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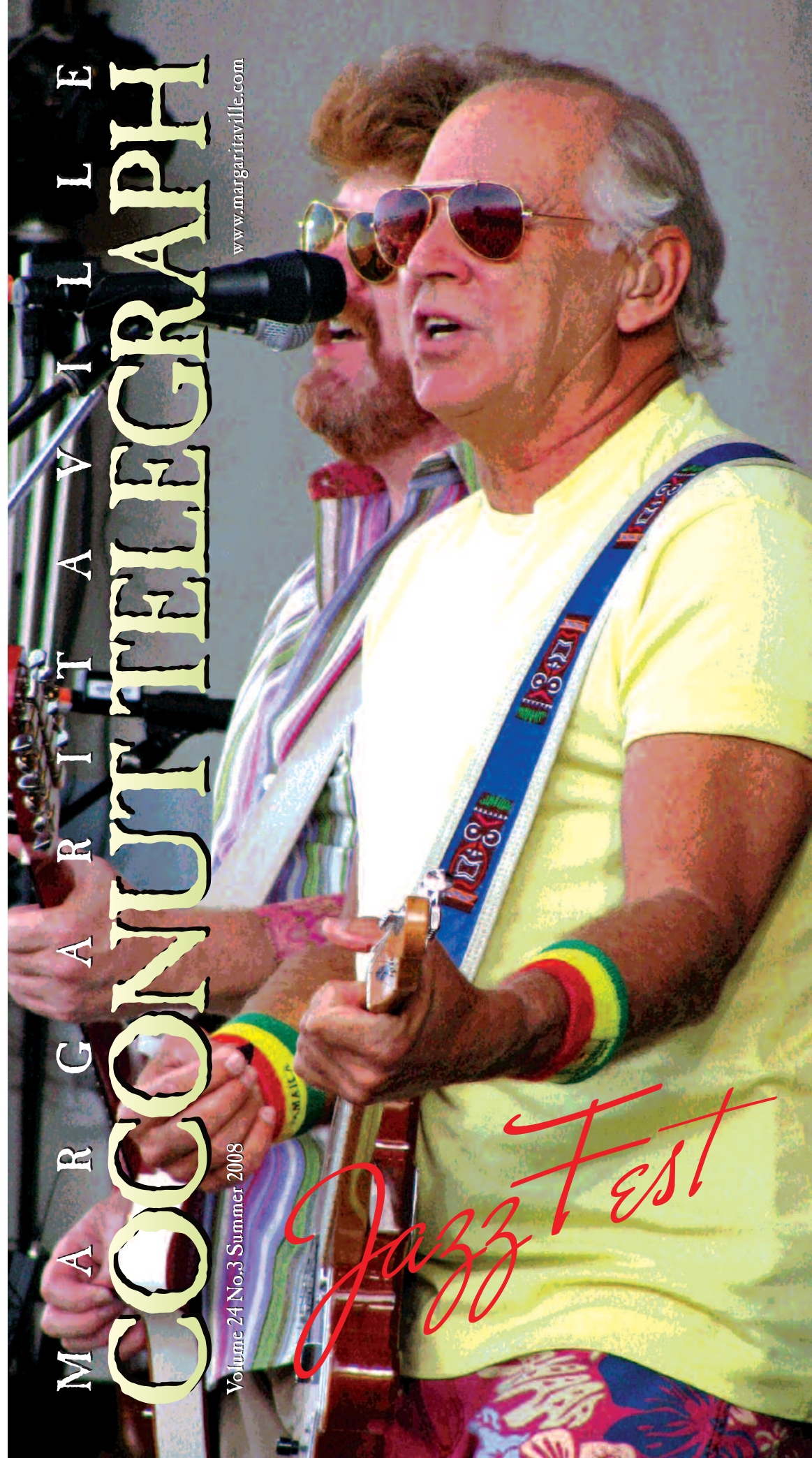
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M A R G A R I T A V I L L E C O C O N U T T E L E G R A P H

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Jazz Fest '08



The New Orleans Jazz & Heritage Festival was envisioned as a cultural event that would have popular appeal in and out of The Crescent City. It called for a large daytime fair with multiple performers from varied musical backgrounds, food booths touting Louisiana cuisine, and arts and crafts booths, along with an evening concert series. Jazz impresario George Wein opened the first festival noting that, “The New Orleans Jazz & Heritage Festival represents a new and exciting idea in festival presentation. This festival could only be held in New Orleans because here and here alone is the richest musical heritage in America.”

In 2001, the Festival celebrated Louis Armstrong’s centennial, and the total attendance eclipsed 650,000, shattering records for virtually every day of the Heritage Fair, including the all-time single-day attendance record of 160,000. Wein’s prediction that New Orleans would become the first city of jazz festivals had clearly come true.

This year’s lineup included Billy Joel, Stevie Wonder, Santana, the return of the Neville Brothers to New Orleans, and for the pleasure of preening Gulf Coast Parrot Heads, Jimmy Buffett. The first post-Katrina Jazz Fest was in 2006 and at

In the Year Of Still Here Tour, “we’re” still here - Jimmy, Margaritians and never-say-die New Orleans residents two and half years after a Category 5 hurricane overwhelmed the levies, flooding entire neighborhoods with muddy water and a murky future. “We’re” still here, 400,000 strong for Jazz Fest 2008, still here with Habitat for Humanity building Musician’s Village in the Ninth Ward, still here with social agencies such as **BORN** helping economically disadvantaged citizens with life skills, and still here with athletic organizations both collegiate and professional struggling to help this tarnished city breathe in, breathe out and move on.

Chris Rose, Pulitzer Prize nominee for his comprehensive reports on Katrina writes in **The Times Picayune**, “Lot’s of folks have been telling us that New Orleans is dead over the past two years. And if that’s the case, we’re doing a heluva job pretending we’re not. And one sure sign that we’re not is the rugged, restless and restorative beauty of a Neville Brothers show – transcending the false divisions of age, race, religion, politics and all the other stupid stuff that tears us down – wherein we all fall together.”

Wander the streets of Vieux Carre, trace the fascinating history of the city at the



that time Jimmy sang the praises of the festival organizers for their courage and dedication, and of the Margaritaville Cafe for helping the cause as soon as they could. Jimmy told the Times Picayune. “I thought it was our contribution to the city to come back and get that restaurant open. People that work at other locations did an incredible job of helping out their fellow workers in New Orleans. They put together a rescue and support system that I had very little to do with, other than endorsing it and saying how proud I was of them. We paid everybody, and took a big loss. But we’re in for the long haul. We do very well everywhere else, and it was the least we could do.”

Cabildo Museum in Jackson Square, and absorb the sights, smells and sounds that illustrate its ethnic and cultural diversity. Spanish and French influences, the colorful mélange of food, music, climate and character all the ingredients to create an obligatory gumbo reference.

Jimmy appeared on the Acura Stage on the festival’s second weekend, a spectacularly sunny Saturday afternoon that, in light of the thunderous downpour that morning, should not have happened. Two years ago in the same setting on the same stage, Jimmy invoked the then unknown meteorological powers of one Sister Jane Remson, head of New Orleans Artists Against Hunger and

Homelessness, NOAAHH, and a fixture in the beleaguered borough's charitable community, to part the clouds on that wet weekend. It would appear that Sister Jane was working the weather again today - or perhaps it was the proximity of the Acura Stage to the Gospel Tent.

The Big Guy then did what he does best, play the crowd. Other more talented musicians play their instruments, more talented singers play their well trained vocal chords, but Jimmy plays the crowd. Using well worn song lyrics with a blend of topical references, he acknowledges his past, embraces the present and salutes the future; "We're still making records, still touring every year, ...hell we even make our own beer!"

During Come Monday, the sweet, reflective ballad of lingering love, an airplane towing a Hustler's Club banner circled the fairgrounds. Jimmy deadpanned, "I've got a lot better songs to play for that." And later Jimmy spotted a fan wearing the Margaritaville Store T-shirt, "Rebuilding New Orleans One Margarita At A Time," and offered to trade his flip flops for the shirt. The T-shirt immediately was tossed on stage and our bare-chested balladeer slipped it on. The steamy Saturday afternoon caused Jimmy to shout, "man, that's a funky-ass T-shirt!"



Impromptu performance while waiting for a cab

Throughout the performance Jimmy graciously shared the stage; highlighting Coral Reefer members, jamming with Sonny Landreth, and introducing Ilo Ferreira, the young singer songwriter from Cape Verde. Ilo, who recorded several songs at Jimmy's studio in Key West earlier this year joined Jimmy on Volcano and the crowd pleasing Southern Cross.

To end the show Jimmy recognized one of the principals of the New Orleans sound, the great Allen Toussaint. Mr Toussaint played the keyboards while Jimmy closed the show with "Do You Know What it Means to Miss New Orleans?" I stayed another week.



After months of planning, it was over in a matter of hours...but the answer to "Are you Ready for Freddy?" was a resounding "YES!" When we got word that "Freddy & the Fishsticks" (aka Jimmy Buffett & the Coral Reefer Band) would be performing on our funky, little New Orleans Cafe stage, we knew that we had a very rare opportunity on our hands...and it was made even more special by the fact that the proceeds would go to charity. The proceeds from the evening's activities totaled over \$20,000 and were split between New Orleans Artists Against Hunger & Homelessness (www.noaahh.org) and BORN (www.betteropportunitiesrightnow.org). BORN's specific purpose is to provide Better Opportunities Right Now by connecting socio-economically disadvantaged citizens with life skills, information, and resources through education, advocacy and referral services.

As this is not a show that comes along very often we wanted to include as many folks as we could in the "pre-Jazz Fest" festivities. So when the coveted "inside" tickets sold out in less than three minutes, an outdoor block party, complete with large screen and audio, was the logical addition to this carnival-like event. A special ramp was added to connect the main room stage to the outer doors, so Freddy was able to work his way to the edge and play to the packed crowd outside as well as the lucky ticket holders inside.

Everything came together perfectly and by mid-evening, the margaritas and Landsharks were flowing and Fishsticks were rocking the house! Freddy jump-started the night with "Piece of Work" (somehow appropriate given the magnitude of the overall event) and proceeded to play old favorites along with less often heard gems. Of course, he tossed the set-list out the window not long into the show and let the spirit guide him from song to song. He was very generous with his stage time and featured Fishsticks Mac MacAnally, Sonny Landreth & "Fishstick-ette" Nadirah Shakoor in the spotlight, and he treated the crowd to the "Big Easy" premiere of Cape Verde's Ilo Ferreira...someone we all hope to hear more of in the near future.

Freddy ended the adrenalin-filled night with a solo, acoustic version of Jesse Winchester's "L'Air De La Louisiane." The song's English translation features the phrase "For one minute I'm happy in the Louisiana air." It's safe to say for several hours that night, many folks were happy in the Louisiana air.

Sheila Chimento
Margaritaville – New Orleans
May 1, 2008

The Return of the Key West Picture Show

KEY WEST (Florida) — Over the past few months, a handful of local film and video makers have been quietly shooting, editing, and producing new short films in response to the 1978 local classic, *The Key West Picture Show*. Now thirty years old, the original film by B. J. Martin serves as an inspiring overview of our island's past and a humorous look at the unique cultural aspects of our Southernmost community. After accepting the challenge put forth by The Studios of Key West and the Key West Film Society late last year, a diverse group of modern-day media artists are about to give us time capsules of our own.

In 1977 Key West Florida was in sleepy transition. The U.S. Navy was leaving after generations of dominance, tourism was moderate and developers had not yet cast a longing eye down the Overseas Highway. It was still a backwater seaport dependent upon the Navy, commercial fishing and other often questionable maritime activities. Key West had always attracted writers, artists and musicians. Ernest Hemingway and Tennessee Williams made their homes here and many other literary figures visited and vacationed. Closer to Cuba than mainland America, Key West is at the end of a 152 mile chain of islands. Remote and hard to reach, the Southernmost City developed a unique culture and a reputation for independence and individuality. In the 1970's those of us who migrated to the island thrived on the cultural mix.

The Studios of Key West is home to a dozen artists' studios, a well-visited sculpture garden and rotating exhibition space, new project initiatives and partnerships, a small and dedicated staff, and diverse workshop offerings. One of our primary goals is to support and advance local artists, and find new and interesting ways for people to develop their creative powers.

"The original film captured colorful local characters, quirky historical features, and real commentary from real people," said Elena Devers, project coordinator at The Studios. "And we wanted to find a way to do that again, in the here and now...and use the art of the short video to leave something behind for posterity."

The new project gives reverence to the 30-year old film, which told about live conchs, lush jungles and tropical sex drives, struggling artists, wrecker families, musical conchs, eye-brow houses and grunt-bone alley, Cuban bakeries, baseball, fighting and marching conchs, and the early days of the sunset celebration. Participating film-makers were given no restrictions, other than to create short films of between 5 and 15 minutes that reveal something about modern-day Key West.

B.J. Martin, whose Southernmost Films guided the original *Key West Picture Show* in 1977-78, had this to say "I recognize a lot of names on the list of film-makers bringing their work to the premiere. A couple of them grew up playing hide-and-seek in my backyard, back when we were making the original. I especially like the fact that participants considered any and all approaches in terms of style, content and format, with no restrictions," said Martin. "After all, eclecticism is a hallmark of island life."

No information on future release at this time.

To purchase the Original Key West Picture Show, see next page. ►

JIMMY BUFFETT



Swine Not?

A NOVEL PIG TALE

Bestselling novelist Jimmy Buffett has been making up stories all his life. In **SWINE NOT?** fiction's favorite pirate spins a colorful novel about a Southern family determined to hide their pet pig in a fancy four-star hotel in New York City – while a meat-loving chef is sharpening his carving knife downstairs.

Come along as master storyteller Jimmy Buffett presents a gumbo of captivating characters and outrageous events in this wonderfully entertaining pig tale – proving once again that stretching the truth is a lot of fun, and laughing is the best vacation of all.

For decades, Jimmy Buffett has delighted readers and music lovers with his highly imaginative songs and stories. Born in Mississippi and raised in Alabama, Buffett splashed down into the world of fiction in 1989 with *Tales from Margaritaville*, the longest-running bestseller of that entire year. Two subsequent novels, *Where Is Joe Merchant?* (1992) and *A Salty Piece of Land* (2004), topped the bestseller lists, and with the publication of Buffett's autobiography, *A Pirate Looks at Fifty* (1998), he became one of only nine writers to have claimed the #1 bestseller spot on both the fiction and nonfiction lists of the *New York Times*. Among his many professional accomplishments, he has recorded more than forty albums, most of which have been certified gold, platinum, or multiplatinum.

It was serendipitous when longtime friend Helen Bransford showed Jimmy a short manuscript and photo-illustrations based on her pet pig, Forkie. For years Helen's friends had been entertained by her funny stories about her adventures in New York City, hiding the family pig in an upscale hotel. Now Bransford, an author and artist, presents readers with an unforgettable pig accompanied by a tale that only Jimmy Buffett could invent.

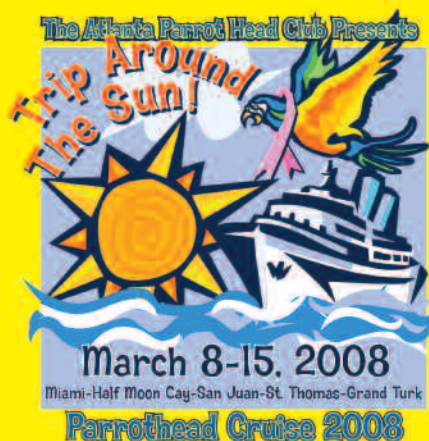
SWINE NOT available in hardback. #40945 \$21.99

On March 8th 458 Parrot Heads from 36 states and three countries - participated in the Atlanta Parrot Head Club's 10th annual PHlocking. Parrothead Cruise 2008.

The cruise started off with a pre-cruise Bon Voyage party in Miami Beach with Scotty Bryan and the Drunken Monkey Show Band all the way from Hawaii on hand to entertain us. We then set sail on the Carnival Triumph for Half Moon Cay, San Juan, St. Thomas and Grand Turk. We were accompanied by some very talented Parrot Head musicians: Bob Karwin, Brent Burns and The Boat Drunks. They all gave some outstanding performances onboard and at our huge "Wasted Away in Margaritaville" party at the Margaritaville Cafe in Grand Turk. We wrapped it up with our post-cruise "Party at the End of the Cruise" with Don Middlebrook performing.

It was truly a Party with a Purpose. Through the money earned by the cruise and from our onboard silent auction, raffles and other events we raised \$56,905 for Breast Cancer research and awareness! To date, the Parrot Head Cruises have raised over \$200,000 for charity.

There are numerous examples of friends and



strangers contributing to the cause in ways large and small. This is all added to the funds contributed by our cruise agents, who rebate a portion of their commission plus some incentives given by the cruise line to our cause. My heartfelt thanks goes

out to everyone who contributed their time, talent and treasure during our week in the sun.

Pictures and reviews of the cruise can be found on the Parrot Head Cruise website. Check out the PHlock as we enjoyed concerts, pub crawls, Toga night, the pool invasion, our sunset party, the sunrise party and more. You can also learn about past events and sign up for the Parrothead Cruise mailing list.

Next year's event, Parrot Head Cruise 2009, was announced in early May and sold out almost immediately! If you were not able to register we are maintaining a waiting list. Please visit the Parrot Head Cruise website for more information about joining the list and the waiting list procedure. Thank you to Margaritaville, Radio Margaritaville and everyone who helped make Parrothead Cruise 2008 such a fantastic event!

Fins up! - Brent Jones, Atlanta PHC

Parrothead Cruise 2008: Trip Around the Sun



www.parrotheadcruise.com

Photo: Terri Daniels

The Year Of Still Here Tour Continues...

July 17

July 19

July 22

July 24

July 26

July 29

August 3

August 24

August 27

August 30

September 1

September 4

September 6

October 16

October 18

October 21

October 25

Riverbend Music Center

Alpine Valley Music Theater

Post-Gazette Pavilion

Toyota Park

Toyota Park

Verizon Wireless Music Center

Newport Folk Festival

Boardwalk Hall

Nikon at Jones Beach Theatre

Nissan Pavilion

Nissan Pavilion

Tweeter Center

Tweeter Center

Cricket Wireless Amphitheatre

MGM Grand Arena

Shoreline Amphitheatre

MGM Grand Arena

Cincinnati, OH

East Troy, WI

Burgettstown, PA

Bridgeview, IL

Bridgeview, IL

Noblesville, IN

Newport, RI

Atlantic City, NJ

Wantagh, NY

Bristow, VA

Bristow, VA

Mansfield, MA

Mansfield, MA

San Diego, CA

Las Vegas, NV

Mountainview, CA

Las Vegas, NV





Fins Up, Salsa Lovers!

Prepare to enjoy a salsa so fresh and good, it could only have come from Margaritaville. Our uniquely delicious Margaritaville Salsa Recipe combines the sweet taste of Peppadew peppers with the mild-medium heat salsa aficionados crave. Perfect for those parties in paradise. So, grab your favorite chips and coldest concoction, and batten down your tastebuds; you're in for a treat. All new in your grocer's fresh food section and available in Regular or Paradise Fruit. And watch for more flavors and chips coming soon.

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



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