The COCONUT TELEGRAP

MARGARITAVILLE MAY-JUNE 1991

VOLUME 7, NO.3



"I plan to tour this summer, and take 1992 off and go sailing, flying, fishing, write a book, etc. etc. So this will be my last tour for a while."

Yeah, right. It's no coincidence that Jimmy lives in Florida; "Pssst, Hey wanna' buy some prime waterfront property?" What a line!

C'mon Jimmy. What the hell else are you going to do? Every year you claim that that particular tour is your last. Sure. Two decades ago you began writing and recording songs, and you've done very well. All the while you seemed to be enjoying yourself. Over the course of your career you've made others happy, rich, and successful; although not necessarily in that order. Record company executives, producers, musicians, promoters, bid-ness men, bartenders,



Margaritaville partner Sunshine Smith and Jimmy, preparing for the 1991 OUTPOST Tour. Photo by Ray Stanyard

waitrons, store clerks, and yes, even lowly newsletter editors have benefited simply because twenty years ago you took pen to paper. I don't mean to sound patronizing, it's just that...you can't quit Jimmy! I need this gig man! I got a wife and kids, ya know! Responsibilities. C'mon man, you can't stop now!!!

Sorry, got a little carried away.

Which brings me to the point of this issue. Those of us employed here at Margaritaville are indeed fortunate. Fortunate to be able to enjoy the sun, the weather, the ocean, the beaches; that is when we're not working. As Margaritians we represent Jimmy Buffett, and assume a Buffett-like attitude, not just while at work, but 24 hours a day. Margaritians, individually and as a group, have been the recipients of many local awards including the 1988 Camp Reach 'Bad Boy' award for being the most disruptive and offensive group at 'Camp For A Day'; a local event held to raise money to bring Ray Charles to the keys-hence our disruptive behavior. Numerous trophies and ribbons are displayed in The Margaritaville store, the most recent being an award for best Tshirt shop in Key West.

Who are these people? Where did they come from, and how were they lucky enough to get a job working at Margaritaville? The people you see in the store, and the people who answer the phones are, by and large, normal. Some *came* to Key West, some *ended up* in Key West, and a couple, well let's just say their margarita needs some salt.



LEFT TO RIGHT STANDING: Gina, Shellie, Marty, Amy (on bike), Veronica, Denise, Debra, Anna-Marie, Missy, Jackie, Jack. LEFT TO RIGHT SITTING: Cindy, Sharon, Linda, Marie, Heather.

ike any other small business, Margaritaville has store clerks, secretaries, customer service reps, bookkeepers, etc. However, unlike many other small businesses, we live in the southernmost city in the continental U.S., wear shorts year round, and ride our bikes to work. As a group weare remarkably like any other; married with children, single with roomates, college graduates, homeowners, renters, and even a couple fortunate enough to live on houseboats. We're just like you, except you want our jobs!

Sunshine Smith, VP and spiritual presence at Margaritaville has known Jimmy much longer than anyone here. Sunshine left South Carolina 20 years ago on a Greyhound bus. "It was the *longest* trip I've ever made. I never left, and I still love it here."

"Jimmy and I were friends in Key West in the early 70's. Hippies who had found that alternative lifestyles really existed in Key West. He left to follow his career, and I stayed and raised a family. When Jimmy returned to Key West in 1984, I was destitute; no husband, 2 kids, bank foreclosing on my house. Jimmy wanted to help an old friend in trouble so he asked me to be his partner and open the Margaritaville store to sell his new Tshirt line, Caribbean Soul. The motive was to help me get mylife together, making money was optional. We turned out to be a great team."

Many misconceptions surround Jimmy and his lifestyle; often confusing past with present. According to Sunshine, "In reality, not to burst your bubbles out there, he works out every day, writes for several hours, is health conscious, rarely drinks and does no drugs, and is happily reunited with his wife and daughter."

Fishing and boating in the flats on the Gulf side of Key West keep Sunshine occupied when Jimmy doesn't, which is rare. Sunshine is a joy to work for/with. She is generous, open to new ideas, and gives of her time willingly; and I feel that all those listed below would agree.

The head of the front line Margaritians is Sharon Lehmann. Sharon, like many others, came to Key West on vacation and in a haze of suds & sun decided to stay. Lucky for us. Initially hired as a store clerk, Sharon's style and knowledge of Buffett trivia thrust

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her into the limelight of a record-breaking retail career. Sharon claims to have seen it all in her 6 years at Margaritaville; from hyperventilating Parrot Heads nearly fainting at the sight of Jimmy, to witnessing an actual wedding ceremony that took place in the old store at Land's End Village. Known for keeping an eye on the bottom line, Jimmy's inscription to her in a copy of **Tales From Margaritaville** reads, "To Sharon, Yes, I paid for this book, Jimmy Buffett."

Sharon's activities outside Margaritaville revolve around her own family, and her extended family; other Margaritians. A great listener, and a good shoulder, Sharon has a way of making a complicated situation seem much more tolerable; calming co-workers and customers alike. Profiled in a recent interview for a local newspaper, "Sharon Lehmann embodies the spirit of Margaritaville. Behind the counter she displays a wicked sense of fun, and a warmth that makes customers feel like they've walked into their best friend's house." When asked to reveal the secret of her success, Sharon insists, "It takes luck and perseverance, and sticking with it long enough. I truly believe that if you want something badly enough, you can make it happen. I sincerely tell people that every day-those are words I live by."

Gina Knight sailed into Key West on a Trimaran sailboat enroute to parts unknown. Her sail was disrupted, however, "when the captain unexpectedly went away to spend some time at 'summer camp'-I was left here. Six years later I'm still here." Gina's still not sure if she was ever actually hired at Margaritaville, "I know I've never filled out an employment application." Gina spent a lot of time at Land's End Marina after arriving in Key West. Sunshine Smith, Jimmy's Margaritaville Store partner, approached Gina one day, "You look like a Margaritaville kind of girl" "Sunshine asked if I would be interested in working in the store for a couple of weeks while someone went on vacation-it's been a helluva of vacation, thanks to whoever you are!"

Playing straightman to Sharon all day does not seem to have taken a toll on Gina. The customers also keep things in the store pretty lively, "many people still think Jimmy has long hair, a bushy mustache and spends most of his time sailing around drinking margaritas and partying."

In response to activities outside Margaritaville Gina seemed surprised, "I didn't know there was a life outside of Margaritaville!" Actually, time away from the M'ville store is spent at her family owned package store. "The 2 jobs go hand-in-hand. I sell the things Parrot Heads like best, T'shirts and booze!"

Amy Tepe "Came down from Cincinnati!". It took her 3 days in a '78 VW Rabbit. Her best friend and future 'former Margaritian' talked Amy into moving to Key West for the summer. Much like Gina, Amy is still here, "I didn't know the summer's were so long down here. It's been a 5 year summer and I don't think it's ending soon!" When asked how she was hired at the store, Amy responded somewhat cynically, "It's not who you know, it's who I know." "The customers are always full of questions; Does he really own this? Does he ever come in? My favorite has to be when a Parrot Head pulls me aside and asks 'What Jimmy Buffett is really like?"

When not at Margaritaville, which is rare considering the amount of time she spends in the bar, Amy is a student at Florida Keys Community College. Lest anyone think poorly of Amy, she spends time in the bar visiting her fiance J.L. Jamison. [CT Vol.6#3]

Linda Price, "Loan Officer To The Stars" moved to Key West from New Jersey 4 years ago. "Decided we no longer needed the stressful city life." Linda was hired at M'ville simply by answering an ad in the newspaper, "looking for people to have fun and work at the same time. " Linda's day job is somewhat more structured; Consumer Lending Officer at Barnett Bank. Spending time with the Margaritians and talking with store customers allow Linda a break from banking reality. "Does he really have a house here? Just tell me where it is, I won't bother him I just want to drive by." Linda diplomatically declines to give directions.

As mentioned, Linda's time away from M'ville is spent covering up any involvement in the S&L scandal, and floating loans for trustworthy Margaritians. She is also totally open to experience any new or even bizarre form of relaxation.

Anna Marie Lepschat is originally from Oregon, and arrived here quite by accident. "I didn't even know Key West existed!" Anna Marie went home, but as fate and the 2nd grade class at Mary Immaculate would have it, she returned. "I drove my car in the summer all the way across the country." Which perhaps explains the way Anna Marie is today. "Margaritaville was hiring when I got into town. It's the best job I've ever had."

Anna Marie claims the second best job she ever had is molding 7 year old minds at Mary Immaculate Star of the Sea; the local parochial school. No references were made between Parrot Heads and 2nd graders, but rest assured her class knows the lyrcis to "Jolly Mon."

Heather McCall followed the sun from Detroit to Key West. This "Motor City Mama" showed up in town, spent spring break on the beach, wandered into M'ville and was put to work. Under normal circumstances Heather is very quiet, but get her in a line dance, and you'd better hold on to more than your partner. Heather's introspective manner presented what I thought was a touching remark. When asked to list a common misconception about Jimmy she replied, "That he's not affected by criticism."

Activities away from Margaritaville include working out at the gym, swimming, tennis, and of course playing chicken with ultraviolet rays. Get high on SPF Heather!

Missy Haddix was asked to leave Lexington, KY when she couldn't identify the Blue Grass State on a radio quiz show. She decided to move to Key West, which is much less geographically sensitive. Missy's boyfriend, also a Parrot Head, was initially hired at the cafe, and told Missy of the store position. She seemed excited about working here, "I even get paid for it!" Didn't know you felt that way Missy, check your envelope next Friday.

When not at M'ville you'll find Missy poolside, or cruising the keys.

Debra Anderson warmly greets anyone who crosses her path leaving little doubt that she is from Montgomery, AL. Debra describes her trip to Key West with a certain poetic flair, "my future home a distant smudge on the horizon." After a year or so at a mindless joh, she brought what was left of her mind to Margaritaville, and has since completely lost it.

Outside M'ville Debra enjoys reading and scuba diving, proving that she can breathe and read at the same time.

Jackie Schofield got lost at the Orange Blossom Festival in Miami 4 years ago, and ended up in Key West. "Disenchanted with my work with commercial arts I switched from Y uppieville to Margaritaville." Jackie's employment story is a classic example of being in the right place at the right time. "I was reading the want ads in the cafe, within 4 days I was a full-time hostess in the cafe, part time sales in the store, and had a place to rent from someone in the office."

Jackie recently attended a program at the Salvador Dali museum in St Petersburg, FL. "By the end of May I hope to generate enough paintings to pay for my first trip to Paris in order to review a retrospective of work by Andre Breton." Au revoir Jacque.

Jack Kane, 50% of native Floridians on staff, is a graudate of Florida State University, coincidentally the alma mater of Pamela Smart; the New Hampshire schoolteacher recently convicted of sexually convincing high school students to inurder her husband. Jack claims to be single, and to the best of my knowledge has never been *convicted* of a crime. Jack heard about the position through a friend with alleged





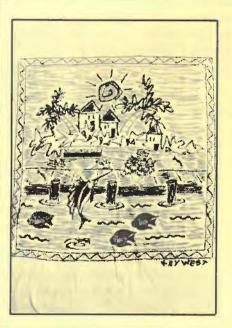
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TROUBLE DOLLS

Guatemalan Trouble Dolls help Lizzie Rhinehart locate her father, a famous environmentalist lost in the Florida Everglades. This 2nd children's book by Jimmy & Savannah Jane Buffett promises to be as popular as The Jolly Mon. Trouble Dolls Hardback Book is \$14.95.



KEY WEST SCENE

Pastel colors dominate this fanciful look at Key West's waterfront. Bahamian style print available on White background. OSFA \$18.00

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Shipwrecks & smugglers, rum & romance. History of Key West. \$11.95 Hardback \$19.95, Paperback \$12.95



GEORGE MURPHY

KEY WEST COMPANION



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1991 OUTPOST TOUR DESIGN



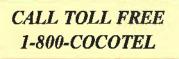
AIR MARGARITAVILLE embroidered on front panel of 100% cotton cap. Cap is adjustable, and comes in Khaki only. \$15.00

AIR MARGARITAVILLE silk screened on heavy, muslin cloth. Stitched onto 100% heavyweight cotton crew neck T. Muslin patch is tan, screened on a triangular patch. Tshirt is available in White, Ash, Khaki, or Navy. Size: S,M,L,& XL. \$28.00



NEW MARGARITAVILLE POCKET CREW

Todd Sportswear has produced a double-collar heavyweight cotton crew neck featuring Margaritaville Store embroidery on left front pocket. Shirt is Heather Grey. Inside collar & pocket embroidery available in Black, Pink, or Teal Green. Size M,L,& XL. \$26.00



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AIR MARGARITAVILLE POSTER DESIGN T' Design is reminiscent of airline posters of the 1930's & 40's. Bright and colorful design screened on 100% cotton crew neck. Available in White only. Size: M,L,& XL, \$13.95

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government connections, flew to town, and for 2 years, or "105 weekends", has held his own here at Margaritaville.

When not counting beans, Jack plays golf, tennis, sails, and is also head coach and shortstop of the Margaritaville softball team. When asked to comment on the teams' poor showing last season, Coach Kane replied, "This year, no blenders in the dugout."

Denise DiSalvo-Moeller is one of the few remaining Cleveland Browns' fans left. She arrived in town with a friend, went back home for 2 months, only to return to take up residence with her friend/future husband on a houseboat. In 1985 Hurricane Kate took their boat, but not their spirit. Of course spirit can at times be misguided, and with this in mind, Denise and her husband built another houseboat and proclaimed in the words of the Captain E.J. Smith of the Titanic, "I can not conceive of anything sinking this ship." Stay dry Denise.

Raising twin daughters leaves little time for anything else, but Denise finds time for yoga, swimming, boating, and trying in vain to appear laid-back.

Cindy Thompson, "bought a VW bug, threw all mystuff in it, and drove to Key West." That was in 1974. Cindy was living in Denver at the time, but wanted to be near the water. Can't beat an island for being near the water. "When I got here I moved onto a houseboat in a marina, and for the first time in my life I felt this was where I belonged." Years later Sunshine Smith hired her neighhor to help in the newly opened store, and Cindy became a Margaritian.

Cindy's activities outside M'ville revolve around her family. She's also an All-Star softball player, and tennis player. Cindy's real "claim to fame" however is that of world record holder for distance in sidewalk driving. Oddly enough, the record was achieved using Jimmy Buffett's 1964 Ford Fairlane ragtop.

Shellie Erwin spent four days and nights at a campground 5 years ago, and decided to return. It didn't take Shellie long to discover that paradise ain't cheap, "I got a job on a sunset ship, and knowing who Jimmy Buffett was, I thought I'd give M'ville a shot." Since then Shellie has been involved in the cafe, the store, and the office. "I'm always amazed when people call the office, and trying to be sly, ask for 'Jim'."

Spending time around the house seems

to appeal to Shellie. When not at work, she prefers to read, write, or cook.

In the early 70's Marie Leinert was on a Caribbean cruise from St. Thomas to Tobago/Trinidad. "I was hooked and daydreamed about living in the tropics someday." "Several years later I bought my daughter a Hawaiian shirt to wear to a Buffett concert at Blossom Music Center, little knowing that one day I would be working for him." Marie came to Key West originally to visit her daughter Shellie, and as redundant as it may sound, stayed, and in nepotistic fashion was hired at Margaritaville.

Marie's off time is spent keeping track of Shellie's siblings; an Ohioan, and a Canadian trained Indiana Jonesette.

If your fortunate enough to receive a very pleasant, "Coconut Telegraph" when you call, odds are Veronica Cowan has answered the phone. An import from the Great White North, Veronica knew a Margaritian or two, and during the confusion of moving from Land's End Village to Duval Street, conned her way in. After a series of merry-mixups, we are now, thankfully, stuck with her. Veronica's message to Parrot Heads, "Sorry, but Jimmy will not be able to attend your wedding, graduation, Bar Mitzvah, birthday party, annual Buffett Bash, etc. etc."

When not at work, Veronica is on the water, literally. "I live on a boat, so I enjoy swimming, snorkeling, anything in the water."

Martin Lehmann has been with the store for nearly 5 years. Marty also had connections with M'ville; most notably his wife Sharon, and the equally persuasive Sunshine Smith. A winter washout from the midwest, Marty had assumed a career in tourism would deliver his Florida fantasy. One year in the challenging field of hotel/motel management convinced him he was wrong. "I was an AGM, I went to the association and Chamber of Commerce meetings; that is as close as I want to get to the 'real' world."

Marty subscribes to the old adage, "Don't Take Your Work Home", so he brings his home to work. The majority of his time, at home or at work, is spent keeping "Rasta" Sharon supplied with Reggae tapes, t'shirts, magazines, etc. Parental duties occupy the remainder of his day, but somehow Marty has found time to be the winningest slow pitch softball pitcher in the history of the Margaritaville franchise.

LITTLE NICKY!

eet Nicole Yarling, lead singer and inspiration behind "Little Nicky & the Slicks", a rock band out of South Miami. Born in Brooklyn, Nicky moved to Miami in 1980 where she has, "worked with a bunch of different people singing jazz, country, rock...whatever."

Oddly enough, Nicky had not considered a singing career, taking the academic route instead; earning a graduate degree in music, and is an accomplished violinist. Nicky met her husband, drummer John Yarling while he was playing with a band in New York. John overheard her singing along with a tape one day and suggested she go pro. They "borrowed" the band John was playing with at the time, and the newly formed Little Nicky & the Slicks had arrived.

Little Nicky & the Slicks performed in Key West a number of times before the Margaritaville Cafe opened. The Reach Resort in particular. It was here that Jimmy saw the band and sat in for a couple of songs. Other appearances at the Reach and Margaritaville made Little Nicky & the Slicks a Key West favorite.

Earlier this year Nicky sang the National Anthem at a Miami Heat basketball game. Jimmy, a season ticket holder, approached her and asked her to go on the road this summer. After several tension-filled months, Nicky got the call that all was set. Have a good time Nicky.



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So, according to the Jan/Feb CT, the only way us "castaways" in the Pacific Northwest get to see you is to: 1) Move to Florida, 2) Commit a felony, 3) Take a creative writing course. Jeff Zeman, Bill Bigelow, etc, Beaverton, OR



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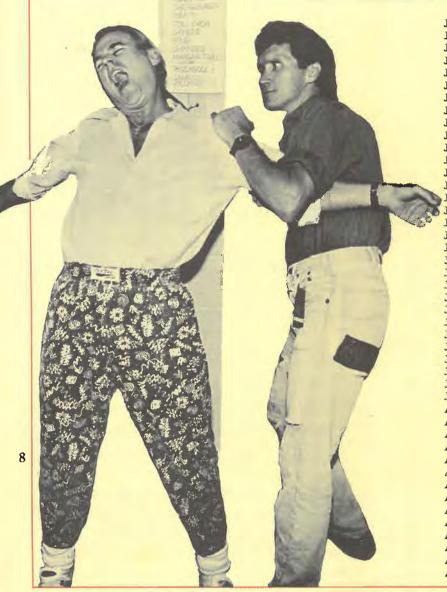
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<u>1991 "OUTPOST" TOUR</u> JIMMY BUFFETT & THE CORAL REEFER BAND



June 14 San Diego,CA June 15 Mountainview, CA June 16 Concord,CA June 18 Denver,CO June 19 Denver,CO June 21 Irvine,CA June 22 Los Angeles, CA June 23 Phoenix AZ June 25 Dallas, TX June 26 Houston,TX June 28 St Louis, MO June 29 Indianapolis, IN June 30 Indianapolis, IN July 2 Cleveland, OH July 3 Cleveland, OH July 5 Chicago, IL July 6 Chicago, JL July 7 Milwaukee, WI July 9 Holmdel,NJ July 10 Holmdel,NJ July 12 Columbia,MD July 13 Columbia,MD July 14 Pittsburg, PA July 19 Raleigh,NC July 20 Raleigh,NC July 21 Williamsburg, VA July 26 Detroit, MI July 27 Detroit, MI July 28 Columbus, OH July 30 Cincinnati,OH July 31 Cincinnati,OH Aug 2 Cincinnati,OH Aug 3 Atlanta, GA Aug 4 Allania, GA Aug 6 Memphis, TN 7 Birmingham,AL Aug Aug 9 Nashville, TN Aug 10 Charlotte,NC Aug 11 Charlotte,NC Aug 13 Philadelphia,PA Aug 14 Wantaugh,NY Aug 16 Bristol,CT Aug 17 Mansfield,MA Aug 18 Mansfield,MA Aug 19 Saratoga Springs,NY

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