 31)

APRIL 5	Santa Barbara, CA	The Bowl	JUNE 20	Boston, MA	Tweeter Center
APRIL 7	Anaheim, CA	Arrowhead Pond	JUNE 22	Boston, MA	Tweeter Center
APRIL 9	Las Vegas, NV	MGM Grand	JUNE 26	Pittsburgh, PA	PNC Park
APRIL 12	Phoenix, AZ	Cricket Pavillion	AUGUST 21	Cincinnati, OH	Riverbend Music Center
APRIL 16	San Jose, CA	HP Pavillion	AUGUST 25	Philadelphia, PA	Citizens Bank Park
APRIL 19	Honolulu, HI	The Shell	AUGUST 27	Philadelphia, PA	Citizens Bank Park
JUNE 13	Toronto, ONT	Molson Amphitheater	AUGUST 31	Indianapolis, IN	Verizon Wireless Music Center
JUNE 15	Bristow, VA	Nissan Pavillion			

For more information: www.margaritaville.com/tour

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