

# M A R G A R I T A V I L L E COCONUT TELEGRAPH

VOLUME 26 No. 4 FALL 2010

WWW.MARGARTAVILLE.COM

*When the  
Coast is  
Clear*







## IT'S NOT JUST A HOTEL, IT'S A STATE OF MIND

*Jimmy Buffett's New Margaritaville Beach Hotel Opens in Pensacola Beach, FL.*

Margaritaville and Little Sabine, Inc. are pleased to announce the world's first Margaritaville Beach Hotel has opened on the pristine white sands of Pensacola Beach, Florida.

As President of Little Sabine, Inc., Marilyn Hess was finalizing the details to open a gulf front hotel on Pensacola Beach, when a phone call from a friend led to a meeting with Jimmy Buffett that turned her life around. A few days later, Buffett came to tour the nearly completed hotel and invited Hess along on a road trip to his Margaritaville Cafe in Panama City Beach where he planned to stop in for an impromptu performance. After the road trip, Hess, whose ventures include American Fidelity Life Insurance Co. as well as hotels from Orange Beach to Destin, was smitten by Buffett and his associates. "He surrounds himself with fabulous people," she said. "We are so fortunate that he has such a love for our Gulf Coast."

"About a month ago, I had a meeting with Marilyn Hess in Gulf Shores to just look at possibilities of doing something on the Gulf Coast with the Sabine Company, but what happened next was beyond my wildest dreams," explains Jimmy Buffett. "I guess you never quite know what is going to happen when you take a road trip east on Highway 98; sometimes things come together for a reason. Having grown up in Mobile, Pensacola Beach was the first Florida I ever saw long before I headed to Key West. It is great to be coming home and making

a commitment to Pensacola and the Gulf Coast, especially at this time. We have a lot of work ahead of us, but we have a great bunch of people to do it. Fins Up Pensacola, here we come."

The Margaritaville Beach Hotel is set on over 800 stunning feet of gulf front property, with an additional 800 feet overlooking the bay. This new beachfront hotel features 162 guest rooms and suites appointed with barefoot elegance as well as the high tech touches that guests expect and enjoy. Inspired by the lyrics and lifestyle of Jimmy Buffett, the hotel's sense of place and attention to detail make it the perfect setting for guests who want to escape the everyday, engage their senses and make lasting memories. Anyone who has ever dreamed of escaping to a tropical island and sipping a margarita will enjoy being immersed in the Margaritaville experience at this hotel.



When guests walk through the doors of this Florida Vernacular-styled hotel they will be greeted by a panoramic view of the Gulf of Mexico and a warm welcome. Visitors will be served fresh Florida orange juice upon arrival, calling to mind the hospitality of Florida's early years as a vacation destination. The island-inspired surroundings will feature spectacular art, teak and reclaimed oak furnishings, ceiling fans and breathtaking views. The gulf front restaurant Frank & Lola Love Pensacola Cafe is a great addition to the local dining scene, serving fresh coastal cuisine with a southern accent. In addition to this restaurant a Margaritaville Restaurant will be opened in the next phase of the development giving guests even more entertainment choices.



The Margaritaville Beach Hotel will be more than a destination; it will be an entire change in latitude (and a change in attitude). Vacationers have the option of enjoying beach activities or just kicking back and soaking in the sun and doing nothing at all (with a cool boat drink, of course). Other features include a business center, health/fitness room and group/meeting facilities for smaller corporate and social events. A water park is planned for the future which will add to the hotel's high entertainment value.

As expected, music will play a starring role in the overall atmosphere of the hotel. There will be island music on the pool deck and beach pavilion, Radio Margaritaville station on the in-room SIRIUS Radio and seasonal live music.

"The Pensacola Bay Area boasts 450 years of history, as well as premier museums, breathtaking white-sand beaches, a variety of adventure by land and sea, and now, the world's first Margaritaville Beach Hotel," said Ed Schroeder, director of the Pensacola Bay Area Convention & Visitors Bureau. "Community response has been exciting and overwhelming, and we know Margaritaville will have global appeal for visitors. We're thrilled to see the property open in paradise, Pensacola Beach."

## Frank & Lola

### Love Pensacola Café

Frank & Lola Love Pensacola Café features everything from steaks to fresh seafood and has a full service bar in an upscale, casual atmosphere. It also offers indoor and outside seating, and is open for breakfast, lunch and dinner.



The adjacent Land Shark Landing offers hotel guests the opportunity for food, fun and sun. Included is live nightly entertainment, signature food & drinks (burgers & beer) and an array of activities including beach ping pong, volleyball and more.

**For reservation information, go to [www.MargaritavilleHotel.com](http://www.MargaritavilleHotel.com)**

**Margaritaville Beach Hotel • 165 Fort Pickens Road  
Pensacola Beach, FL 32561 • 850-916-9755**

# MARGARITAVILLE & PARROT HEADS

I wholeheartedly thank you all for the help we received on the Vandenberg Project from your respective organizations. You kept the effort alive through some of the most challenging times. Your generous contributions and belief in us were critical to making the project happen. Attached you can see pictures of the plaques we welded to the top of the "Parrot Head Underwater Clubhouse" on the aft end of the ship in about 60 feet of water, you can see the Clubhouse location at [www.bigshipwrecks.com](http://www.bigshipwrecks.com). The ocean's magic has really taken hold of these plaques and they have become little underwater ecosystems unto themselves. I am thrilled to tell you that to date the project is exceeding all projections be they economic or environmental.

We continue to receive the attention of the worldwide press valued now in the tens of millions of dollars, have completed 6 television shows to date and feel we have added big value to an economy suffering with the times. Our film crew recently won an Emmy for their innovative work on sink day. Scuba divers are coming from all over the world to experience what many are calling the worlds best. Fishing and snorkeling are taking place on the wreck as well.

Rare long-spined black sea urchins (Diadema) are calling the shipwreck home. These are of the reef cleaning type that will really help the natural reef. Tens of thousands of sea creatures have now colonized and are populating the wreck. That number is building at a pace that local ecologists are finding surprisingly rapid. The data is not in yet but if the stories in the dive shops are true, the ship is succeeding in its design to take recreational pressure off of the natural reef and divert it to the artificial one.

Project organizers at Artificial Reefs of the Keys and Reefmakers all thank you for your help. You have made a permanent, positive difference in Key West as well as the Florida Keys.

Respectfully,  
Joe Weatherby  
Founder Artificial Reefs of the Keys





# S.W.A.T. BOAT TO AID IN GULF CLEAN UP

The first of four specially designed Shallow Water Attention Terminal (S.W.A.T.) boats built and designed by Florida-based Dragonfly Boatworks, and funded by Margaritaville Holdings and Landshark Lager heads to the Gulf Coast Research Laboratory in Southern Mississippi to begin a massive rescue effort.

Prompted by images of an ever-widening oil spill in the Gulf of Mexico that threatens Mississippi, Alabama and Florida's coast, Vero Beach boat-builder, Mark Castlow, Jimbo Meador and Meador's longtime friend, musician Jimmy Buffett, "had to do something." All three men have long histories in, on, and around water earning their livings and loving the lifestyle. All three are concerned with short and long-term effects the spill will have on the Gulf and Atlantic Ocean, on visible marine life and the less-visible eggs and microorganisms that support the system.

"Two days after the explosion, I thought, if this stuff ever moves into the marshlands and the estuaries it'll be a nightmare scenario," said Castlow, 58. "Our business is shallow-water boats. It's something we know, and we knew we had to do something." Castlow called Meador with his idea. Meador happened to be fishing in the Bahamas with his longtime friend Jimmy Buffett. "Mark ran it by Jimmy, and he really liked the idea, and he said let's go ahead and start building some of these boats," said Meador, 67, who grew up with Buffett on the Gulf Coast. "[Buffett is] always interested in doing what he can for the environment, especially the marine environment."

"Instead of pointing fingers, we wanted to lend a hand," Meador said. That led to the design of the S.W.A.T. boat. Using multiple resources, Buffett, Castlow and Meador designed the "life" boat for oil-injured wildlife. Unique features set the rescue boat apart: shallow draft with a bow-mounted trolling motor to avoid unnecessary noise, a worktable mounted mid-deck coated with a sanitary gel and a coarse surface to help animals grip without slippage, solar fans, a misting system to cool researchers and wildlife, plus a folding, collapsible canopy shading the entire boat. The Evinrude Company, showed its concern about the cleanup effort in the Gulf by promptly donating four low-maintenance 40-HP ETE outboards, which exceed all Environmental Protection Agency (EPA) regulations. S.W.A.T. boats will also be equipped with a camera system so that researchers and the public can view the activities on the Internet.



Unfortunately scientists from the University of Southern Mississippi's Gulf Coast Research Laboratory are prohibited from using them to rescue wildlife by BP's Incident Command Center. In response the University, along with concerned citizens have established a joint effort to provide a series of shoreline observations in coastal waters surrounding the City of Ocean Springs and adjacent communities. These observations will form the basis of a survey of existing conditions along our shore as well as serve as a supplemental "local line" of near-shore coastal sentinels to detect oil incursions and respond to wildlife emergencies.

The Shoreline Sentinels Program will utilize the S.W.A.T. boat, recently donated to GCRL by Dragonfly Boatworks, LLC, to span the gap between shore-side observations and typical boat-based observations by capitalizing on the shallow-water capabilities of the S.W.A.T. boat. A combination of GCRL researchers, local residents will conduct the missions. The team will log and document their missions in written, photographic, and/or video logs.

## Partners

- USM/GCRL
- Dragonfly Boatworks
- Pascagoula River Audubon Center
- Local Volunteers

## Program Goals

1. Document natural state of shoreline – Video, Photo, and Written  
GCRL will provide appropriate equipment to be used for documenting both the status of the shoreline habitats and any observed changes.
2. Identify oil incursions  
Identify the location and extent of any oil or oil-impacted materials on the shoreline or in shallow water habitats of Ocean Springs and adjacent waters
3. Assist with impacted wildlife  
Identify and document any instance of marine or coastal wildlife affected by oil from the Deepwater Horizon incident  
Provide appropriate care for any impacted live animals, in accordance with the protocols established by the U.S. Fish & Wildlife Service
4. Conduct sampling and provide data in support of GCRL programs  
Report findings to GCRL

Written, photo, and video reports will be submitted after each operation and subsequently posted on the GCRL websites.





## MARGARITAVILLE SPIRITS

Margaritaville Premium Tequila was born on the millennium, a fitting shot to welcome the 21st Century. Singer / Songwriter Jimmy Buffett, instrumental in deciding the distinct flavor, declared that, “Margaritaville could be found between the Port of Indecision and Southwest of Disorder...no passport required.” But we’ve expanded our horizon and now confidently proclaim that Margaritaville is not defined by a rising tide or a setting sun, Margaritaville is anywhere you want it to be. We’ve expanded our line of spirits as well.

We took our premium gold tequila and accented it with tropical flavors like coconut, mango, passion fruit and tangerine. We simplified your path to paradise by creating pre-mixed ready to drink margaritas and mojitos, encouraging escapism on the beach, backyard or urban balcony. We followed our customers lead and in 2009 entered the flavored and premium rum arena. And now as Margaritaville Spirits we continue to push the boundaries of fun, flavor and freedom with our new line of Margaritaville Rum.

**SILVER RUM** Clear. Light vanilla, cane stalk, warm custard, and nougat aromas. A soft, silky entry leads to a dry light-to-medium body of attractive cane, vanilla bean, and pepper flavors.

**SPICED RUM** Pale golden amber color. Creamy vanilla, cloves, nutmeg, and white chocolate aromas. A rich supple off-dry medium body with notes of white pepper and toasted nut.

**COCONUT RUM** Clear. Rich fresh-cut coconut and soft vanilla bean aromas follow through to a mildly sweet medium body of toasted coconut flavor.

**DARK RUM** Deep golden amber color. Vibrant aromas of brown sugar, buttery caramel, roasted nuts, and crème brulee. A buoyant entry leads to a dry-yet-fruity medium body accented with vanilla beans, nut, and peppery brown spice flavors.

The spirit of Margaritaville is in all of us. It’s an undefined, personal feeling, a subjective view of the world as flexible as a flip flop in the sand. The spirit is malleable; the spirit is you, your state of mind, your Margaritaville. Margaritaville Spirits, plan your escape.

**MARGARITAVILLESPIRITS.COM**

Enjoy Our Quality Responsibly. Quench Your Soul But Don't Lose Your Head. And If You're Under 21, Be Patient.



GLOWS IN THE DARK



FRONT LEFT CHEST



FRONT LEFT CHEST



### (A) Collectible 2010 Halloween T'

“I was hungry and went out for a bite. Ran into a chum with a bottle of rum and we wound up drinking all night...Count Bufula.”  
100% cotton long sleeve Black T'. Design glows in the dark.  
S #5124, M #5125, L #5126, XL #5127 \$26.95  
XXL #5128 \$27.95

### (B) Pirates T'

“Where There Be Pirates, There Be A Party”  
Perfect for any Halloween Party. 100% cotton short sleeve Black T'.  
S #42408, M #42409, L #42410,  
XL #42411 \$21.95 XXL #42412 \$22.95



All T-Shirts are 100% cotton crew neck.  
Available only in colors shown.

**(A) Sailed Away T'**  
"What would they do if I just Sailed Away"  
Distressed Print. Garment dyed, Brown  
M #4887, L #4888, XL #4889 \$22.95  
XXL #4890 \$23.95 3XL #4891 \$24.95

**(B) Cheeseburger in Paradise T'**  
"Heaven on Earth with an Onion Slice"  
Harbor Blue  
M #4875, L #4876, XL #4877 \$21.95  
XXL #4878 \$22.95, 3XL #4879 \$23.95

**(C) Where It's Warm T'**  
"I Gotta Go Where it's Warm" Subdued Print.  
Garment dyed, Green  
M #5168, L #5169, XL #5170 \$22.95  
XXL #5171 \$23.95

**(D) Land Shark Lager Bucket**  
Metal beer bucket measures approx.  
7"H x 9" diameter.  
#45330 \$15.00

**(E) Growing Older But Not Up T'**  
Take a ride on the Margaritaville VW Bus.  
Wasabi Green  
S #4902, M #4903, L #4904,  
XL #4905 \$21.95, XXL #4906 \$22.95  
3XL #4907 \$23.95

**(F) Fins Up T'**  
Distressed print, Navy Blue  
S #44573, M #44574, L #44575,  
XL #44576 \$21.95 XXL #44577 \$22.95  
3XL #44578 \$23.95

**(G) Margaritaville Sand Bar T'**  
And "It's Five O'clock Somewhere" White  
M #4908, L #4909, XL #4910 \$21.95  
XXL #4911 \$22.95

(D)



(A)



FRONT LEFT CHEST

(B)



FRONT LEFT CHEST

(C)



FRONT LEFT CHEST

(E)



FRONT LEFT CHEST

(F)



FRONT LEFT CHEST

(G)



FRONT LEFT CHEST

WWW.MARGARITAVILLESTORE.COM



All T-Shirts are 100% cotton crew neck.  
Available only in colors shown.

- (A) **Margaritaville 2010 Holiday Ornament**  
Solid resin ornament measures approx.  
2.75"W x 3"H. Custom Gift Box.  
#44743 \$12.95
- (B) **Holiday Lights**  
Flip Flop Lights in festive holiday colors. Set of  
10 lights – 8 ft. length, connect up to 3 sets.  
Indoor & Outdoor use.  
#42233 \$18.00
- (C) **Seasoned Greetings T'**  
Long Sleeve 2010 Collectible Design. White  
S #4930, M #4931, L #4932, XL #4933  
\$26.95 XXL #4934 \$27.95 3XL #4935 \$28.95
- (D) **Ornament Set**  
Traditional style glass ball ornaments feature  
3 holiday designs. Each design is hand-  
painted on the inside of the glass. Ornaments  
measure 3" diameter. Decorative gift box.  
#40949 \$29.95
- (E) **Christmas Island CD**  
Jimmy Buffett's Christmas Collection CD  
#2720 \$13.98
- (F) **Caribbean Christmas CD**  
Reggae and Calypso instrumental renditions  
of your holiday favorites.  
#14915 \$13.98
- (G) **Holiday Boat House**  
2010 Village Piece. Resin Boat House  
measures 5.75" H Contains an LED light that  
requires 2AA batteries (not included) Custom  
Gift Box  
#44744 \$36.95
- (H) **Holiday Cards**  
5" x 7" cards w/envelopes. Set of 20 boxed.  
#44745 \$16.95  
Single card w/envelope  
#42451 \$1.50 each



FRONT LEFT CHEST

Back of Ornaments

**1-800-COCOTEL**  
1-800-262-6835



All T-Shirts are 100% cotton crew neck. Available only in colors shown.  
(See website for sizing)

- (A) Parrot Car Ornament**  
Dense foam car ornament with a high powered magnet embedded inside. A new way to brand on vehicles! Place on any metal surface on the outside of your car. Measures 4".  
#45250 \$7.95
- (B) Boat Drinks Bottle Opener**  
Resin Bottle opener measures approx. 6" H x 2" W  
#44800 \$9.95
- (C) Ladies 5:00 Somewhere T'**  
All over print on a junior cut ladies tee. Distressed print, foil and stitch accents. 5 O'clock circular applique. See website for more details. Sea breeze Blue.  
S #4869, M #4870, L #4871, XL #4872 \$26.95  
XXL #4873 \$27.95
- (D) Boat Drinks Salt & Pepper Set**  
Ceramic set measures approx. 5" H x 4.3" W  
Margarita glass and flowers is the pepper shaker. The base and the life preserver is the salt.  
#45336 \$18.95
- (E) Swizzle Set**  
Glass swizzle sticks with resin top. Set of 4 packaged in custom Gift Box.  
#44795 \$14.95
- (F) Can't Explain Long Sleeve T'**  
"I'm the Lady He Can't Explain" Ladies long sleeve 100% cotton classic cut tee. Black.  
S #5055, M #5056, L #5057, XL #5058 \$26.95  
XXL #5059 \$27.95
- (G) Margaritaville Ladies Hoodie**  
Margaritaville lyrics form the shape of the Margarita Glass. Slit neck, garment dyed hoodie, 80% cotton/ 20% polyester, junior cut. Front pouch pocket. Celery Green  
S #5191, M #5192, L #5193, XL #5194 \$44.95  
XXL #5195 \$45.95
- (H) Flip Flop Earrings**  
Stained Glass Flip Flop Earrings measure approx. 1/2"  
Lead free - Hypo-allergenic.  
#43502 \$12.95
- (I) Margaritaville Coffee Mug**  
Margaritaville wrap around design coffee mug with 3-D elements. White ceramic mug with green interior, 12 oz.  
#4840 \$10.00
- (J) Margaritaville Note Card Set**  
4 designs - 20 cards, packaged in custom tin box. Card size 4"x 6".  
#44796 \$20.00



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All T-Shirts are 100% cotton crew neck. Available only in colors shown.  
(See website for sizing)

- (A) Key West 25th Anniversary T'**  
Front and back design. Front reads: "Jimmy Buffett's Margaritaville 1985-2010 Key West 25th Year Anniversary" Back reads: "All the Stories we could tell..."  
Distressed print. Safari Brown  
M #45381, L #45382, XL #45383 \$21.95  
XXL #45384 \$22.95 3XL #45385 \$23.95

- (B) Old Towne Key West T'**  
"And we wonder why we ever go home" White  
M #40978, L #40979, XL #40980 \$21.95  
XXL #40981 \$22.95 3XL #40982 \$23.95

- (C) Key West Scene T'**  
"I have found me a home" Harbor Blue.  
S #42650, M #42651, L #42652, XL #42653 \$21.95  
XXL #42654 \$22.95 3XL #44988 \$23.95

- (D) Weather is Here Clock**  
"Weather is Here, Wish You Were Beautiful" Resin  
Clock measures 12" diameter in a custom gift box.  
#44793 \$39.95

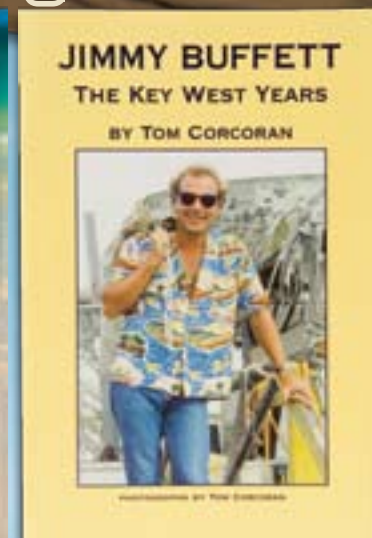
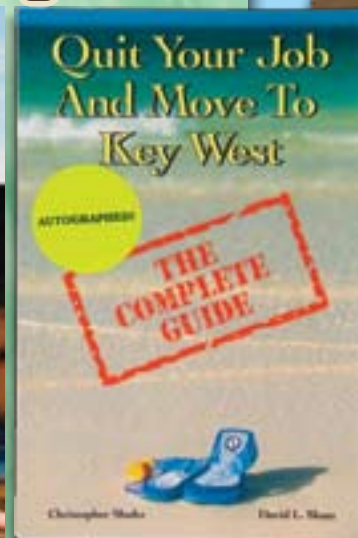
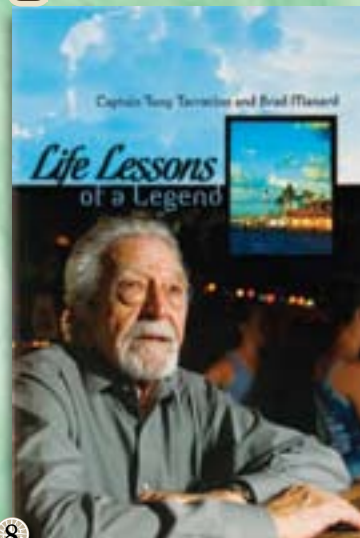
- (E) Life Lessons Book**  
Inspiring story of Captain Tony Tarracino's remarkable journey from the ghettos of Elizabeth, NJ to becoming a living legend serving as the Mayor Emeritus of Key West. Paperback, 333 pages.  
#41860 \$15.99

- (F) Quit Your Job And Move To Key West Book**  
A satirical guide on how to do it by people who have made it happen. Paperback.  
#9305 \$12.95

- (G) Jimmy Buffett – The Key West Years Book**  
Visit the highlights of Jimmy's life (and lifestyle) in Key West. Plenty of "stories we can tell" and tales behind his lyrics. 36 B/W photos. Paperback, 64 pages.  
#19600 \$9.95

- (H) Old Towne, Key West Mouse pad**  
"And we wonder why we ever go home"  
Foam mouse pad measures approx. 9" x 7.5"  
#44805 \$9.95

- (I) Protect Our Reefs License Plate**  
Metal plate. \$1.00 from each sale donated to Reef Relief, a local Key West organization.  
#19237 \$8.00



1-800-COCOTEL  
1-800-262-6835

(A)

FRONT



(B)



FRONT LEFT CHEST



(C)



BACK



(D)



(H)



FRONT LEFT CHEST

(8)

(9)





Framed Land Shark Mirror measures approx. 35" x 25" with shark-bitten wood frame. This oversized item will ship separately from the rest of you order via Fedex Ground and a separate shipping charge of \$25.00 will be applied. Mirror is not available for expedited delivery via Fedex Express (Overnight or 2 day) Delivery within the continental U.S. only.  
**#44801 \$99.95 (plus \$25.00 shipping)**

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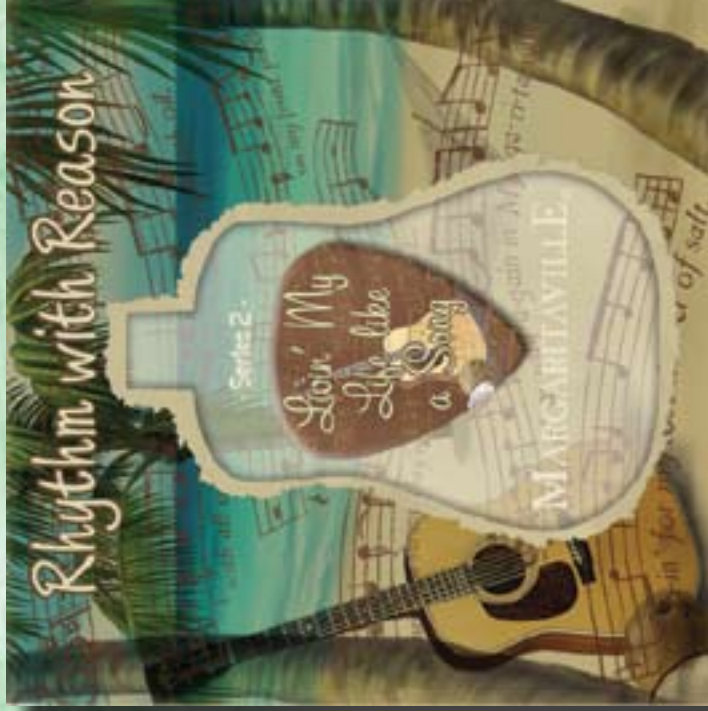
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Second in the series of Rhythm  
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