

M A R G A R I T A V I L L E
COCOON TELEGRAPH®

VOLUME 28 No.4

FALL 2012

WWW.MARGARITAVILLE.COM



Photo: Courtesy Margaritaville Biloxi

NEW ORLEANS, LA.
Aug. 5, 1992

The Margaritaville Store has expanded to a new location at #1 French Market Place in New Orleans' French Quarter. Jimmy has long and strong ties to the Crescent City, his first public performance was on Bourbon Street... literally on Bourbon Street. Jimmy keeps an apartment in the French Quarter and is a frequent participant in New Orleans Artists Against Hunger & Homelessness, contributes to the New Orleans Adolescent Children's Hospital and of course there's the Jazz & Heritage Festival. Many of his favorite haunts and hangouts are mentioned in the bestselling Tales From Margaritaville, so it's a natural for a second location.

NEW ORLEANS IS THE MOTHER CITY OF THE REGION, AND IT WAS THERE, NOT ON A DISTANT PALM LINED STRETCH OF BEACH, THAT I HAD MY FIRST CARIBBEAN EXPERIENCE. IT DID NOT COME TO ME IN DREAMS OR STORIES, BUT IN THE SIMPLE STALK OF A BANANA TREE GROWING AND FLOURISHING ALONGSIDE LIVE OAKS AND SLASH PINE IN THE SANDY SOIL OF A FRENCH QUARTER GARDEN. THE BANANA TREE SEEMED SO OUT OF PLACE, AND THEN AGAIN IT WASN'T. IT WAS A DISCOVERY AS FASCINATING TO A TEN YEAR OLD BOY AS THE GALAPAGOS MUST HAVE BEEN TO DARWIN. IT WAS NOT THE TREE ITSELF, BUT THE PLACE FROM WHICH IT HAD COME THAT SET ME TO DAY DREAMING AND THINKING ABOUT THE TROPICS.



IF YOU AMBLED THROUGH THE FRENCH QUARTER IN THE MID-60S, YOU MIGHT HAVE COME UPON AN ENGAGING LONGHAIREDD COLLEGE STUDENT FROM POPLARVILLE, MISSISSIPPI WITH A BEAT-UP GUITAR, A FEW CHORDS AND AN OLD FORD. IF YOU DROPPED SOME COINS IN HIS CIGAR BOX, YOU MAY HAVE HELPED SHAPE HIS SOUND. GARLAND ROBINETTE

JIMMY,
I JUST WANT TO LET YOU KNOW THAT YOUR NEW CD, "TAKE THE WEATHER WITH YOU" HAS HAD A VERY POSITIVE INFLUENCE ON MY STAFF AND STUDENTS AT BOCA CIEGA HIGH SCHOOL. AS A BUFFETT FAN MYSELF, I FOUND THE SONG, BREATHE IN, BREATHE OUT, MOVE ON INSPIRATIONAL AND JUST WHAT I NEEDED TO HELP MY FACULTY WITH MANY CHANGES THAT ARE COMING DOWN THE PIPE IN OUR EDUCATIONAL WORLD! I USED YOUR LYRICS TO FOCUS MY STAFF ON HOW TO PUT THE PAST BEHIND THEM AND DEAL WITH CHANGE.

SINCERELY, PAULA NELSON, PRINCIPAL

MY GRANDFATHER WAS THE CAPTAIN ON A STEAMSHIP AND WE'D COME HERE AS KIDS, MEET HIS SHIP AND THEN COME INTO TOWN. I WAS 8 OR 9 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 SOME EXOTIC SOUNDING PLACE LIKE BUENOS AIRES OR RIO DE JANEIRO. SO I ALWAYS EQUATED NEW ORLEANS WITH THAT WORLD AND IT WAS A GATEWAY OUT. I CAME HERE AND GOT STARTED MUSICALLY, WHICH WAS MY GATEWAY TO THE WORLD. AND IT'S A PLACE I ALWAYS COME BACK TO.

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. 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 WEIRD.

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 TURN, 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.

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.



Margaritaville Biloxi Opens...Fins Up!

Jimmy Buffett's Margaritaville Casino & Restaurant Biloxi held its Grand Opening to the public on Tuesday, May 22, 2012. The completed \$62 million venture opened to rave reviews bringing a flavor of the tropics to the Mississippi Gulf Coast. The successful event surpassed expectations seeing over 20,000 guests through its doors and more than 5,000 margaritas served in the first 24 hours of operation.

Jimmy Buffett performed for nearly one hour; welcoming over 4,000 VIP guests to his newest endeavor, before opening the casino to the public at 8 pm. Throughout the event, Buffett shared his own tales of Biloxi and his connections to the Coast.

With hopes of Margaritaville ushering in a new future for the Gulf Coast, Larry Gregory, director of the Mississippi Casino Operators Association said, "The world is watching Biloxi today. We want good, top brands coming in here to better the Coast." In fact, the world was listening to Biloxi as Buffett's concert was broadcast live over Radio Margaritaville, Buffett's Sirius/XM satellite radio station, to fans nationwide.

Located on the eastern tip of Biloxi's Back Bay, this dynamic casino complex features a Margaritaville Restaurant with a Volcano Bar, a 5 O'clock Somewhere Bar, a buffet featuring Gulf Coast cuisine, and a multi-purpose indoor entertainment center which complements the expansive outdoor entertainment plaza, LandShark Landing, and marina situated at the water's edge. Visitors can enjoy a variety of local, regional and national music acts. From all points within the massive interior of Margaritaville Biloxi, one can see the 30 foot wall of glass and the arc of the beautiful Biloxi Bay Bridge which spans Biloxi's Back Bay.

Find Margaritaville Biloxi on the web at www.margaritavillebiloxi.com or on Facebook www.facebook.com/margaritavillebiloxi



LandShark and Ocean Conservancy Keep Our Beaches Clean

Ocean Conservancy educates and empowers citizens to take action on behalf of the ocean. From the Arctic to the Gulf of Mexico to the halls of Congress, Ocean Conservancy brings people together to find solutions for our water planet. Informed by science, our work guides policy and engages people in protecting the ocean and its wildlife for future generations

This summer, Landshark Lager is partnering with Ocean Conservancy to host the Landshark Fin-tastic Voyage, a series of beach cleanups and events to celebrate keeping our coasts clear of trash. Want to join in on the fun? Go to www.fintasticvoyage.com, complete the easy form to sign up for a cleanup at one of the locations now! After registering, we will email you with more information about the events, as well as other opportunities to keep our beaches clean and support a healthy ocean.

- Beach cleanups up and down the East Coast.
- Cleanup at each location begins at 9:00 AM and goes until 11:30 AM.
- Stick around afterward for a fun afternoon of paddle boarding and other exciting activities!



Proud Partner of  Ocean Conservancy



WELCOME TO FABULOUS FIN CITY

What happens in Vegas...
gets recorded and released on a new Jimmy Buffett LIVE CD.
 Just over a decade ago at Universal Studios City Walk in Orlando, FL., officers from the Guinness Book of World Records confirmed and consumed the world's largest margarita. Several hundred people packed the Porch of Indecision as the final bottle was poured into the 7,000 gallon "Big Rita" to begin the weekend party.

Well, they do things bigger and bolder out west. Several years later thirsty desert dwellers at Ricardos Mexican Restaurant salted the rim on a 7,600 gallon margarita and the challenge was on. On October 14, 2011 at the newly opened Margaritaville Casino at the Flamingo in Las Vegas, the Master Margaritian himself, joined by the Wounded Warrior Program's Softball Team toasted the new world record 8,500 gallon "Lucky Rita"

Thousands of Parrot Heads jammed the Las Vegas strip for a weeklong party bracketed by 2 Jimmy Buffett & The Coral Reefer Band concerts at the MGM Grand Garden Arena. Fans made their way through the throng of hot escort playing cards, cool sidewalk sprinklers, and countless escalators to be a part of the memorable performances.

The best of both shows has been captured in Audio, Video, and Blu-ray.

Viva Las Vegas - CD/DVD
 Brown Eyed Girl - CD/DVD
 License To Chill - CD/DVD
 Pencil Thin Mustache - CD Only
 Off To See The Lizard - CD/DVD
 Life Is Just A Tire Swing - CD/DVD
 Bama Breeze - CD/DVD
 Gypsies In The Palace - CD/DVD
 It's Midnight and I'm Not Famous Yet - CD/DVD

Knee Deep - DVD Only
 Back Where I Come From - DVD Only
 Grapefruit Juicyfruit - CD Only
 School Boy Heart - CD Only
 Changes - CD/DVD
 One Particular Harbor - CD/DVD
 Fins - CD/DVD
 Defying Gravity - DVD Only
 BONUS VIDEO Elvis Presley Blues

CD/DVD #10040 \$15 Blu-ray Disc #10041 \$20



(A)

FRONT LEFT CHEST

(B)

FRONT LEFT CHEST

(C)

(A) 2012 Halloween T'
 "Trick or Treat...With Flip Flop Feet" Features Glow in the Dark Ink.
 S #11974, M #11975, L #11976, XL #11977 \$22.95
 XXL #11978 \$23.95 3XL #11979 \$24.95

(B) Fins Est. 1985 T'
 For a more conservative Halloween look or for everyday wear!
 Distressed print. Heather Orange
 S #11964, M #11965, L #11966, XL #11967 \$21.95
 XXL #11968 \$22.95

(C) Skull & Crossbones Cap
 100% cotton cap with back buckle closure. Front embroidery with "Key West" on the side. Available in Dark Grey.
 #9517 \$18.00

Yeah, That's why it's still a mystery to me