

A STATE OF MIND IS NOW
A STATE OF RECORDING

MARGARITAVILLE RECORDS



"MARGARITAVILLE" continues to mature; Top Forty Hit, T-shirt shop, restaurant, recording studio, and now Margaritaville Records. The realization of an idea has been fruitful for Jimmy Buffett. Although the song claims, "how it got here I haven't a clue," nothing could be further from the truth. In fact it takes much more than a "clue" to have amassed gold and platinum albums, survived a 20 year recording career, and consistently host sell-out concerts in an arena dominated by future has-beens.

Margaritaville Records will be based in Nashville, TN., long recognized as an important spoke in the music industry wheel. Jimmy [the artist] remains in the MCA stable, while Jimmy [the head of Margaritaville Records] will use MCA's vast marketing and distribution network to promote the new label.

Jimmy's choice to run Margaritaville Records is Bob Mercer. A statistician by trade, Bob originally worked in the marketing department of **General Foods**. Forsaking snap and crackle for pop, Bob left to head **EMI Records** in the 70's. In his heyday Bob was responsible for signing and promoting such groups as *Queen*, the *Sex Pistols*, the *Rolling Stones*, and *Pink Floyd*. *Pink Floyd* would play an even greater role in his career, particularly his relationship with Roger Waters.

EMI soared under the tutelage of Bob Mercer. Employed for his managerial skill, Bob quickly assumed a more creative role; heading the A&R Department, he set about signing acts and closely monitoring their careers. The first act he signed was the then unknown **Queen**, a group that set the standard for theatrical performances for several years.

The "punk" movement was largely a reaction to groups like **Queen**. **Johnny Rotten**, **Sid Vicious** and groups like **The Sex Pistols** were the antithesis of **Queen**. Bob Mercer realized the marketing potential in these groups and they were recruited to the EMI label.

Bob graduated to EMI Films in the 80's, saddled with the title of Creative Vice President. During this time EMI produced the classic *Deerhunter* and *Tender Mercies*.

The late 80's found Bob wandering around the fringes of the "bizness", managing Paul McCartney's career, until separated by creative differences, and laying the groundwork, along with Roger Waters, for the historical performance of *Pink Floyd's The Wall* at the former site of the Iron Curtain in Berlin.

Jimmy Buffett and Bob Mercer trace their friendship back to the mid 70's, and kept in touch through mutual friends. Late last year, Bob Mercer decided to return to the recording in-

dustry, and planned to relocate to Nashville. Coincidentally, Jimmy had had his own record label in the back of his mind for some time. A dinner conversation led to the formation of **Margaritaville Records**.

Margaritaville Record's first release will be a Jimmy Buffett Box Set this summer. Titled *Boats, Beaches, Bars, & Ballads*, the box set will include Jimmy Buffett standards, previously unreleased and some new material. Also included will be a booklet containing a copious amount of Jimmy Buffett photos, articles, half truths and lies. (cont.)



Marvin Gardens, Shellie Erwin, & Bob Mercer

Photo: Beth Gwinn



Records cont.

Margaritaville Records, as mentioned earlier, will be headquartered in Nashville, TN. with Bob Mercer calling the shots from his Music Square office. Assisting Bob will be our own Shellie Erwin. Formerly a Key West Margaritian and now the premier Nashville Margaritian, Shellie will be assisting Bob acting as liason between Margaritaville Records and MCA.

Bob from London, and Shellie from Key West; both arrived in Nashville late last year. Bob had planned to have a Nashville address, but Shellie's new career was sealed after Bob's first visit to Key West. After an intensive interview process, [a new bar tab record at Margaritaville Cafe] Shellie was offered the position and accepted. Moving up to the cold south does not come without some apprehension, but Shellie is adjusting to being land-locked.

Fortunately the fledgling record label has dropped anchor across the street from MCA offices, allowing a physical as well as a conceptual relationship. Marketing and promoting will be a symbiotic alliance.

EVANGELINE, a New Orleans' group was the first act to be signed to Margaritaville Records. As this is written Evangeline is in the studio [Shrimpboat Sound] preparing an album for a summer release. See story next page for the lowdown on Evangeline.

Will Jimmy Buffett's "Midas Touch" extend to the record industry? Will the record label fare as well as the Margaritaville Store & Cafe? Will Bob Mercer's gentlemanly British clip be replaced with a decidedly Midwestern drawl? Will Shellie ever fully adjust to the cold south? Will Elvis ever leave Memphis for Nashville? These questions and more to be answered in future issues of The Coconut Telegraph.



BOATS

Margaritaville Records first major release will be a box set containing Jimmy Buffett hits from "White Sport Coat"

to the present. Michael Utley, a man who needs no introduction, is coordinating the project. He was kind enough to spend some time with me via AT&T, detailing the organization of the soon to be released set.

The set will contain 4 CD's or cassette tapes consisting of 17-21 songs each. Distinctions will be made according to the title: **BOATS, BEACHES, BARS & BALLADS**. All of Jimmy's albums will be represented. Of note is a number of rarities; songs never released on albums, that are distributed throughout the 4 titles.

Take It Back, a song written for the 1987 Americas' Cup Race, was previ-

BARS

ously released as a single, and oddly enough a video was made, but the song did not appear on a Buffett album. *Domino College*, a song written with Dan Fogelberg. *Elvis Imitator*, a real collectors item is now finally available. Recorded under the name **Freddie & The Fishsticks**, the song presents a very good imitation of "The King"; "I was imitating Elvis before he died," claims lead singer Jimmy Buffett.

Other rarities include *Moneyback Guarantee*, a Jimmy Buffett song recorded by **The Neville Brothers** on their *Uptown* album. *Middle Of The Night* and *Love & Luck* are songs recorded for the last two studio albums which did not fit the format or theme of the album.

The only live recording will be *Everlasting Moon*, recorded in Cincinnati during the **Feeding Frenzy** tour. Lastly, *Christmas In The Caribbean*, a song recorded for an MCA Christmas album titled *Tennessee Christmas*. This album contained Christmas selections

Photo: Jean Pagliuso



BEACHES

from a variety of MCA Country Artists; including John Schneider of TV's *Dukes Of Hazard*. Obviously out of place, *Christmas In The Caribbean* will now enjoy a much wider appreciation.

Michael Utley has spent the last several months re-mastering the cuts chosen to appear on the set. The time and effort Jimmy is spending on the box set is similar to a new album. Re-recording or adding vocals in Nashville, along with other "repair work"; vocal mistakes, instrumental mistakes, adding horns, etc., has been completed.

Back in the land of "fruits & nuts", Mr. Utley is transferring the collection to digital tape and will re-master from that. This is necessary to create a high fidelity compact disc. The se-

BALLADS

lections are being mixed in Los Angeles at Jackson Browne's **Groove Masters** studio, while the final mix will be done at **Future Discs**. Both locations often used by Jimmy's longtime friend and producer.

Look for Michael Utley and the rest of the **Coral Reefers** on tour this summer promoting Jimmy Buffett's Box Set **Boats, Beaches, Bars & Ballads**.

I have written previously but have received no reply. If you are no longer in business, or no longer exist, please inform me. Bardin Simmons, Tarboro, NC. ?????!!!!

I suppose I can understand why there are those who would envy my position. A sunny Thursday afternoon in February would find the majority reading this quite far removed from the sundeck of *Shrimphoat Sound*, Jimmy Buffett's recording studio in Key West, FL. But I was there, tellin' lies with Kathleen Stieffel, lead vocalist for **EVANGELINE**.

Evangeline has been described as an "All Girl Band with a Louisiana Flavor". They are indeed an all woman band, with the exception of Dudley the drummer, and they do possess a certain Gulf Coast flavor; however, to be referred to as an all-girl band is an unfair label, as if a gimmick were necessary. So we won't call them that.

Evangeline is composed of 5 women, well versed in the music "bidness", well versed in live performing, and possessing talents ranging from opera singer to washboard player. The present, and stable, membership includes Kathleen Stieffel, [rhythm guitar & lead vocals] Rhonda Lohmeyer, [lead guitar & harmony] Sharon Leger, [bass player & lead vocals] Nancy Buchan, [rock violin] Beth McKee, [lead vocals & keyboards] and Dudley Fruge, [drummer].

Kathleen, a *Dixie Darling* from her college days at The University of Southern Mississippi, was designated spokes-

person for Evangeline simply because of her proximity to the door. Kathleen studied classical music while attending USM on a dance scholarship. Oddly enough, she flunked music *theory*, switched majors and received a B.S. [in the truest sense] in Business. A brief stint in the business world convinced Kathleen to "apply her vocal instruction to make money." She learned to play guitar, and began performing in and around the New Orleans area.

Rhonda Lohmeyer witnessed the conception and birth of Evangeline. It

was her concept to assemble a Cajun band featuring all women. In between writing songs and playing country music, Rhonda found time to obtain a law degree. Her husband and three children

provide support in many ways; her fifteen year-old son Janson, held the band together [that summer] while we searched for just the right keyboard player. Rhonda is giving it all to Evangeline, leaving the law firm she was with in New Orleans to pursue her musical career.

Sharon "Go ahead, tell me a blonde joke" Leger enjoys a tiny body with a big voice. She played bass and sang with Bruce Daigrepoint in New Orleans, where she came to Rhonda's attention. As mentioned earlier, Rhonda was the

catalyst for the group, and was scouting for talent. Rhonda approached Sharon, who was a friend of Kathleen, etc. etc.

Nancy Buchan is originally from the classic midwestern town of Wichita, KS. She studied violin for years, always with a slant toward rock 'n roll and bluegrass. A budding movie star, Nancy, and her talent, have been showcased in an Irish documentary titled the *Magic Fiddle*. Somewhere between Bourbon St. in New Orleans and Duval St. in Key West, Nancy realized, "She wasn't in Kansas anymore."

**ONE EVENING WE WENT
SKINNY DIPPING IN
JIMMY'S POOL...BUT
DONT PRINT THAT**

Beth McKee, a Jackson, MS. native and an authentic R&B player is the latest edition to Evangeline. Eagle-eyed Parrot Heads may recognize Beth as one of Fingers Taylor's *Lady Fingers*, the opening band for Jimmy's 1991 Outpost Tour. Beth was in Austin, TX assembling a band, when she got the call to jump aboard the "Evangeline Express."

The first stop on the "Express" was in New Orleans. Quint Davis, the founder and chairman of *The New Orleans Jazz & Heritage Festival* is a personal friend
(cont. pg.7)



Photo: Jim McGuire

Nancy Buchan, Sharon Leger, Rhonda Lohmeyer, Kathleen Stieffel, Beth McKee, & Dudley Fruge. (L-R)

EVANGELINE





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Back



MAR

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HEAVEN IS UNDER OUR FEET

A BOOK FOR WALDEN WOODS

The Walden Woods Project, a national nonprofit organization, was founded in April 1990 by recording artist Don Henley to acquire and preserve historic and environmentally significant sites in Walden Woods.

Although a large portion of the woodlands is protected by the commonwealth of Massachusetts, by the towns of Concord and Lincoln, and by local land conservations trusts, over forty percent of Walden Woods remains unprotected and vulnerable to development, including Brister's Hill and Bear Garden Hill.

Brister's Hill and its vicinity is widely recognized as the cradle of the American environmental movement. It was here, in particular, that Henry David Thoreau studied forest succession and set in motion the theories of conservation that continue to guide the American environmental movement.

The essays in *Heaven Is Under Our Feet*, including Jimmy Buffett's were written as contributions to the Walden Woods Project. All of the royalties and a portion of the proceeds, donated by Longmeadow Press, will assist the Project in raising the necessary funds to permanently protect these historic and beautiful sites in Walden Woods - living symbols of the American conservation movement.

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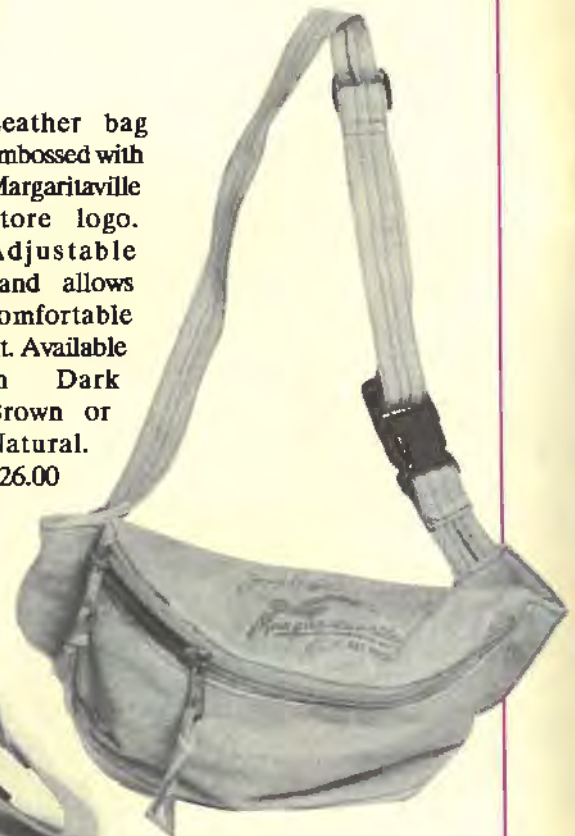
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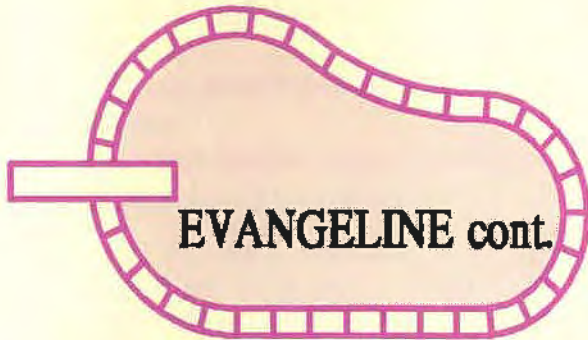


HIP PACK

Leather bag embossed with Margaritaville Store logo. Adjustable band allows comfortable fit. Available in Dark Brown or Natural. \$26.00



I spend a lot of time trying to think of something funny or stupid enough to get printed in the top margin of the CT, but I haven't come up with anything yet. Tom Severino, Haddonfield, NJ. *Not funny enough Tom.*



EVANGELINE cont.

of Jimmy Buffett. Quint Davis has also been an Evangeline fan since they copped first place in a Jazz Search contest in 1988. Late last year Quint Davis encouraged Jimmy to see Evangeline... Their appreciation for Quint Davis' support must be stressed, "we feel we owe everything to him. Without his support and belief in us, we simply would not have the record deal."

Jimmy suggested Dudley Fruge, Zachary Richard's [C.T. Vol.6#4] drummer, and Evangeline's lineup was complete.

Justin Niebank is producing Evangeline's pivotal first release. Affectionately referred to as "The Reducer", Justin Niebank has the ability to conquer the recording studio nemesis; too much stuff. "He brings out the best in everyone."

Evangeline has been in recording studios, but none quite like Shrimboat Sound. A state of the art studio surrounded by "local color" has kept their creativity peaking, that plus the Cuban kicker in a styrofoam cup, *Cafe con Leche*. The attitude in Key West is very conducive; the relaxed atmosphere allowing Evangeline to focus on their music.

Most of the tracks on the album are original; the writing chores are shared by all. Kathleen sings *Gulf-coast Highway*, a duet with Jimmy, and the group delivers an outstanding acapella rendition of Jimmy Cliff's *Rivers of Babylon*.

Fast forward to Saturday night. Duval St. was rockin'. The biiiiiggggg rumor mill prize wheel was spinning and seemed to be headed for the "Jimmy Buffett's gonna play tonight" slot. We knew he wasn't even in town, so what the hell was going on? The word was out. The Margaritaville Cafe was literally packed to the rafters; I know because I was in the rafters. Evangeline sounded terrific. There we were, hobnobbing with the brass from H.K. Management; of course all the hobnobbing was centered at the "celebrity table", while my nob and I were in the aforementioned rafters.

The folks from H.K. were in Key West to offer their unparalleled services to Evangeline, a real *coup* for recording rookies. The ladies were understandably elated.

Evangeline has been nominated by and will perform at **The Big Easy Music Awards** to be held in New Orleans in March. An April 24th appearance at the **New Orleans Jazz Fest** will follow, and the "Evangeline Express" continues this summer, serving as opening act for Jimmy Buffett & The Coral Reefer Band.

Webster's New World Dictionary defines Evangeline as: *Gr. evangelion good news*. Evangelism can best be described as, "any zealous effort in propagandizing for a cause." Somebody print a T-shirt!

COCONUT TELEGRAPH

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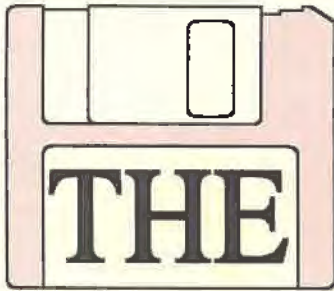
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Parrot Head Madness section of the Prodigy Arts Club Bulletin Board wants Jimmy to know that we are around 120 members strong on the computer lines. We started the

topic in Prodigy in September, 1990, and Parrot Heads all over the country communicate daily to discuss Jimmy Buffett, his songs, his concerts, and how he's affected our lives. Friendships have been made via electronic mail as we all have a common Parrot Head lifestyle to bring us all together. We are hopeful that a Prodigy Parrot Head gathering will take place this summer during the concert tour. We will be able to meet each other personally and party as only we know how. So, a big hello goes out to Jimmy, his family, and everyone at the Coconut Telegraph from us computer Parrot Heads!

Sincerely yours,
Kelly Danforth
Dayton, OH

8

JIMMY'S CHAPEL OF LOVE

Here comes the bride, all dressed in white" ...right down the aisle of The Margaritaville Store. The future Mrs. Pam Marshall made her way out of the back room, past the Margaritaville bookshelf, through the youth T-shirts...all to the beat of Jimmy Buffett's now classic wedding march, "Why Don't We Get Drunk And Screw."

On Monday, November 25th, 1991, Marrying Sam, infamous Key West mobile Notary Public, performed a tearless double drink ceremony in a congregation of cruise ship passengers. The bride wore a lovely sky blue 2-piece dress accented by a white lace shawl. The groom, bearded and bespectacled wore a colorful(?) "Hawaiian" shirt and a rather inconspicuous pair of pants.

Sharon Lehmann, crack Margaritaville store manager, witnessed the event in between "manning" the blender and co-ordinating the post-nuptial reception. Dean Marshall, a graduate of Devry Institute in Atlanta, GA., is employed as an electronic engineer with IDM Controls. Pam Marshall will remain with RFC Intermediaries, an insurance company outside Atlanta. Mr. & Mrs. Marshall plan to make their home in Duluth, GA.

This is indeed a rare occurrence. Margaritaville is a retail store, not a chapel, and despite this welcome disturbance, we're more accustomed to exchanging dollars than exchanging vows.

We congratulate Pam & Dean, and wish them well in their life together.



Dean Marshall

Pam Marshall

Margaritaville Store Manager
Sharon Lehmann

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