

This is the final edition of the chronological wrap-up of the last two decades of Margaritaville.

Jimmy Buffett's presentation of Herman Wouk's **Don't Stop the Carnival** begins an open-ended run at the Atlantis Theatre on April 6, 2001. Set amid the tropical splendor of Atlantis, Paradise Island, the newly remodeled theatre, outfitted with professional lighting and sound, and circled by beautifully backlit travel posters, presents the perfect venue to display the theatrical tour of Kinja.

Jimmy's infatuation with the Pulitzer Prize Winning novelists' mid-life tale continues; a Gold Album for the CD of the same name, an award winning play at Coconut Grove Theatre in south Miami, and now a 90-minute musical revue satiated with singing and dancing, and laced with just enough narrative to propel the spectacle to its carnival-costumed conclusion. Local musicians and dancers, along with state-side cast members, create a colorful, collaborative cast of Amerigo natives theatrically illustrating how t'ings really work "down island."

Jimmy Buffett's Margaritaville officially entered into an agreement with the Jamaica based Margueritaville to combine forces in bringing the proper state of mind to four more Caribbean destinations. We were not privy to the negotiations, and lack the legal enlightenment to comment on the pact, however, it looks like what could commonly be called a win-win situation. Margaritaville can be found in **Montego Bay, Negril, Ocho Rios and Air Margaritaville** in Jamaica's Sangster International Airport.

Jimmy Buffett's Margaritaville Cafe in **Universal Studios CityWalk Orlando** tempts fate and depleting cactus juice supplies stockpiling over 1300 gallons of Margaritaville Tequila in its quest for entry into the Guinness Book of World Records. On Friday May 18 the last bottle of tequila was poured into a 7500-gallon FDA approved polyethylene tank affectionately called "**Big Rita**" shattering the Worlds Largest Margarita record and the Largest Cocktail record as well.

Big Rita's 15 minutes were soon up and her fate was undecided until.... Hoisted on a truck, strapped to a barge and eventually rolled up the narrow driveway at the Margaritaville in Negril Jamaica, Big Rita is now a Rum Runner. When in Rome Big Rita...

Jimmy Buffett's Far Side of the World: My Grandfather ran away from home at age 13, jumping from the second story window of a clapboard house on a pleasant looking neighborhood street above the harbour at Sydney, Nova Scotia. He did not return home until he was 84 years old. Talking to him after his return home, he simply said that things had not changed much since he had left. Before Alzheimer's disease erased his memory, I took my father up to Nova Scotia to visit our Canadian cousins and we stood in the window of that house looking down at the same view my Grandfather saw when he made his decision to see the world. Later that night over a lobster dinner, I asked my Dad what he was thinking when we stood there together at that window. He smiled and said, "I'm glad as hell the old man jumped." "So am I", I replied.

Nashville, TN - Following Alan Jackson's two recent Academy of Country Music Awards wins and the RIAA's Quadruple Platinum (4,000,000 units) certification of his Drive album, the reigning Country Music Association Entertainer of the Year delivers his new single, "**It's Five O'clock Somewhere**". Recorded with friend Jimmy Buffett at Shrimp Boat Sound Studio in Key West last month, Jackson's sure-to-be summer anthem is one of two new tracks included on his latest CD, Alan Jackson's Greatest Hits Vol. II.

"Somebody pitched me that song," Alan Jackson claims, "and I said 'Man! This sounds like Buffett!' Sure enough - it already had his name in there, and it sounded like him, so it just felt natural to go ahead and do the thing. And he was kind enough to sing on it."

The newest jewel in the Margaritaville crown in Cancun Mexico opened last August and it was high time



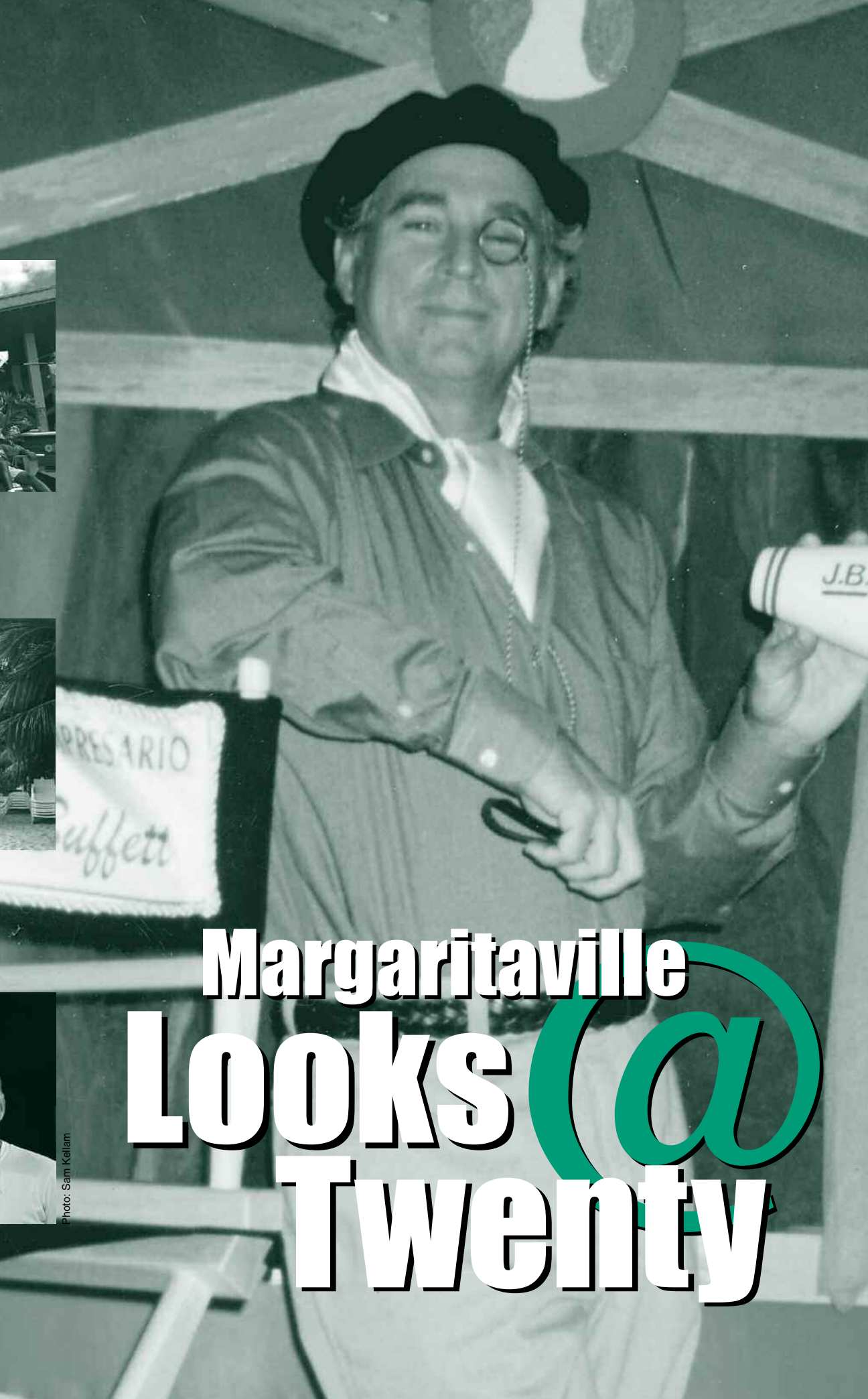
"Big Rita" at Margaritaville Orlando



"Big Rita" reincarnated in Negril



Jimmy with Alan Jackson in Key West



Margaritaville Looks @ Twenty

Photo: Sam Kelliam

we paid a visit. A tiny fishing village north of Cozumel, Cancun was home to less than 200 people up until 30 years ago. In 1971, the Mexican government singled out the northeastern coastal region of the Yucatan peninsula for development into a major resort destination. The residential section of Cancun is on the mainland, while the "zona hotelera" is on Cancun Island running parallel to the splendid Caribbean beaches. **Margaritaville Cancun** is located in Plaza Flamingo on Blvd Kukulcan.

The city of **Las Vegas** was founded on May 15, 1905, and Nevada legalized gambling in 1931. Following World War II, lavishly decorated resort hotels and gambling casinos offering top-name entertainment came into existence. Tourism and entertainment took over as the largest employer in the valley. Perhaps the most famous, or infamous, of the early resorts was the Flamingo Hotel, built by mobster Benjamin "Bugsy" Siegel, a member of the Meyer Lansky crime organization.

Today Las Vegas boasts 19 of the world's 20 largest hotels, attracts 33 million visitors per year, earns over US\$5.25 billion in annual gaming revenue, and marries over 100,000 people each year. There are other cities with terrific entertainment and gaming opportunities, but there is no place in the world like Las Vegas, and no city even pretending to be.

On June 10, 2002, Park Place Entertainment announced that it was teaming with Margaritaville's singer/songwriter/author Jimmy Buffett, to bring the newest Margaritaville Cafe and entertainment complex to the resort. "If Las Vegas was good enough for Elvis," said Jimmy, "it's good enough for me."

Cheeseburger in Paradise. The second in a series of tropical themed restaurants, Cheeseburger in Paradise is 30 miles west of Chicago, 1620 miles north of Key West, and forty degrees colder than the numerous down-island locales laying claim as the inspiration for the nutritionally questionable burger. The grand opening of this inspiring eatery was planned for Monday, November 3.

Jimmy arrived late in the afternoon, exceeded his daily caloric count on the bountiful buffet (pun intended) supplied by the CIP chef - I strongly suggest the Crab & Corn Chowder and Island Chef Salad - and took time to personalize, among many items, a guitar and surfboard to be auctioned off following his performance that evening.

The Big Guy was hustled from the stage into a low mileage SUV and off to Midway Airport. I tossed my return ticket to Key West in a Downers Grove dumpster and joined Jimmy on the Falcon for a flight to his old nemesis - Nashville, TN. An Island Veggie pizza to go (along with more of the Island Chef Salad) from CIP and a bottle of Pinot Grigio at 20,000 feet more than compensated for the lack of commercial airline peanuts. Stretched out on the plush, hair-pin-curved sofa, we talked of rum and rock climbing, politics and peacetime, and toasted to better days - past and future.

We were Music City bound courtesy of the Country Music Association to attend the **37th Annual CMA Awards** at the Grand Ole Opry House. Jimmy and current CMA Entertainer of the Year Alan Jackson were nominated in the Vocal Event of the Year category for "It's Five O'Clock Somewhere" the summertime anthem that all too quickly joined the ranks of "songs I can't get out of my head." Poouuurrr me something tall and strong, make it a hurricane before I go insane.

"Winner for Vocal Event of the Year, Alan Jackson and Jimmy Buffett!" Jimmy actually appeared to be nervous. Thanking first his wife, followed by shout-outs to old Nashville cronies, he ended his acceptance speech by joking, "Thank you Alan Jackson, I'm glad I could help your struggling career." The "struggling" Alan Jackson, also nominated for Male Vocalist of the Year and Entertainer of the Year scored a hat trick.

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. Margaritaville in **Myrtle Beach, SC**, opened on July 12, 2004. The decor is similar to Orlando and Las Vegas, incorporating boats into seating areas and Key West tin-roofed interiors. The west side of the cafe is a window to Broadway At The Beach, a vast expanse of glass



Margaritaville Cancun



Margaritaville Las Vegas Opening



Signing surfboard at CIP opening

offering an unobstructed view of the outside deck and Heroes Harbor.

Jimmy's latest literary effort is **A Salty Piece Of Land**. Once again, master storyteller Jimmy Buffett weaves a mesmerizing tale that combines both humor and emotional reflection. After all, one man's cathedral is another man's fishing hole. And in Jimmy Buffett's world, paradise is just a state of mind. 2005's Salty Piece Of Land tour followed with Jimmy and the Reefer's making stadium appearances in Pittsburgh, Philadelphia and Chicago.

Jimmy Buffett's Margaritaville - a state of mind is now a state of being. From tropical latitudes to high stake attitudes, from the Caribbean to the Carolinas, Margaritaville has embraced the mythical world defined by the insightful lyrics of singer/songwriter Jimmy Buffett for over two decades. Climates and characters from prose and poem create an entertaining atmosphere in a variety of exciting locations, all designed to illustrate and illuminate the search for the legendary lost shaker of salt. And while we've captured the substance in our physical locations, the Margaritaville style remains, "anywhere you want it to be."



Margaritaville Myrtle Beach

And on the Labor Day weekend "it" was at Wrigley Field in Chicago. On a beautifully humidless sunny Saturday I was in a final approach pattern heading north over Lake Michigan. As we banked left over the city and flew over Wrigley Field I could see the tarp covering the field in preparation for the road crew to transform a ball field into a concert setting. A \$45 cab ride later I was in the middle of the Magnificent Mile.

I met up with Radio Margaritaville's Steve Huntington who introduced me to the Chicago Transit Authority, the way to get around town, and as I would subsequently discover, a \$1.75 rebuttal to the aforementioned cab ride. We caught the Red Line to Addison to check out the venue. Wrigley Field dominates a residential neighborhood of brownstones, sports bars, and the ubiquitous Starbucks. All three were packed with Parrot Heads in a pre-concert frenzy. We salute Harry Caray and wander inside. On stage in deep center field, Jimmy and the band go through a sound check while I stand at home plate and call my shot just like Babe Ruth. Flags bearing retired numbers from the Cubs colorful past ripple in the pre-fall breeze; Ernie Banks and Ron Santo on the left field foul pole, Billy Williams and Ryne Sandburg on the right. These flags were joined by a Skull & Crossbones counterpart for this weekends event. This is the first time in it's 91 year history that the fabled field has allowed anything other than a ball game to be played here.



Parrotheads in Paradise, Key West

I made my way backstage to the buffet line, exchange greetings with the resident Reefers and end up at a table swapping jokes with some guy who I later learn is a legendary DJ from L.A. Who knew? I just called him Geno, and legendary or not, Mr. Michellini seemed like a decent sort to me. Jimmy joined us briefly and I asked him what the difference is between performing for a handful of people at a hide-away bar in St Somewhere versus facing 40,000 fans on the north side of Chicago. "It's all the show," he said. "Doesn't matter what size, it's all about the show."

This show began with Mr. Cub, Ernie Banks welcoming Parrot Heads and a video clip of Jimmy performing the National Anthem on this same field in 1983, "This is for Steve Goodman." Jimmy then appeared on stage in a New Orleans T-shirt, gave a shout out to friends and family on the Gulf Coast, and I swear I heard his voice break a bit during the salute to his roots. A classic Buffett show followed, with a litany of hits, old and new.



Wrigley Field

After the second encore, Jimmy appeared deep in the right field bleachers, just he and Mac McAnally, illuminated in a single spotlight, and performed Arlo Guthrie's "City of New Orleans." Good night America how are you? Say don't you know me, I'm your native son" You know that feeling you get when your knees get a little weak, your upper body shivers slightly, your throat tightens and your eyes begin to tear....?

BOOKS AND MUSIC

BOOKS

Tales From Margaritaville The classic best seller with new preface by Jimmy.
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A Pirate Looks At Fifty Jimmy's narrative 50th birthday trip, served with just a hint of nostalgia.
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Where Is Joe Merchant? A tribute to Buffett's storytelling skills.
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Salty Piece of Land Once again, Jimmy Buffett weaves a mesmerizing tale that combines both humor and emotional reflection. After all, one man's cathedral is another man's fishing hole. And in Jimmy Buffett's world, paradise is just a state of mind. Hardback #13701 \$27.95

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Trader Vic's Tiki Party Whether it's a blowout tiki party for friends or a spontaneous occasion to dust off the shaker, this book brings favorite concoctions from Trader Vic's into your home.
Hardcover #14088 \$19.95

Quit your Job and Move to Key West A satirical guide on how to do it by people who have made it happen. Paperback #9305 \$9.95

Key West 101 - Discovering Paradise 101 Reasons to Love Key West! Warning: Contains laid back themes and Margarita induced humor. (By the authors of "Quit your Job and Move to Key West") #14848 \$9.95

2006 Mariners Book of Days Right hand page is a week of days, left hand page is a collection of nautical fact, fiction and folklore. Spiral bound Paperback #8226 \$13.95

Hoot In his first novel for a younger audience, Carl Hiaasen plunges readers right into the middle of an ecological mystery, made up of endangered miniature owls. Hiaasen's tongue is firmly in cheek as he successfully cuts his slapstick sense of humor down to kid-size. Sure to be a hoot, re, hit with middle school mystery fans. Hardback (Ages 10 to 15) Filmed in Florida this past summer, produced by Jimmy Buffett and Frank Marshall - 2006 release.
#14660 \$15.95

MUSIC

Live By the Bay Video 1985's Last Mango in Paris Tour. #701 \$21.95

Tales From Margaritavision A compilation of Jimmy Buffett videos. #7202 \$25.00

Mini Matinee DVD Songs include: It's Five O'Clock Somewhere, Cheeseburger in Paradise, Meet Me In Margaritaville, The Tiki Bar is Open, Knees of my Heart, Fins, as well as exclusive photos and other rare footage. #11785 \$9.98

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A photograph of a man in a dark suit and tie, sitting at a bar. He is holding a glass of wine and looking towards the camera. The background is filled with colorful balloons in shades of blue, green, and yellow. The entire image has a light green tint.

Je me souviens

Excerpted from the Coconut Telegraph, Volume 8 #6, and from an interview with A&E.

August 24, 2005. A small as yet unnamed tropical storm formed over the central Bahamas, threatened to gain strength and perhaps disrupt an otherwise uneventful August weekend in south FLA. Key Westers went to work Friday morning bracing for a damp day in paradise, and hoping the best for our peninsular pals in Miami and Ft Lauderdale while the squall, now named Katrina, made landfall. The storm made an unexpected SW turn and settled over the lower Florida keys like a fat man at an all-you-can-eat, forcing margaritians to run for cover and dumping 10 inches of rain on our unsuspecting rock still scrubbing up after Hurricane Dennis. But we had nothing to complain about.

The storm then headed north, developed into a Category 5 hurricane - the third most powerful in recorded history - and slammed into the gulf coast destroying seaside towns across 85 miles in 3 states. Gulf Port, Biloxi, Pascagoula...all leveled. New Orleans... Anyone within earshot of a radio or television knows the story.

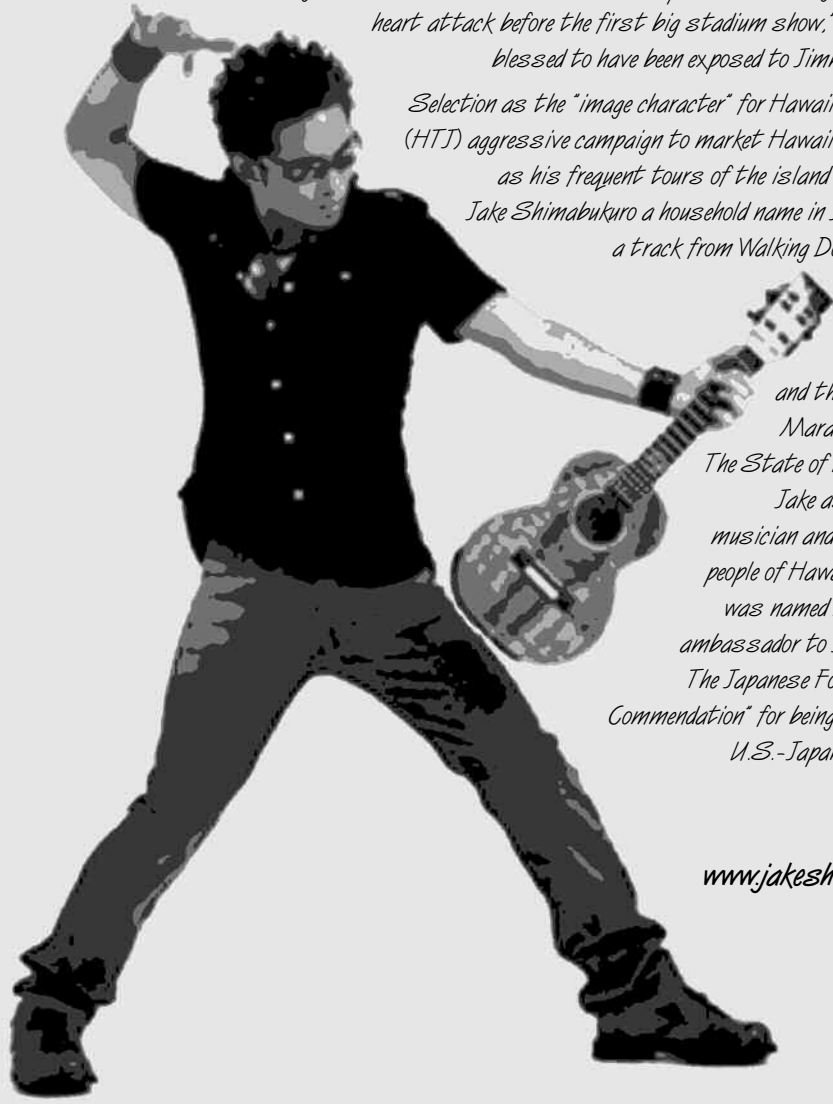
Margaritaville immediately went into action. Meetings arranged with our sister stores in Charleston and Orlando, phone calls, text messages and web sites set up to locate store and cafe employees. Alliances were made with the American Red Cross and other relief organizations to aid in and assist in recovery efforts. New Orleans Margaritians drove their cars, rode a bus and in one extreme case were airlifted off a roof to safety. Several have returned to salvage what they could, gaining a new perspective on what is truly valuable. Simple possessions take on a different appearance, not only under a foot of toxic sludge but when viewed alongside friends and family. The French Quarter was largely spared. The Margaritaville Store & Cafe are dry. Plans are being made to reopen. The spirit of New Orleans survives, the joie de vivre will get them through.

As this was being written the effects of another hurricane, Rita, are being felt in the Crescent City. The levee has broken again. Je me souviens.

Jimmy has long and strong ties to the Crescent City. His first public performance took place on Bourbon Street... literally, on Bourbon Street, and many of his favorite haunts are mentioned in Tales From Margaritaville. It seemed like a natural second location for Margaritaville. "... before I ever sat foot in Key West, Florida, I had cut my teeth on gumbo and Benny Spellman on Ursuline Street, right around the corner from where [the store] is now located."

Jimmy kept an apartment in New Orleans for years, contributes to the New Orleans Adolescent Children's Hospital, participated in the New Orleans Artists Against Hunger & Homelessness along with Ed Bradley, Rita Coolidge and the Neville Brothers, and performs regularly at New Orleans Jazz Fest. In fact, Jimmy was a Saturday Main Event act this year, on a day marked by record-breaking attendance of 135,000. "I started here when I was about 18. It was my first real job. I went to school in Mississippi, 'cause it was such a close commute to New Orleans. And I started when I was 18 on Bourbon Street in a place called the Bayou Room. And I think it was all Elvis' fault. 'Cause I remember the scene from King Creole when Elvis comes down Bourbon Street and the crawfish lady's singing. I knew at that point I wanted to go to New Orleans and I wanted to sing and live in New Orleans. And strangely enough it all wound up that way. I came here in 1966 the first time and have continued to play music here ever since. But a lot of people don't know that I spent about four years working around here on Bourbon Street. Everything from a barker to a musician." In 1983 Jimmy served as the King of Krewe of Clones, a parade held by the Contemporary Art Museum from 1981 to 1984. This parade was held a week prior to Mardi Gras, and we're told quite cleverly put together. Certain unspeakables took place which were appropriate for the time, but in this age over sensitivity would probably be frowned upon. "My grandfather was a captain on a steamship and we'd come over here as kids and meet his ship. I was eight or nine years old, and those were my biggest memories. 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."

The Margaritaville Cafe & Storyville Tavern share the same building, with one entrance around the corner on Decatur Street, and massive open air doors on the French Market side. The site of early mass Parrot Head gatherings, the New Orleans Cafe offers a large dining area, theme rooms for private parties, live music daily in the Storyville Tavern and one of the largest balconies in the French Quarter. Extensive renovations and a May Jazz Fest appearance by Jimmy helped put the New Orleans Cafe high on the list of places to see and be seen in the French Quarter. "...New Orleans is the only city in America that has a European feel to it to me, as much traveling as I have done. And I love that fact that you have the sort of cultural abnormalities sitting in the middle of the most redneck area of the country. I think that's what appeals to me about New Orleans more than anything is the fact that when I ran away from home most of the people I knew went to Memphis, or Atlanta, or New York, got straight jobs. But I never had any doubt in my mind that I wanted to run away to New Orleans and do something wierd."



Parrot Heads were given a rare treat this summer, a break from the ordinary in the guise of a slight, spiky-haired surfer from the far Pacific packing a ukulele and a big wave full of talent. I met the soft spoken surfer in Jimmy's trailer on the set of the movie Hoot in Ft Lauderdale. Why Jimmy has a trailer on a movie set will be discussed later. I was surprised that the Big Guy wanted me to meet a ukulele player. I was even more surprised to hear said ukulele players rendition of "While My Guitar Gently Weeps" and totally shocked when I read his biography.

For the third year in a row, Jake Shimabukuro was awarded the Best Instrumental Album of the Year at Hawaii's Na Hoku Hanohano Award. No other artist has won this category three years in a row. This is truly an amazing accomplishment, but then again Jake is a truly amazing musician and songwriter. The 28-year-old virtuoso shatters musical boundaries. Not only does he play styles previously "taboo" on the four-string, two-octave instrument, but also he is creating music never before thought possible. While Jake has great respect and love for traditional Hawaiian ukulele music, his mission is to show everyone that the ukulele is capable of so much more. Jake views the ukulele as an "untapped source of music with unlimited potential." His ever-expanding repertoire includes jazz, blues, funk, classical, bluegrass, folk, flamenco, and rock. Countless hours of practicing, three award-winning solo albums and two music DVDs later, Jake continues to strum, pluck, distort, and tap into the uke's potential

Jake was en route to Nashville to record with Mac McNally and stopped by to meet with Jimmy. He had performed with Jimmy and The Coral Reefers at the Waikiki Shell show in April, and was invited to play at several concerts during the summer, where he thrilled the crowds with a stirring rendition of the National Anthem. Jake is "A true showman, his performances captivate audiences with intricate strumming and plucking techniques, electrifying, high-energy grooves and smooth, melodic ballads evoking heartfelt emotion." He is also brutally honest. "I thought I was having a heart attack before the first big stadium show," he said. "I am so blessed to have been exposed to Jimmy and his fans."

Selection as the "image character" for Hawaii Tourism Japan's (HTJ) aggressive campaign to market Hawaii to Japan, as well as his frequent tours of the island nation, have made Jake Shimabukuro a household name in Japan. "Rainbow," a track from Walking Down Rainhill, was

also selected as HTJ's commercial song and the official Honolulu Marathon theme song. The State of Hawaii recognizes Jake as an outstanding musician and role model for the people of Hawaii. In 2004 Jake was named Hawaii's goodwill ambassador to Japan and received The Japanese Foreign Minister's Commendation* for being an active voice in U.S.-Japan relations at the grassroots level.

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Volume 21 No. 5 Christmas 2005

COCONUT TELEGRAPH

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Here's to New Orleans