

MARGARITAVILLE
The Coconut Telegraph
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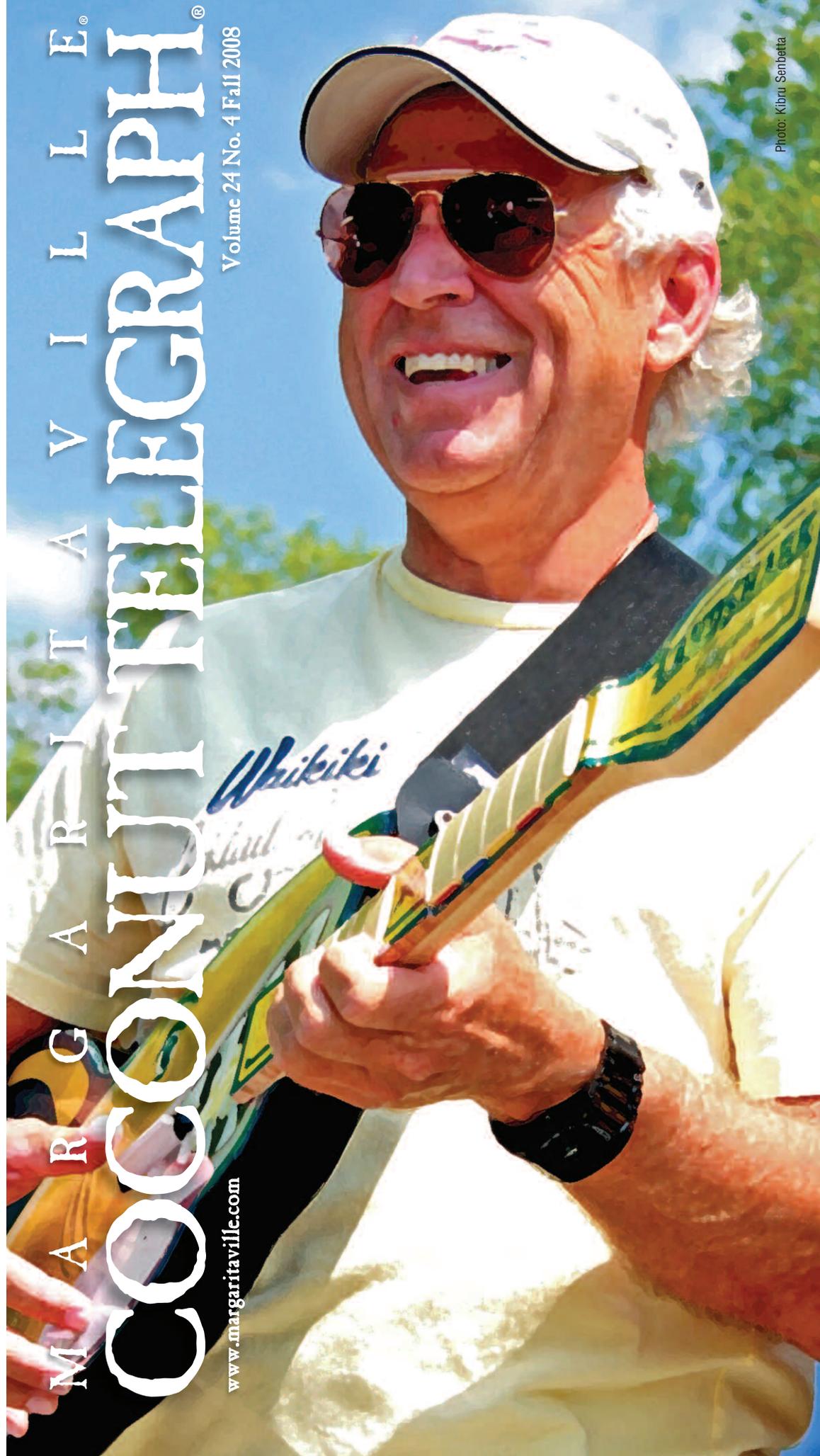


Photo: Kibru Senbelta



Jimmy and Hartley Peavey with the Rock Band SharkKart

Jimmy Buffett Classics on Rock Band

A Chat With Jimmy Buffett

Parrot Heads and video game rock stars rejoiced when three of Jimmy Buffett's greatest hits made their debut. Margaritaville, Volcano, and Cheeseburger in Paradise are now available for purchase for the X-BOX 360 as well as the Playstation3. The songs were rerecorded in April of this year in time to treat Parrot Head tailgaters to a first look, and listen, on the Rock Band SharkKart.

Concert-goers were invited to show off their Rock Band skills Parrot Head style starting in Atlanta earlier this summer. The Rock Band SharkKart cruises the parking lot offering rockers the opportunity to be a virtual Jimmy using a specially designed shark guitar, custom made by Peavey Electronics, manufacturer of musical equipment, gear, and accessories. The SharkKart is tricked out with a Peavey Riffmaster Pro Amp and custom electronics, 40" HDTV and PlayStation 3. Fortunate fans flail away on the simulator and performance highlights are played during the show

The first artist ever to record exclusive versions of his songs for Rock Band, Jimmy was also the first

in a series of audio interviews on Rock Bands Forums, "Hey all, we've been working hard behind the scenes and are now glad to announce the first in a series of audio interviews. Jimmy Buffett chatted with us over the phone and proved to be witty, a big RB fan, and generally a swell guy."

On rerecording the songs:

Guitar playing is not really my forte, so when you structure and rearrange the songs you have to do it a little differently – you want it easy and then it can get harder so that people won't get discouraged. I want them to have fun first so I changed some lyrics in the song and redid them so it would be easier for people to sing.

On Rock Band shout in Volcano lyrics:

Parrot Heads are well aware of Jimmy's city inspired ad libs, and in the rerecorded Volcano lyrics he added, 'I want to be a couch potato just play rock band everyday.' It's a natural thing for fans who go to the show and play Rock Band because for them it will be par for the course.

On what makes a Parrot Head:

If you still enjoy going and participating in a show – Rock Band is that next expression. We already have people who participate in the show; they go in groups, they dress up, they tailgate, it's kinda

like when Mardi Gras comes to town. So it's very participatory and always has been and that's what Parrot Heads do, they get into it and that's what attracted me to Rock Band, that next level of participation.

On the mindset people need to be Jimmy Buffett for 5 minutes:

It's interesting to see the avatars "they're all head banger bands" I'd like to see a little more tropical approach – that's as much fun – to create your own virtual band – and if we get a chance to in the future if it's successful to that degree I'd love to see a Margaritaville version of battle of island bands with a tropical theme because I think that would be a lot of fun.

On the scenes in the game playing a small club having to win over hostile audiences – does it take you back to days on Bourbon Street?

Absolutely. This is a wonderful ride and has been for many years, but what makes it even more special is that I'll never forget the days when people didn't show up. When I was opening for Frank Zappa and no one wants to hear me there were some interesting reactions.

What would you do? That's what makes the difference between being a real player and a virtual player

– you can't turn the game off – you're up there and you gotta figure it out. That's one of the mysteries of who's successful and who's not, it's dealing with adversity and how you deal with it.

Do you think that games like this will encourage people to do it in real life?

A lot of kids wouldn't know the first generation of the songs that are on Rock Band, now they're downloading songs and going to concerts. I hope that what it does do is encourage people to play the guitar. It will be interesting to see what the sales of real guitars do after Rock Band is out a couple of years. It's a great alternative delivery system. We know where our audience is, we don't have to look for them. Now we're trying to give them something else to entertain them.

For me it's the drums. I was a drummer, and it's hard to play the guitar if you're a real guitar player. I started as a drummer and I have a lot of fun playing drums.

These three songs have become anthems. Did you ever think of that when you were writing these songs?

No not at all, I never thought that I'd still be doing this at 60, you kiddin'? Every bit of it is a gift and I appreciate it

TARPON



Vintage Fishing Film Released

The 1974 film "Tarpon," shot in and around Key West by UYA Films, has been a well guarded cult classic in fly-fishing's underground. The first of the modern fishing films, "Tarpon" features early guides and anglers as they fly fish for tarpon in the wilderness of the Florida Keys. The film captures the essence of the sport in dramatic footage and in the appearance and commentary of popular authors Thomas McGuane, Jim Harrison and Richard Brautigan.

Colorful scenes of Key West from another era—with treasure hunters, smugglers, hippies and eccentrics—are background to stunning cinematography and tarpon fishing at its finest. Jimmy Buffett also composed and recorded the original music for the film.

The film was born from a 1972 visit to the Florida Keys by filmmaker Christian Odasso and Guy de la Valdène, an avid angler who already had a few years of experience in fly fishing for Keys tarpon. Enraptured by the aesthetics and ethics of the catch-and-release fishing, Odasso paired with de la Valdène to co-direct the film. With a mostly French crew, the shoot took approximately seven weeks and the resulting film was edited in Paris. Saved by the filmmaker's daughter from a dripping barn in the Normandy countryside where it lay untouched for the last 35 years, the film was recently restored and digitized for DVD by Guy de la Valdène.

“I never get tired of watching this movie. It not only is the best tarpon fishing footage I have ever seen, it is also a time capsule filled with scenery and characters of Key West in the 70's when we were all living and dying in 3/4 time.”

JIMMY BUFFETT

“This long-lost gem of a film has acquired cult status in the fly fishing world, and with good reason. It has the most breathtaking footage of the tarpon-stalking experience that you'll ever see. Like the fish itself, this is a work of art.”

CARL HIAASEN, author

“Tarpon is a gem and, frankly, a window on better days. Without a profound respect for tarpon, this celebration of their majestic power and the enchantment of their pursuit, could never have been made. Tarpon fishing was and is a dream, and this may be the only time it's been captured.”

TOM MCGUANE, author

Tarpon DVD running time is 53 minutes. #41199 \$34.95

Our organization stands at 227 chapters in the United States, Canada and Australia... 3 different countries, 47 states, 3 Canadian provinces and one U.S. Territory. Our total membership remains steady with more than 25,000 dedicated, fun-loving Parrot Heads amongst the ranks.

In 2007, Parrot Head Clubs collectively raised for and/or donated to charitable organizations approximately \$ 2.9 million. Perhaps more importantly, Parrot Heads carried on the tradition of volunteerism as 2007 saw chapters worldwide donate more than 181,000 man-hours to philanthropic and environmental activities.

PHiP has attained National Status with both the American Cancer Society's Relay For Life program and the Alzheimer's Association's Memory Walk program. In an effort to make a dent in world hunger, our Feeding Frenzy Project has gained strength and support, culminating with World Food Day in October. Additionally, 2007 saw PHiP cement an agreement with Margaritaville Foods that should generate additional funds for charity at the local Club level.

And, there's more to the story! These numbers, while spectacular, do not include those efforts which are not measured by dollars or man-hours:

TONS OF CANNED GOODS COLLECTED AND DONATED TO LOCAL FOOD BANKS ACROSS THE COUNTRY.

HUNDREDS OF THOUSANDS OF POPTOPS COLLECTED FOR AND TURNED INTO MONEY BY RONALD MCDONALD HOUSES THROUGHOUT THE LAND.

THOUSANDS OF NEW TOYS COLLECTED AND DONATED TO TOYS FOR TOTS TO PROVIDE CHRISTMAS FOR UNDERPRIVILEGED CHILDREN WHO OTHERWISE WOULD HAVE NOTHING.

THOUSANDS OF CRITICAL ITEMS DONATED TO LOCAL ANIMAL SHELTERS... EVERYTHING FROM FOOD & BLANKETS TO OLD NEWSPAPERS & LEASHES.

HUNDREDS OF GALLONS OF BLOOD AND PLASMA DONATED TO SAVE COUNTLESS LIVES ACROSS THIS GREAT NATION.

So, to each and every one of you, a heartfelt THANK YOU for a job well done! You truly are "Angels In Tropical Shirts" and you should be very proud of yourselves and your accomplishments.

Bob Heffelfinger
Director of Membership
Parrot Heads in Paradise, Inc.



THE GREEN MILE

Key West business goes the extra mile to operate with the environment in mind.

by Anne-Margaret Sobota, Key West Citizen Staff

It's hard to hear the word Margaritaville without the melody "Wasting away again in Margaritaville..." drifting to mind. But Margaritaville is trying to convince its employees and customers not to "waste away" if they can help it. For six months, Margaritaville Store employees have been working with a sustainability consultant to find ways to "green" the business and reduce its carbon footprint.

Sunshine Smith, who runs Margaritaville Store operations, said the company always has operated with the environment in mind, but wondered if more could be done.

"We always did recycle," said Denise Di Salvo, a Margaritaville Store employee and member of its Giving Back Committee, "It just wasn't as formal or as organized."

A year ago, the Giving Back Committee decided to add environmental giving to its program of donating 5 percent of net profit back to the community every month. But wanting to do more to reduce waste, Smith contacted Jennifer Woofter of Washington D.C.-based Strategic Sustainability Consulting. Woofter's company specializes in helping other companies identify ways to become more green, and develop a strategic, step-by-step plan to accomplish each of its goals.

"There's a lot of organizations feeling like they want to go green, they understand why they should do it, but they're just not sure what that first step should be," Woofter said. "One of the things we

always do when we start with a client is we do a carbon footprint analysis to help them figure out as an organization, what is your contribution to the global problem of climate change."

The carbon footprint takes into account things such as how big your office is, electricity bills, how many miles people are driving in their daily community, any air travel, water usage, how many computers are running and for how long, and business travel, among many others.

From there, Woofter created a list of ways the company could reduce waste, and a timeline in which to complete each task.

"The neatest part was to see what we've been doing already, and what things we could immediately and easily change," Smith said. "I think the hardest thing for most people is 'how do I start' and 'what do I do'."

Margaritaville's unofficial green team has been busy tackling the other initiatives, including switching to rechargeable batteries and compact fluorescent bulbs, using eco-friendly cleaning products, recycling, encouraging employees to walk or bike to work, receiving faxes through e-mail, and cutting back on paper mailings. Employees also have started taking the practices into their homes. Margaritaville even provided shower timers to help reduce water use and reusable grocery bags.

"In Margaritaville's case, the staff is extremely enthusiastic," Woofter said. That speaks very highly of how motivated everybody is."



Photo: Rob O'Neal

MARGARITAVILLE CARIBBEAN is the brainchild of Jamaicans Brian Jardim and Ian Dear. With years of experience between them in the hospitality industry and real estate development, the duo has created fun and exciting places that the whole family can enjoy, where both locals and visitors can kick back, relax and have a good time. Cool places on the waterfront where good food and drink flow and the fun never stops. In a word... MARGARITAVILLE!

In 1994, the duo opened their Hip Strip flagship Margaritaville Montego Bay, quickly followed by Margaritaville's alter-ego, Marguerite's Seafood by the Sea, right next door. This elegant and intimate waters-edge seafood restaurant is today acknowledged as one of the island's finest, offering a premium selection of seafood specialties and the freshest Caribbean lobster.

The following year, Brian and Ian unveiled the second restaurant in the chain, the 'Ville Negril. At the water's edge along Negril's world-famous beach, the 'Ville Negril is as casual and laidback as the bohemian town itself. Well-known for its wet and wild foam parties, the 'Ville Negril is Jamaica's Spring Break Capital.

In 2000 the duo joined the Jimmy Buffett family with the opening of Air Margaritaville at Mo'Bay's Sangster International Airport, and in February 2002 opened at Island Village in Ocho Rios. Parrot Heads flew in and locals flocked to the restaurant to witness Jimmy's electrifying performance in celebration of its opening.

2006 proved to be a busy year for Margaritaville Caribbean, with the February opening of Margaritaville Turks & Caicos at the Carnival Grand Turk Cruise Center. Just six months later, their seventh restaurant, Margaritaville Cayman, opened along the waterfront in George Town, Grand Cayman. With waterslide swim up pool bar and 2 stories of fun, Margaritaville Cayman is the biggest and boldest so far!

Any of the Margaritaville spots you decide to visit will provide you with the most fun in the sun for the entire family. Jump around on our water trampolines, lie out on the beach, relax in our hot tubs, or take a ride on our waterslide. Treat yourself to our world famous "Cheeseburger in Paradise" while sipping on any one of our 52 flavors of margaritas! Before you leave, shop 'til you drop at one of our trading posts, where you can pick up exclusive Jimmy Buffett t-shirts, souvenir glasses and other cool stuff. Put on your dancing shoes at night, and get ready to party your cares away at our exciting night-clubs in Montego Bay, Ocho Rios and Cayman. No matter where you go, you're gonna' leave smiling.

The purpose of this letter is to inform you of the outstanding customer service provided by two of your Margaritaville Caribbean employees, at the Montego Bay location. My husband and I visited your Montego Bay establishment on February 11th, 2008. After using the waterslide, my husband started to climb up the ladder of one of the water trampolines, and because of a mixture of sunscreen and cold ocean water, his wedding ring slipped off his finger and sank to the bottom on the ocean. Having only been married a little over a year, my husband and I were devastated by the loss of his ring. We were notably depressed when we returned to our table, and our waiter, Michael "Dr. Mike" Young returned to check on us. He asked us why we looked so sad, and when we told him about my husband's ring, he immediately rushed to summon the attention of another employee, Damien. Damien dove into the water within seconds of Mike's call. Mike assured my husband and I that Damien would find the ring. We were totally sure we had lost the ring forever, when Damien appeared, after relentlessly searching for over fifteen minutes, clutching my husband's lost wedding ring in his hand! My husband and I were relieved almost to tears, and we could not believe the trouble that these two men went to retrieve our lost ring. The ring may have just been a piece of jewelry to anyone else, but Mike and Damien understood how distressed we were by the loss, and by going the above and beyond the "extra mile", truly made our vacation one to remember!



The story of the "lost" wedding band will be a great tale for us to tell our future children!

Not only did Mike demonstrate some of the best waiting skills I have encountered, but he brought everything we needed/wanted without having to be asked, delivered everything in a very timely manner, but he then recommended and secured us a safe, reliable taxi to shuttle us back to our hotel. He also provided useful information about the area, and answered all questions we had.

Mike and Damien are a shining example of customer service. My husband and I are world-wide travelers, and we have NEVER experienced the level of outstanding customer service and hospitality that Mike and Damien displayed that afternoon.

On the off-chance that you did not know what excellent employees these two young men are, we are delighted to let you know that my husband and I returned to Margaritaville twice more during our stay, based on our initial experience, and we will most definitely be back. The Margaritaville has made Montego Bay our family's favorite vacation spot. We have told this story to everyone we know, and they all have promised to visit your restaurant when they find themselves in the area. Since the best mark of superb customer service is repeat business, I would have to say that your establishment has achieved its goals thru Damien and Mike.

Jake and Kelly Brown

MARGARITAVILLECARIBBEAN.COM

