

VOLUME 16 NO.3

COCCONUTI TELEGRAPH

www.margaritaville.com

Tour Issue



au tour de rocher

**we
made
our
mark
here**

by chris dixon

It was supposed to be like this: As the fingers of Hoagy Carmichael fill the smokey bar with a rollicking piano tune, ceiling fans stir the air and his music together. The infectious sound shoulders its way through the crowd of seedy characters, then heads off across the water to some other island's shore. Alone at the bar sits a tanned rogue with unruly sun-bleached hair and a bushy mustache. He wears a sweat-stained Bogart suit that's as dated as his dream. He's the owner, Jimmy Buffett.

"That was my perception of what Au Tour was gonna be," recalls Jimmy on his first visit in seven years to Au Tour de Rocher, his ill-fated hotel/nightclub. "I walked in that night, opening night, prepared to take my 'Bogartesque' seat at the bar and just kind of be the host," he continues, "when it was announced to me that the cook had just quit - walked out the back door. And I went out there and cooked gumbo that night for 120 people. Whipped up something and . . ." Jimmy pauses. "It should have told me something," he admits. "It was an omen."

Jimmy soon discovered that he was less Rick Blaine, and more Norman Paperman. "I was fully qualified to write the music for Don't Stop the Carnival, because this dream absolutely turned into a nightmare. In fact, I told Herman Wouk the whole story, and he looked at me kind of dumbfounded and said: 'Jesus, that's a whole story. You should write that story.'

Au Tour De Rocher means "around the rock". Jimmy's former dream was built decades ago on a 100 foot high bluff overlooking L'Orient Beach near St. Jean. The mysterious original architect obviously had a flair for the romantic, because the small peninsular property boasts a panorama of azure Caribbean, verdant mountains and an overwhelming slice of coconut dream sky. Au Tour was not really a hotel in the modern sense. Literally built around the volcanic rocky hilltop, it only sported six simple rooms, a small open-air bar, and a restaurant with a dance floor that could hold maybe 75 people.

"I had a personal attachment to Au Tour," says Jimmy, "because of a longstanding love of To Have and Have Not, with Humphrey Bogart and Lauren Bacall. It was just one of those movie moments that is frozen in time for me as to what I perceive the Caribbean to be: A great French night club with music, a distant island in the background, and seedy characters coming in."

Armed with only that vision, Jimmy and a few friends decided to buy the tiny hotel in the mid 1970's. But this was not a hotel with 32 hangers and a touch-tone phone. "It was, to put it in simple terms," he says, "a wild-ass night club. Au Tour never got started until way after midnight — after Le Select closed. It would look kind of vacant — almost like it does now. Then, at about 12:30, it was just like... an attack. Mini Mokes and Girgles would come roaring up the hill and just park anywhere. That hill would be packed with cars, the music would be blasting, the champagne was flowing, and it rocked all night long for the almost ten years that we had it."

While the nonstop carnival raged and stars like John Denver, Mick Jagger, Fleetwood Mac, Joni Mitchell, and others occasionally brightened the bar, Jimmy found that actually running a hotel and nightclub was a hell of a lot of work. Keeping the place supplied, making sure the bathrooms weren't overflowing with sewage or junkies, keeping track of the books and the employees, and finally dealing with legal issues led to incredible headaches for he and his partners.

"The biggest nightmare," Jimmy recalls, "was that the guy who sold it to us also sold it to another corporation. We didn't get clear title for another ten years. So we wound up in court. We were battling the authorities here, and the partners were trying to kill each other. It was pretty amazing." He stops and shakes his head and chuckles. "You know, we even had a 24 hour jewelry shop in here that was run by Charlotte. We called her Charlotte the Shark. She wouldn't start

selling jewelry til after midnight. Everybody would get hopped up and buy a bunch of it. But we never saw a penny."

Au Tour also went through its share of managers. "All let's just say, very colorful people. They all got rich, and we still never made a dime. But boy, did we have fun. Nobody ever had as much fun as we did on some nights up here. The memories of this place fill a lot of pages in my books and a lot of lines in my songs."

The old bar, its roof now sporting only charred crossmembers, still stirs fond memories for the former owner. "I was sitting here with Joni Mitchell one night and we asked her to sing Carrie to my friend Groovy, because that was his favorite song. It was very late at night, and she didn't have a guitar. I said, 'You gotta sing this for Groovy, he came all the way across the ocean by himself.' So she did it acapella. I just did time on the bar, and Joni sat there and sang to Groovy, who was just...weeping openly as he listened."

The black and white-tiled dancefloor is still sheltered by a tin roof supported by wildly painted columns. Jimmy points out where the attached rooms were. "There were times that people would actually come in here and rent these rooms. Some knew what they were getting into and what it really was. It was Babylon. Other people didn't know. They thought it was just a cheap hotel. They found out quickly that it wasn't."

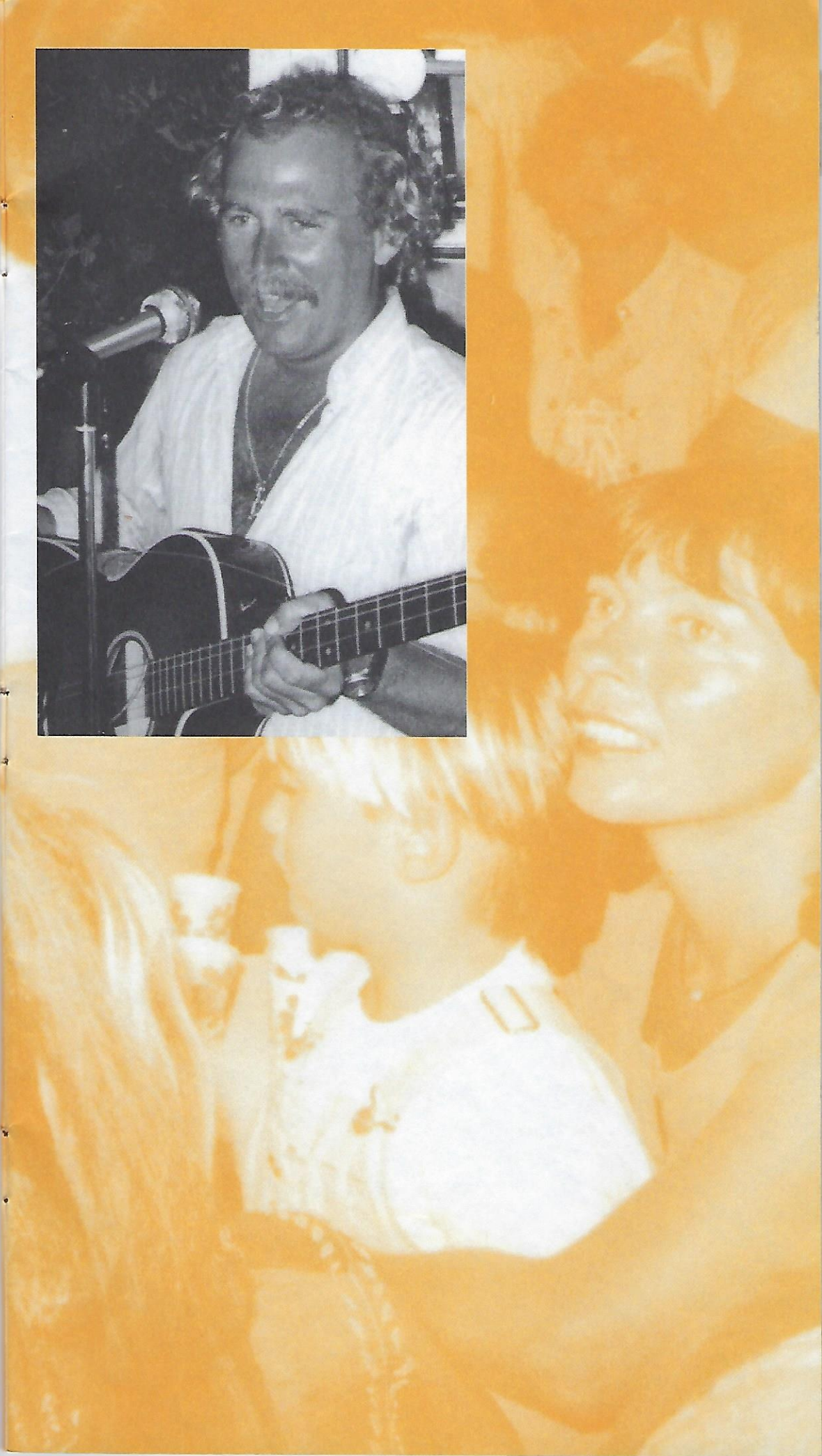
As Jimmy walks through the ruins, the images reappear. He gestures down the stairs to a huge hole in a deck, once the site of the hot tub. "It was about the second or third year that we put the hot tub in. This was the spot." Then he points down a little incline and smiles. "There used to be an old cannon right there."

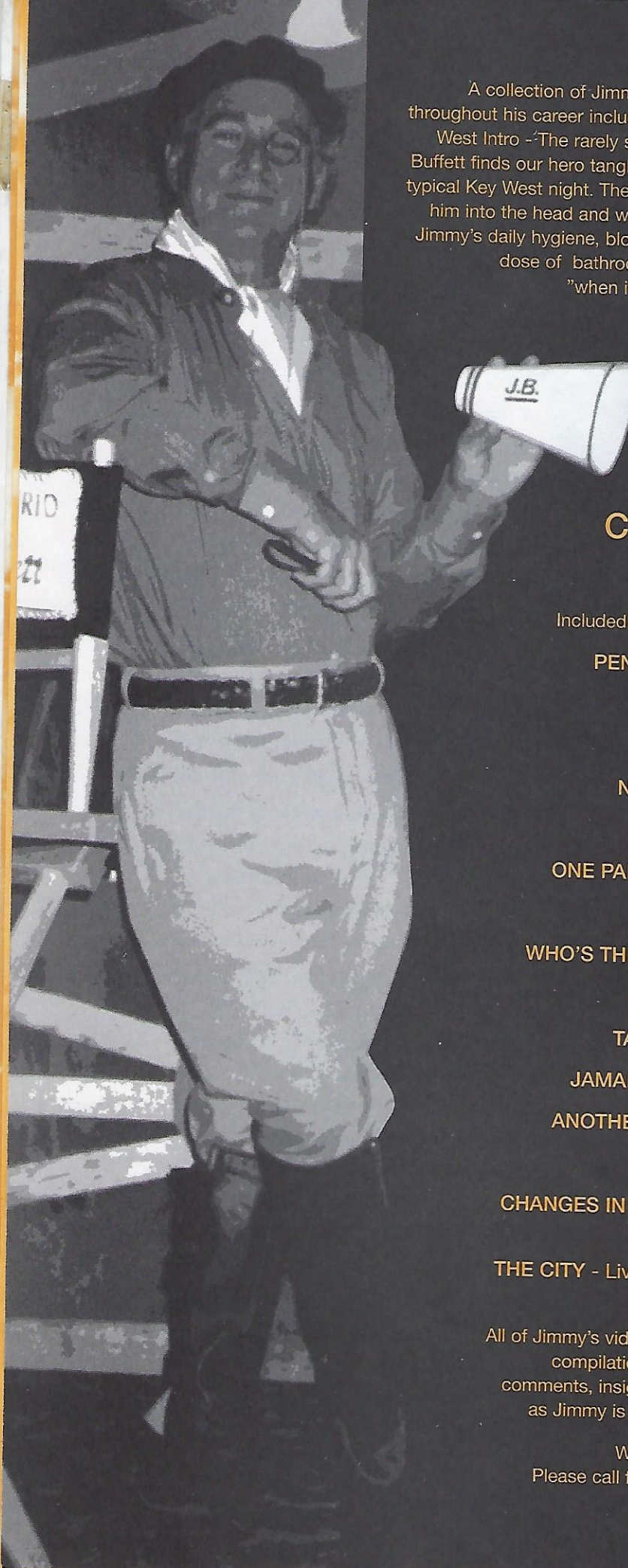
But in the end, it wasn't anything like a cannonball that brought down Au Tour. It was simple bad wiring in the kitchen that started a fire. The fire raced through the restaurant, and bar, and that was that. Enough damage was done to close the place. A wistful look appeared in Jimmy's eye as he regarded his ruins. "I got the call that somebody had burned us down," he says, "or that God had struck. But ironically enough, it was just a short circuit. An electrical fire in the kitchen had burned down Au Tour de Rocher."

Despite all the hassles, nightmares and legal battles, Jimmy and crew managed to get permission to have one more party here: a New Years Eve bash. "All the people who loved to come up here got together and out of the ashes of this place rose one more party night that was one of the most memorable New Year's I ever had. People brought coolers and carpenters from around the island got it in enough shape, we brought a generator up and we had music. It was a helluva party. I left about 2 o'clock in the morning kind of melancholy. I had very ambivalent feelings about the island at that time. I got up the next day and it was still going at 10 o'clock in the morning, and it went the whole next day. That party lasted about two days and then that was it. A while later we sold it."

We walked to the edge of the rock and looked down at L'Orient, where a nice swell ran through the translucent water. "L'Orient is still one of my favorite places just to come reflect," he says. "All those days I looked out at that surf. Surfing's a part of my life now and in those days it wasn't. We were into more interesting things at the time. It's amazing now when I look out here and I think, 'Jeez, in 10 years I never went in that water.' At least I get to do that now. I can always catch a wave and look back at the Mayan ruins of Au Tour de Rocher. Maybe it will stay this way, maybe it won't, but it certainly will be a lasting memory."

He took a long breath and laughed. "We made our mark here."





A collection of Jimmy Buffett videos produced throughout his career including the ABC Records Key West Intro - The rarely seen introduction to Jimmy Buffett finds our hero tangled up in silk sheets after a typical Key West night. The brave camera crew follow him into the head and we're treated to a sample of Jimmy's daily hygiene, blow-drying technique, and a dose of bathroom-mirror philosophizing... "when it stops being fun, I'll quit."

JIMMY BUFFETT COMPILATION VIDEO

Included in the Video Compilation:

PENCIL THIN MUSTACHE

COME MONDAY

HE WENT TO PARIS

NAUTICAL WHEELERS

LIVIN' IT UP

ONE PARTICULAR HARBOUR

LA VIE DANSANTE

WHO'S THE BLOND STRANGER

HOME MADE MUSIC

TAKE ANOTHER ROAD

JAMAICA FAREWELL - Live

ANOTHER SATURDAY NIGHT

FRUITCAKES

CHANGES IN LATITUDE - Live with
parking lot footage

THE CITY - Live with city footage as
shown on tour

All of Jimmy's videos are included on this
compilation VHS tape, along with
comments, insights, half-truths and lies
as Jimmy is interviewed throughout.

Will be available June 13.
Please call for ordering information.

THE MARGARITAVILLE STORY



Hawaiian Shirt
Custom design Volcano Hawaiian shirt. Fourth in a series of original designs based on popular lyrics. 100% spun rayon shirt tailored in Hawaii by Reyn Spooner.
S #5918 M #5919 L #5920
XL #5921 XXL #5922 \$68.00

Hemisphere Dancer Cap
Three panel cotton cap, side grommets, leather bill, embroidered Albatross.
#7092 \$20.00



A Cheeseburger Apron

Washable canvas apron with reinforced stitching. #1069 \$15.00

B Foam Kool Kups

#1353 \$3.00 or 6-pack for \$15.00

C Caribbean Soul Coffee Mug

Design wraps around ceramic mug. #7004 \$7.95

D New Margaritaville Cookbook

Over 250 pages of recipes gleaned from Buffett lyrics - songs and stories. Includes Margaritas & More, Breakfast Stuff, Salads, Side Dishes and more...Paperback Book. #6998 \$16.00

E Plastic Coconut Cups

Assorted colors. Holds 12oz. of your favorite boat drink. Sorry cannot take color requests. #3048 \$5.00

F Tropical Print Neoprene Bottle Skins

#1350 \$7.50

G Parrot Head Club Tumblers

16oz. insulated plastic tumblers. PHC patch insert. Available in boxed set of four only. #5744 \$27.00

G





THE Margaritaville COOKBOOK
Olaf Nordberg

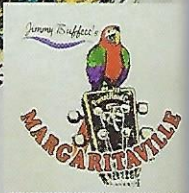
Margaritaville
MARGARITAVILLE
KEY WEST

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



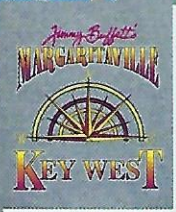
POCKET

A



BREAST

B



POCKET

D



BREAST

E

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



BREAST

C

Unless otherwise stated, all T's are 100% cotton and are available in White only.

A Pocket Margaritaville Lyric

M #7130 L #7131 XL #7132 \$16.95
XX #7133 \$17.95

B Guitar Sunset

M #7134 L #7135 XL #7136 \$15.95
XX #7137 \$16.95

C Again & Again

M #3306 L #3307 XL #3308 \$15.95
XX #3309 \$16.95

D Spiced Rum Pocket T

Available in Grey Only.
M #7121 L #7122 XL #7123 \$16.95
XX #7124 \$17.95

E Tie Dye Parrot

Dyed, then silk screened with design.
M #6970 L #6971 XL #6972 \$25.95
XX #6973 \$26.95

F Fins Wrap

M #6029 L #6030 XL #6031 \$15.95
XX #6032 \$16.95



F

BACK



A Fin Hat

100% cotton bucket cap with permanent fin. Navy cap with stitched White band. Non-adjustable. #5833 \$15.00

B Caribbean Soul Beach Towels

100% cotton towel measures 32" X 64" Margaritaville #5555 Parrot Party #7117 \$27.00

C Fin Bandana

Measures 21 square inches total, design measures 16 square inches. #5756 \$6.95

D Margarita Shaker

16oz. plastic. #7154 \$5.50

E Slouch Bag

Loose, cotton canvas carry-all. Measures 32" from top of strap, pouch measures approximately 15 X 15 inches. Design silk screened. Available in Navy only. #7042 \$18.00

F Tote Bag and Cooler

Heavy nylon bag is 20" wide and 16" deep. Seven pockets line the outside. Inside contains zippered pouch. Durable canvas webbing and detachable shoulder strap. Separate zippered insulated cooler bag holds a 6-pack of your favorite beverage. #7155 \$38.00

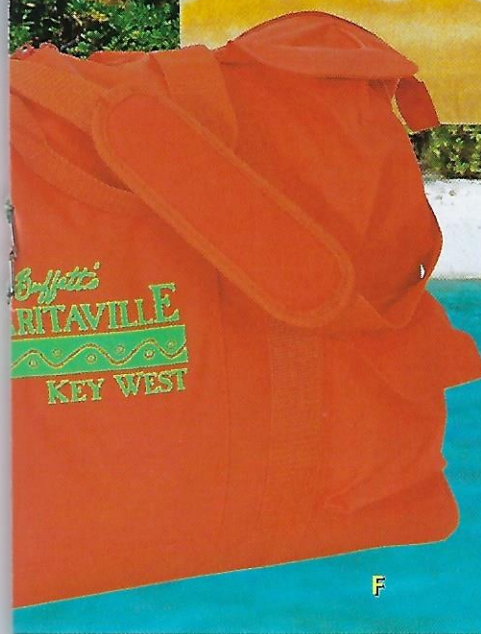
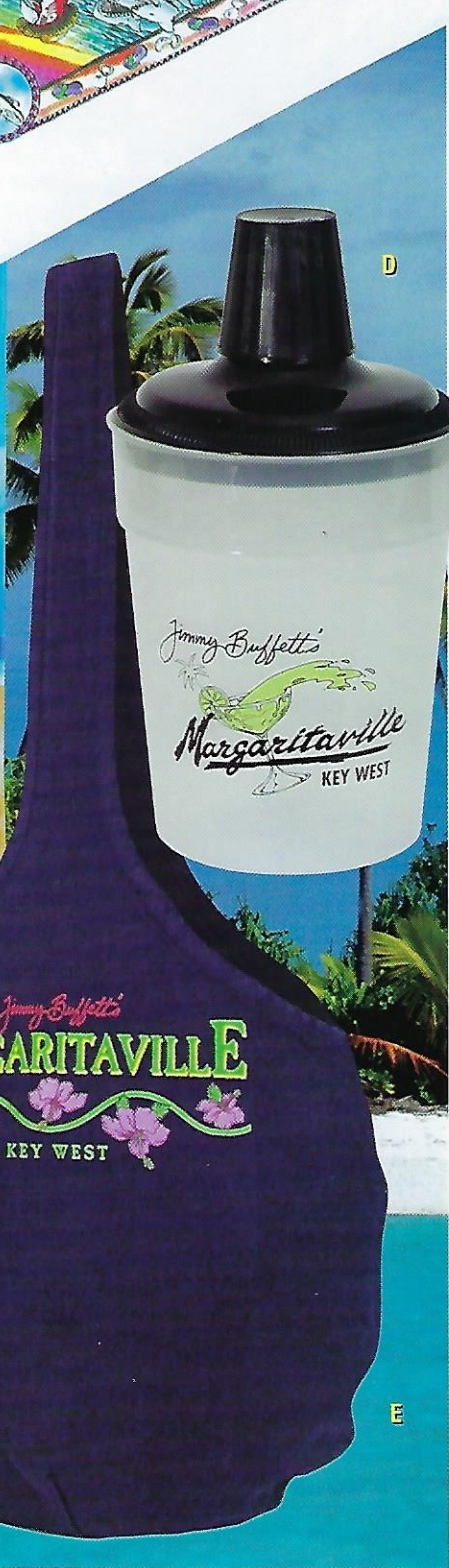
G Parrot Conga Line

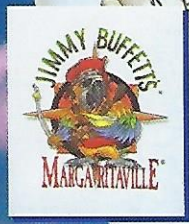
100% cotton T. Available in White only. M #2784 L #2785 XL #2786 \$15.95 XX #2787 \$16.95



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1-800-262-6835





BREAST
A



B



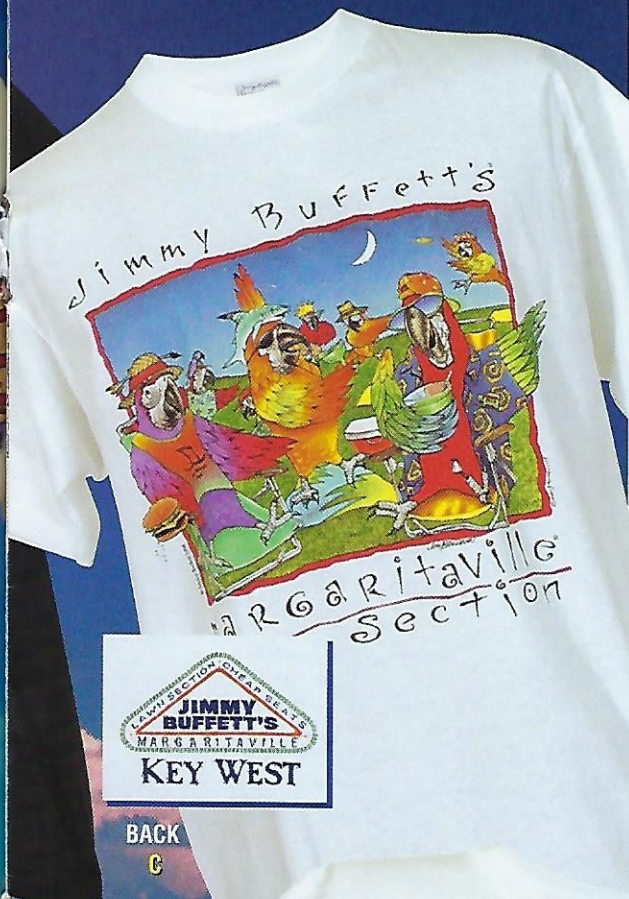
D



1-800-COCOTEL

1-800-262-6835

Unless otherwise stated, all T's are 100% cotton and are available in White only.



BACK
C

A Blackbeak

M #5237 L #5238 XL #5239 \$15.95
XXL #5240 \$16.95

B Glass & Screw

New Design. Available in Black only.
M #7142 L #7143 XL #7144 \$15.95
XX #7145 \$16.95

C Lawn Section

M #3344 L #3345 XL #3346 \$15.95
XXL #3347 \$16.95

D Woody Ringer T

100% cotton crew neck. Accented Navy Ring on Grey Body. By GEAR. S #7138
M #7139 L #7140 XL #7141 \$15.95

E New Parrot Oval T

100% Garment Dyed Cotton. Distressed silk screened design. By Yesterdays. Available in Navy Blue Only. S #5750 M #5751 L #5752 XL #5753 \$16.95

F Dancing Parrot Wrap

New Design. Available in White only.
M #7126 L #7127 XL #7128 \$15.95
XX #7129 \$16.95



F

BACK

BREAST
E



A Youth Design Fins Shirt

100% cotton T'. Available in Blue only.
XS (2-4) #7146 S (6-8) #7147 M (10-12)
#7148 L (14-16) #7149 \$12.95

B Dancing Parrot Cap

Colorful design silk screened on adult
cotton cap. Margaritaville embroidered
above closure. #7150 \$19.00

C Glass Case

Store 'em in style. #2488 \$6.95

D Grip Bottle

32oz. plastic bottle with Teal foam grip.
#7156 \$8.00

E Beach Ball

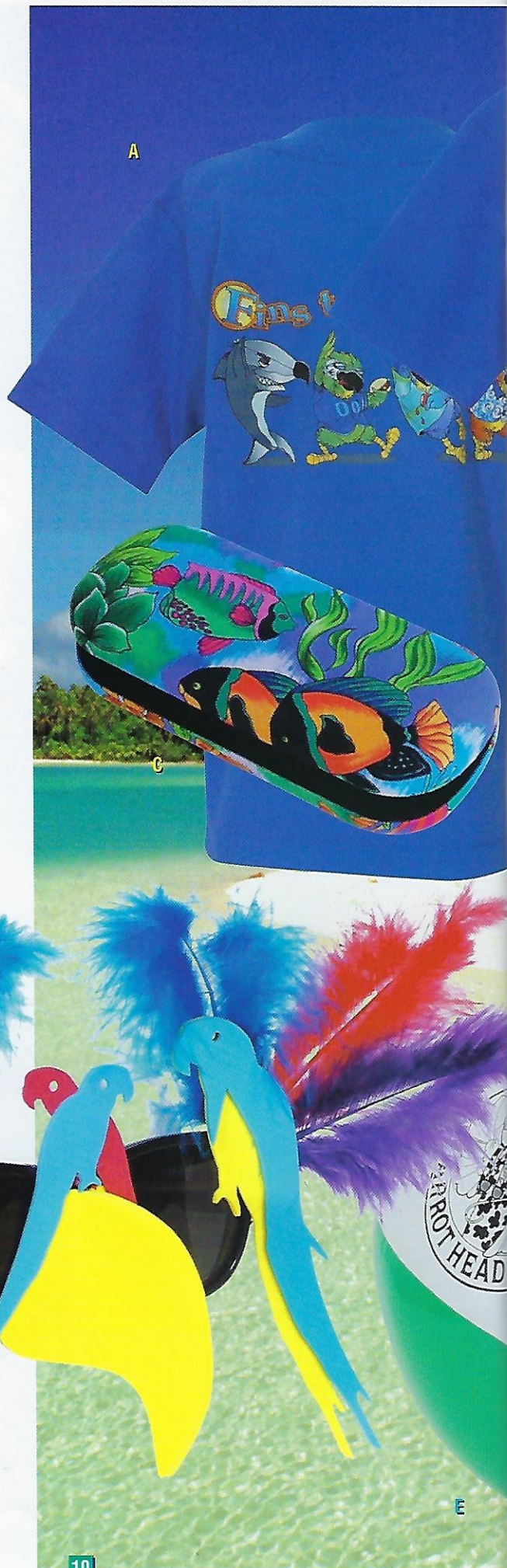
12" Diameter. #5912 \$2.95

F Youth Design Cheeseburger Lyric

100% cotton T'. Available in White only.
XS (2-4) #7037 S (6-8) #7038
M (10-12) #7039 L (14-16) #7040
XL (18-20) #7041 \$12.95

G Decorative Sunglasses

Make you stand out, even in a Parrot Head
crowd. #5549 \$16.00



Fans to the Left



MARGARITAVILLE
KEY WEST



B



D



F



1-800-COCOTEL

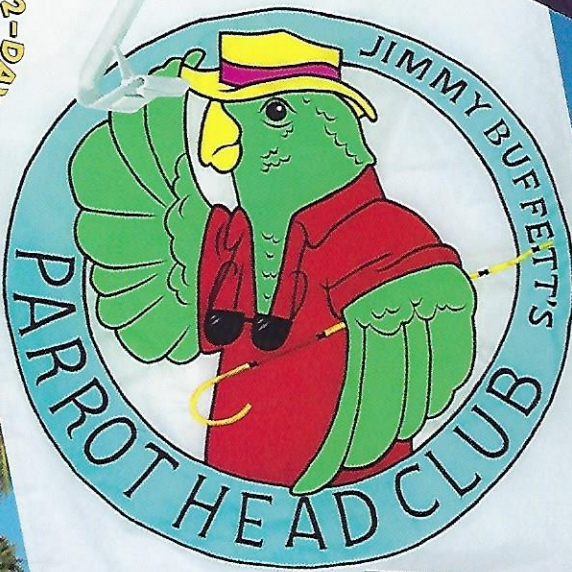
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License Plates
Modeled after official Florida Manatee plates.
Margaritaville #1654 or Parrot Head #1653 \$8.00
\$1.00 from each sale is sent to Save The Manatee

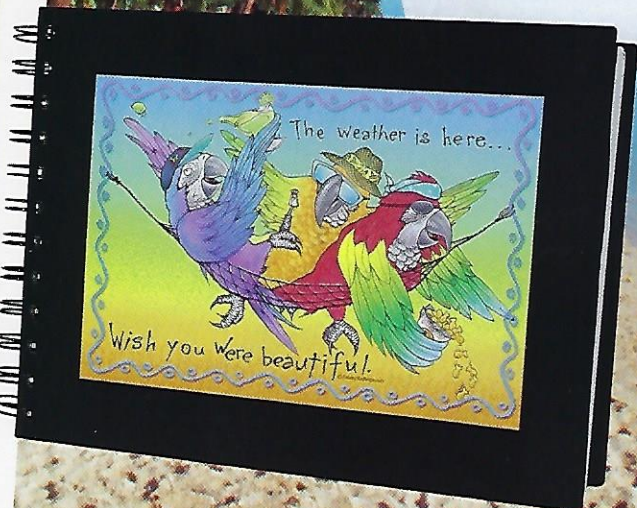


Parrot Party Car Flag
Clips to car window.
#5365 \$15.00



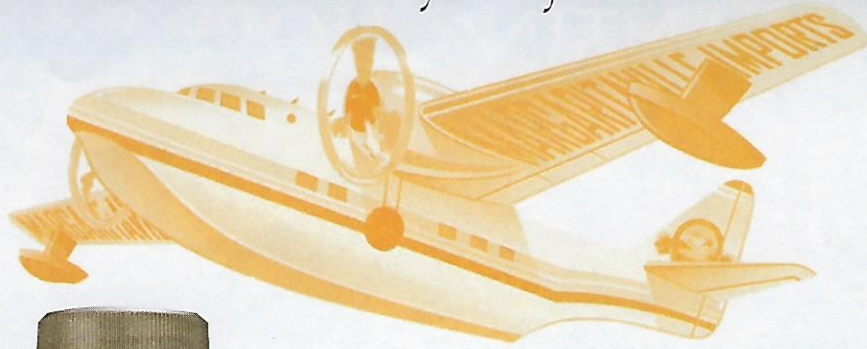
**Parrot Head Club
Decorative Flag**
Printed and stitched
design. 40" X 28"
Top sleeve for rod.
#5335 \$32.00

Photo Journal
24 journaling pages,
24 photo-mounting pages.
Acid Free. #5963 \$11.95



Official Parrot Head Passport
Navy Blue w/Gold Trim passport.
Have it stamped at any Margaritaville
Store and on the road. #5575 \$12.95

"Look To The Skies" by ol' Trovo Trav



"Look To The Skies" Just when you thought the "Parking Lot" parties are at their peak, you may hear the roar of several thousand airborne horsepower overhead. That's right, "Look To The Skies" all you Parrot Heads. There is something bigger up in the skies than all those Parrot Head party balloons drifting over the motor homes. The special guest at the Irvine Parking lots is none other than Jimmy's very own "Hemisphere Dancer" Grumman Albatross Seaplane. I got a call from the Shoreline party from and all you could hear over the cell phone was the roar of about 5 low level passes.

This is all part of a HUGE promotion by our friends at Margaritaville Tequila. The "Dancer" is scheduled to overfly all the concerts, weather and FAA regulations permitting. In another life I worked and crewed a lot of high energy air shows and this is what we should do. After the 1st pass knocks you down and sobers you up, grab those bright orange Margaritaville T shirts and hats that you all have and wave them at the "Dancer". Those big Pratt & Whitney motors will drown out any cheering, so save that for the concert. They can see you waving though. Bring your videos and telephoto lenses. This will be a treat.

Our friends from Margaritaville/Seagram's will be wandering thru the parking lots to see the sights, lets all make sure that they see lots of Margaritaville Tequila. It's the least we can do for all that they do for us.

The Paradise Charitable Foundation:

PLANTING HOPE & CULTIVATING GROWTH THROUGH MUSIC

By Michael Dortch

In many cultures, children are taught music from the time they can first make sounds or bang on a drum. Unfortunately, in the United States, early music education is often viewed as an unnecessary or unaffordable luxury. This despite the growing body of research showing that music education helps improve lifelong learning and many other areas of life, for youth and adults alike.

While public music education is fragmented and under-funded across the country, the good news is that numerous organizations large and small are stepping into the breach. Local, regional and national groups devoted to bringing music to young lives and encouraging promising talent are slowly but surely making their mark.

One of the newest of these, the Paradise Charitable Foundation (PCF), hopes to create a rising tide that lifts all these musical boats. Founded by musicians and lifelong fans of music, PCF plans to both create and sustain its own programs and provide a central repository of information and contacts for other like-minded programs. This will give sponsors and supporters unprecedented access and flexibility in their efforts to make music education a reality for more young people, in schools and elsewhere across North America and perhaps around the world.

The PCF was founded by people with both a love for music and a legacy of successful community building. Scott Nickerson and Marlene Buffa are former founding executives of Parrot Heads in Paradise (P.H.I.P.), Inc., now a worldwide social and volunteer community service organization with more than 100 chapters and 15,000 members in the US, Canada and Australia. Nickerson is also the guiding light behind A1A, the Jimmy Buffett Tribute Show, an international favorite that has garnered corporate sponsorship and support from Buffett musicians, business associates and fans.

Buffa, a lyric soprano, pianist, guitarist and composer, is overseeing day-to-day operations of the embryonic PCF. "I basically want the world to be graced with the beauty of music created by talented kids who otherwise would not have had a chance to study and perform," Buffa said. It's my dream that someday, maybe 20 years from now, the kids we first helped will unite to perform a benefit concert for the Foundation to help the next generation," she added.

Drawing on committed experts in fundraising, event planning and both traditional and online outreach, PCF is in the process of organizing its debut event, a concert and party planned for later this year in Las Vegas. PCF is also building a prototype of the World Wide Web site it hopes to develop into a portal for "one-click" access to the widest variety of youth music programs and news on the Internet. The PCF team is also beginning discussions with potential corporate and individual sponsors, whose help will be most critical in the organization's formative stages.

Coconut Telegraph readers can be a vital resource in PCF's early days. Whether you know about local efforts to promote musical education for youth, or local heroes who are sharing their love of music with young people, or prospective sponsorship opportunities, or just want to know more, you are welcome.

Please contact Marlene Buffa at 602-242-7744, Email: info@paradisefoundation.org or keep an eye on <http://www.musicforallkids.org> on the Web. Together, we can make sure that there's Music for All Kids – and that there's always music in Paradise, wherever Paradise may be.

Dear Mr. Buffett,



"I thought you might be interested to hear about a man who I believe may be one of your most loyal fans, Ken Hodgeson.

He is a pastor and counselor who has led a life of adventure, peril, joy and pain. He has worked with a spectrum of individuals over the years; Guatemalan military and police, tribesman, youth, abuse victims, street kids, people involved in organized crime, the wealthy, the poor and on and on. His life has touched many, and has had many great effects.

I have spent countless hours with him, and one of his constant elements is Jimmy Buffett. Seventeen years ago he had a couple of tapes that we would listen to over and over. If we went camping Buffett music could be heard as we unloaded our gear. If it was a late night talk at the kitchen table, your music played softly in the background. Through all the years it never changed, your music has always been there. A couple of years ago he stole my Caribbean Soul poster which is still hanging in his room. As your books came out he read them faithfully to his children at bedtime. The years have proved his loyalty, and demonstrate that he is not a fair weather fan.

I've included a photo of Ken taken a few summers ago in which he proudly wears his 'Barometer Soup' T-shirt. The picture was taken while he was building a medical clinic for the Loko tribe in an isolated area of Papua, New Guinea. I'm telling you, this man has spread your music and name for years, Coconut Telegraph style."

Rich Cantrell

PHILOCKINGS

Social activities for people with similar tastes and interests.

RACAfest \ˈra:ka-.fest\ A festival historically featuring rum and cooked animals but in the present day is more often celebrated with beer and burgers, metts or brats. (There's even been a vegetarian burger sighted upon occasion.) The celebration brings together people from all over the North American continent who are members of the Jimmy Buffett Listserv List.

Fernside, founded in 1986 in Cincinnati, Ohio, is a non-profit, non-denominational organization serving grieving children and their families. At Fernside, we know that the grieving child has the capacity to rebuild, so we gently encourage sharing of stories, feelings and memories with trusted friends, honoring each one's search for a new beginning.

<http://www.fernside.org/>

Just something I thought Margartaville might find interesting, I find it amazing.

I don't know if you're aware of Jim Hoehn and Kevin Mulvenna. They're two Buffettesqe performers that live in Milwaukee. They play our list gathering every summer (RACAfest) and the first year, they recorded it and did a live CD. Wonderful guys and really good musicians.

Well, they decided to tie in a fundraiser for the RACAfest charity (Fernside Center for Greiving Children, which was an SFC charity a few years ago) to a one week sale on the "Live at RACAfest CD". They agreed to sell the CD for \$10 and donate \$8 of the money to Fernside.

We got with all the major PH websites and they all agreed to help sponsor this event. We decided to market this thing net-wide and the results have been amazing. As of yesterday, we've sold 280 copies of this CD since Friday (the sale runs until this Saturday) and raised over \$2000.

Just goes to show how generous the Buffett fans are...

Thanks for your time.
Bill Lack

MARGARITAVILLE
 The Coconut Telegraph
 PO Box 1459
 Key West, FL 33041

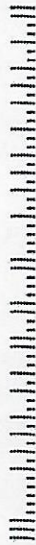
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Visit our web site @ www.margaritaville.com

Bulk Rate
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Tuesdays, Thursdays, Saturdays SUMMER 2000 TOUR DATES

JUNE 8	CAMDEN, NJ	ENTERTAINMENT CENTER
JUNE 10	CAMDEN, NJ	ENTERTAINMENT CENTER
JUNE 13	CLARKSTON, MI	PINE KNOB
JUNE 15	BRISTOW, VA	NISSAN PAVILION
JUNE 17	BRISTOW, VA	NISSAN PAVILION
JUNE 20	VIRGINIA BEACH, VA	GTE AMPHITHEATRE
JUNE 22	PITTSBURGH, PA	STARLAKE AMPHITHEATRE
JUNE 24	PITTSBURGH, PA	STARLAKE AMPHITHEATRE
JULY 13	ATLANTA, GA	LAKWOOD AMPHITHEATRE
JULY 15	ATLANTA, GA	LAKWOOD AMPHITHEATRE
JULY 18	ST LOUIS, MO	RIVERFORT AMPHITHEATRE
JULY 20	NOBLESVILLE, IN	DEER CREEK
JULY 22	MILWAUKEE, WI	ALPINE VALLEY
JULY 25	COLUMBUS, OH	POLARIS AMPHITHEATRE
JULY 27	CHICAGO, IL	NEW WORLD MUSIC THEATRE
JULY 29	CHICAGO, IL	NEW WORLD MUSIC THEATRE
AUGUST 17	CINCINNATI, OH	RIVERBEND AMPHITHEATRE
AUGUST 19	CINCINNATI, OH	RIVERBEND AMPHITHEATRE
AUGUST 22	RALEIGH, NC	ALITEL PAVILION
AUGUST 24	COLUMBIA, MD	MERRIWEATHER POST
AUGUST 26	COLUMBIA, MD	MERRIWEATHER POST
AUGUST 29	WANTAUGH, NY	JONES BEACH
AUGUST 31	MANSFIELD, MA	TWEETER CENTER
SEPTEMBER 2	MANSFIELD, MA	TWEETER CENTER



 PETER LAPUE
 PO BOX 45
 NORTH FALMOUTH MA 02556-0045