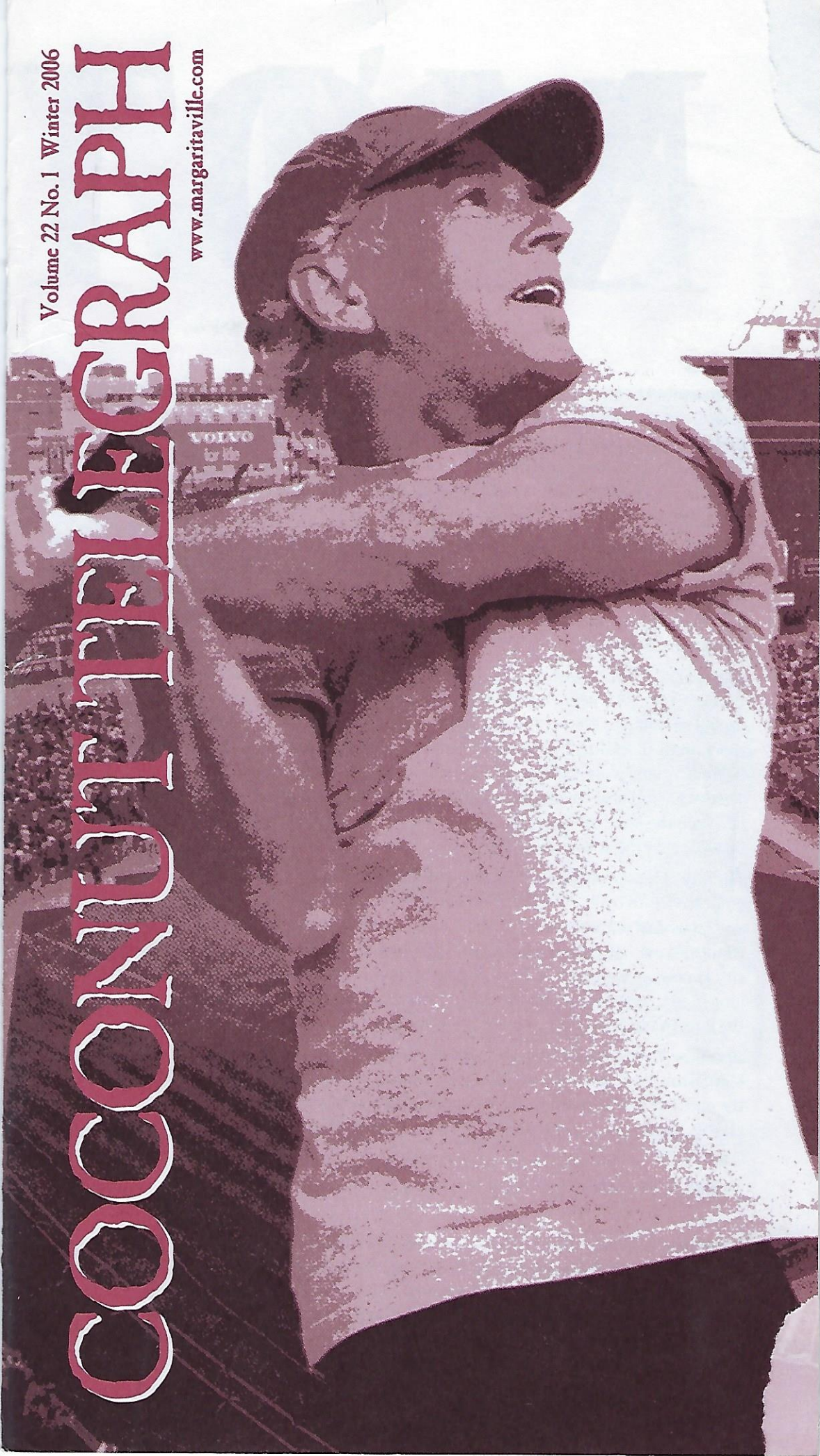


Volume 22 No. 1 Winter 2006

# COCONUTTELEGRAPH

[www.margaitaville.com](http://www.margaitaville.com)





# MOT

Hi Gang,

I just wanted to give my heartfelt thanks to each and every one of you who attended Meeting of the Minds 2005 'Conky Tonkin' in Key West. People ask me all the time why I do this and I always say it is very rewarding to make plans, hire bands, set up festivals and small stages and to look out amongst the Parrot Heads and see a sea of happy smiling faces. Well, this was the absolute most rewarding year for me. It was the scariest too, but certainly the most rewarding...

All I can say to the people who volunteered from my right arm, Eva DeWalt in registration to all of you who volunteered a few hours in the registration room or took a security shift or helped stuff bags or helped with the auction and merchandise table. All I can say is WE PULLED IT OFF!!! and Thank you all so much. I got a lot of praise this year but you all made the convention happen.

2006 will be my last convention as Director but it won't be hard to sit back after next year thanks to the two men who are stepping up to take the reins. What a first year in training for Bill DeWalt and Wayne Myers. If you see these two fine people over the next year, pat them on the back, buy them some hooch or just say thanks. Thanks boys, it was fun and will be fun working with you next year. I can't say enough about the people at the Reach Resort. They made unbelievable strides to get their grounds in shape in time for our parties. If you had seen the Reach on Sunday when I got in you would not have even thought it possible to do what they did. It was unbelievable how hard they all worked.

The City of Key West and the folks at Margaritaville Key West were not only awesome, they embraced us in really, really hard times. A time when they could have easily said to stay home and let us deal with our own tragedies. They could have said let us mend ourselves before you come into our city and streets, but they put their own lives on hold to host us in their great city. I know we were a diversion for them and we probably helped many people begin the long road to getting back on their feet. They could have said to stay home but they all had the guts to say, Bring It On... And Bring it On we did...

Of course, thanks to our sponsors who did not bail out at the first sign of wind... Thanks to Margaritaville Tequila, Cruzan Rum and Corona for sticking with us all the way through to the end. The Raffle raised the most money EVER at MOTM this year. We also had the best Charity Auction ever this year. Pretty darn good considering we were close to canceling this convention.

Thanks all, Alex Leist

*Dear Alex,*

*Thank you and all who attended MOTM this year and for trying to put a little reason into hurricane season. I too was dealing with family and hurricanes and was unable to make it down as I had intended but the spirit of what you folks do was felt by all our folks down there. The mess didn't seem to matter as the spirit of fun won out over the damage, at least for a few days. Hope to see you down the road at MOTM in the future. - JB*



# 'M'05



**From a letter by Dustin Sanders that appeared in the Key West Citizen:**

I am a Parrot Head and a local for six years now. In the aftermath of hurricane Wilma, my fiance and I lost everything we had. Four feet of water invaded our home, destroying mementos of our of separate and joint pasts. Along with all of our appliances and furniture, 90% of our clothing and personal belongings were lost in the flood waters. One moment we were fleeing our home wading in chest deep water and the next we were on the 2nd floor of the Fairfield Inn watching our things float down Patterson Avenue.

After two weeks of hauling debris, clearing out mud and tearing out walls, I got my chance to unwind. The Meeting of the Minds was scheduled a bit shorter this year, but went full steam ahead. Over the course of three days of events I was awestruck by the kindness of my fellow Parrot Heads.

People from all around the country and even Canada had heard of the destruction and wanted to help. FEMA and the Red Cross promised help but the need was immediate and the Parrot Heads came to the rescue. I have never known better friends and family in my life. So the next time you think of Parrot Heads, think of them as kind and generous. And remember that they are human and they give as they receive.



FENWAY  
JIMM  
UFFE  
E AT FENWAY





**Fenway Park is not just a stadium.** To those who worship at the altar of baseball in New England, it is a cathedral. There are no gargoyles carved into the facade, but there is a Green Monster in left field and a pipe organ in the rafters. So, with those kinds of thoughts I climbed down from the "duck boat" that brought us to work and walked away from Yawkey Way through the tunnel and onto the centerfield turf at Fenway Park. I knew it was going to be a special weekend. I got my first "chicken skin" (as they call goose bumps in Hawaii), within thirty seconds of arriving. A group of workmen were busy arranging chairs over the state-of-the-art flooring that covers the outfield but still lets the grass grow, and when they saw me and the band heading for the stage, they stopped what they were doing and began to applaud - "chicken skin" part two! At the end of rehearsal I invited them to the front of the stage and we played It's Five O'clock Somewhere for the grounds crew. Those were the first in a series of "chicken skin" moments that carried through the weekend.

Somewhere between rehearsing the songs, shagging fly balls that bounced off the Green Monster, and crawling around inside the scoreboard, my warm-up guys Wally and C.C. approached me with an idea to rid Fenway of the Curse\*. The scenario they laid out included a witch doctor, the ghost of the Bambino, and disappearing baseballs. We ended sound check that afternoon and were busy snapping souvenir photos and still not believing that it was all actually happening, when Wally and C.C. reappeared - this time in costume. According to Wally, the witchdoctor would cast a spell over the stadium and a ball, then toss me the ball which, when I put the barrel of the bat to it, would disintegrate in a puff of smoke and get rid of the Curse. Everything went well in rehearsal until the pitch came my way and, still possessing a little of the eye hand coordination that had labeled me a lead off contact hitter in my baseball playing days, I got good wood on the ball. Instead of being pulverized by the contact, the papier-mâché ball shot off the barrel of the bat and hit with a thud on the back of a folding chair on the third row; putting a dent in it. Before I uttered a word about the liability ramifications of hitting a line drive at an adoring fan at close range, Wally said, "...be right back."

The bean ball problem joined a host of other last minute things that are a part of putting on a live show, whether you are in a baseball cathedral or a waterfront bar in St Barts. Experience teaches you that you have no choice but to deal with them. Suddenly, the problems get solved and you are walking on stage. As you might imagine, taking that stage in that place on that day was a once in a lifetime thing, and I was floating through the show almost as if I were suspended from a bungee cord watching the whole thing from a different vantage point. It was amazing, first that we were there, second that the weather was unbelievable and third, there were Parrot Heads dancing in front of the Green Monster. It all went by way too fast and then suddenly my tether was retracted and I felt my feet firmly rest on the plywood stage where I saw the Ghost of the Bambino in the wings. The "ball" problem popped up in my mind like one of those irritating Internet ads. Fortunately Wally saw the concern on my face and held up instead of the bean ball, a tightly wrapped, nice soft cotton T-shirt. "Batter up," he shouted, and I traded my guitar for a bat.

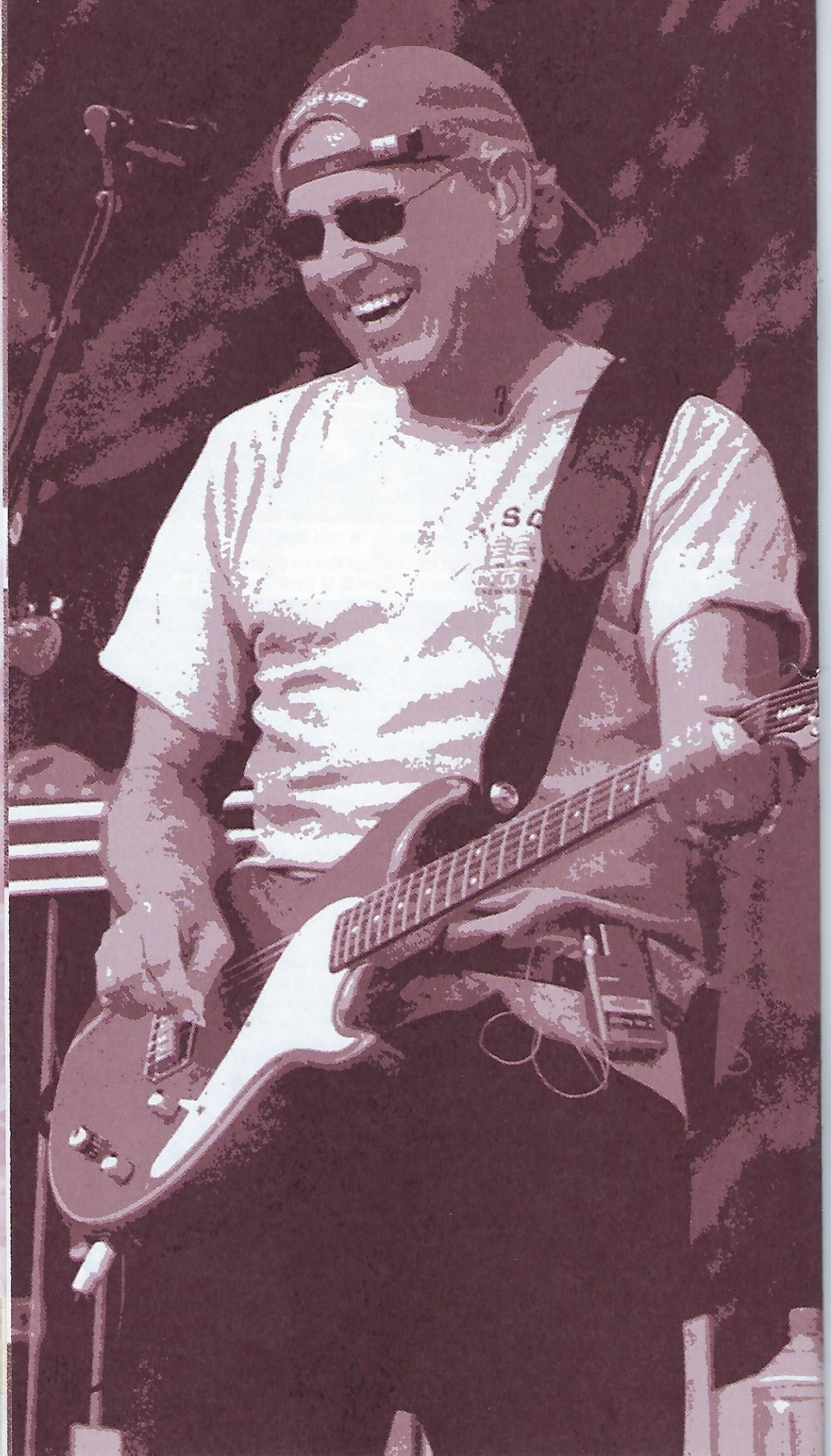
You could probably call the first swing luck as I sailed the shirt to a happy pair of hands in the tenth row, and you might have raised your eyebrow when I went to the opposite field with the second one, but by the time I had connected with four in a row, I knew we had done our part to rid Fenway of the Curse. Well, it worked, and if being onstage at Fenway wasn't enough of a thrill, to actually be credited with being part of the process of ridding Fenway and the Boston Red Sox of that nagging Curse made me a happy boy. So if you were able to attend or just want to catch a memory, here is our contribution to the Red Sox Nation.

*\*The Boston Red Sox last won the World Series in 1918. Two years later, they sold the contract of a promising young pitcher and batter on their roster - Babe Ruth - to the New York Yankees. In the years since, the Yankees won 26 World Series titles - while the Red Sox have remained winless. The coincidence is unmistakable, and baseball fans worldwide have come to believe in the Curse of the Bambino.*

# CHICKEN SKIN MOMENTS Jimmy Buffett

Live at Fenway Park is a two CD set containing 31 songs and a 55-minute bonus DVD with 15 songs and footage from both concerts. Recorded live at Fenway Park in Boston on September 10th and 12th, 2004. #14961 \$24.98







*Jimmy Buffett's*  
**MARGARITAVILLE**



**S · T · O · R · E**



BREAST



**ST. PATRICKS DAY T**  
 New 2006 Design. Celebrate St. Paddys  
 Day the O'Buffett way.  
 S #17001, M #17002, L #17003, XL  
 #17004 \$16.95, XXL #17005 \$17.95

**DRINK MORE FEEL BETTER**  
 Metal sign with popular saying.  
 Measures approximately 12" x 12".  
 #18775 \$14.95

**OLD FASHIONED "ON THE ROCKS" TUMBLER**  
 12 oz. glass with Margaritaville Tequila logo  
 and Compass Rose print on base of glass.  
 #11614 \$7.00





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

**A New Weather is Here T'**

Fresh updated version.

M #15053, L #15054, XL #15055 \$16.95  
XXL #15056 \$17.95

**B Three Hibiscus Margaritaville T'**

Slightly distressed lettering, garment dyed.

M #15049, L #15050, XL #15051 \$18.95  
XXL #15052 \$19.95

**C Stranded in Key West T'**

Pigment dyed.

M #15024, L #15025, XL #15026 \$18.95  
XXL #15027 \$19.95

**D The Sea's In My Veins T'**

Garment dyed.

S #15040, M #15041, L #15042, XL #15043  
\$18.95 XXL #15044 \$19.95

**E You Better Lava Me Now Or Lava Me Not T'**

S #15061, M #15062, L #15063, XL #15064  
\$18.95

**F Margaritaville Choppers T'**

M #13474, L #13475, XL #13476 \$16.95  
XXL #13477 \$17.95

**G Compass Rose Cap**

Rayon blend 6-panel cap with compass rose  
embroidery. Adjustable buckle back closure  
#5772 \$15.00



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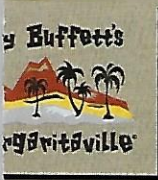
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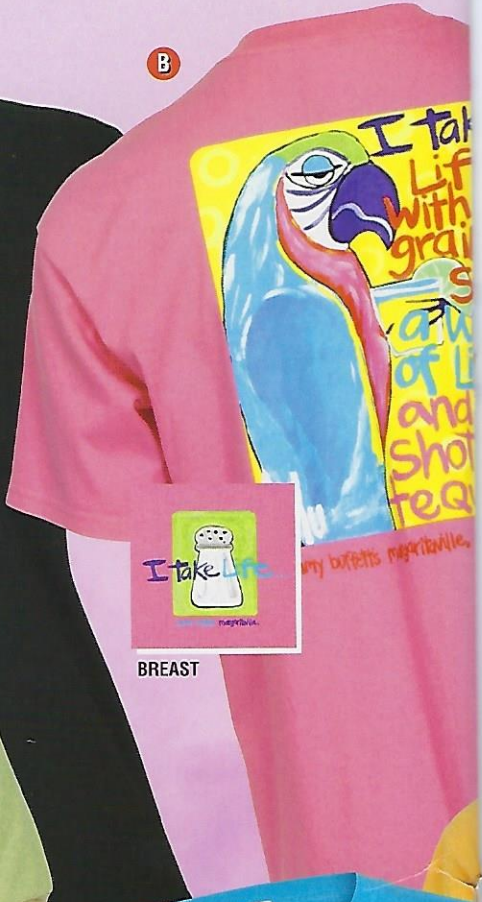
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**1-800-COCOTEL**  
1-800-262-6835





A



B



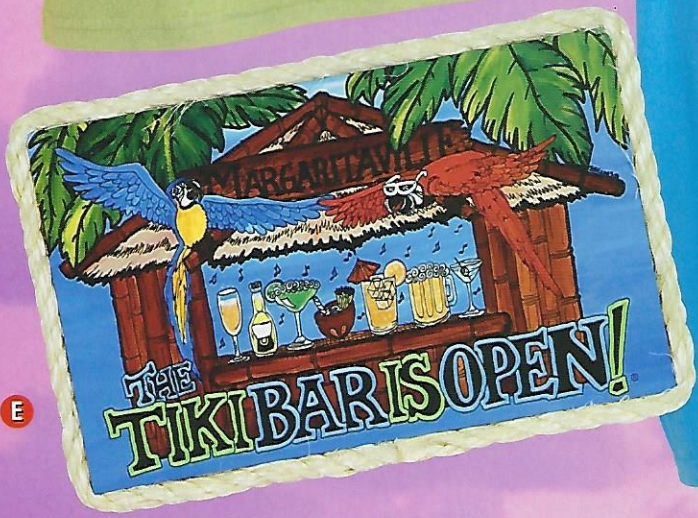
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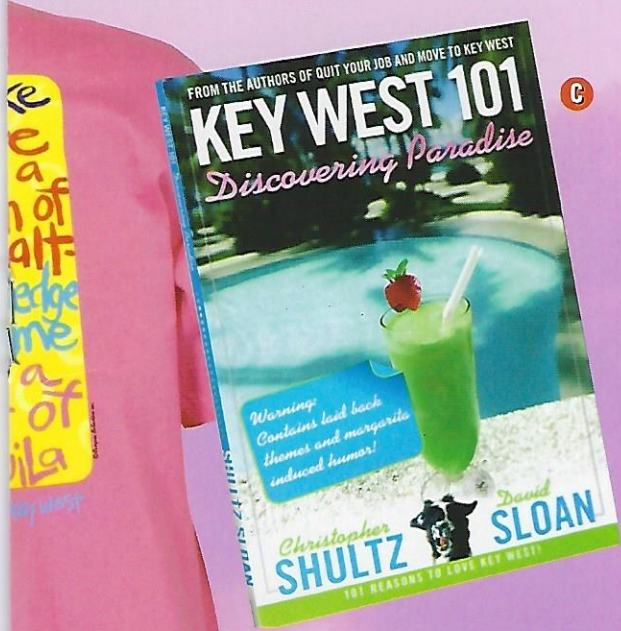
D



E







**A I Am The Woman To Blame T'**

Junior cut Black t-shirt.

**S #15057, M #15058, L #15059, XL #15060**  
\$18.95

**B I Take Life With a Grain of Salt T'**

Basic crew neck t-shirt. Azalea.

**S #14549, M #14550, L #14551, XL #14552**  
\$18.95

**C Key West 101**

Discovering Paradise From the authors of "Quit Your Job and Move to Key West". 101 Reasons to Love Key West! Chock full of historical tidbits, island anecdotes, witticisms and fun facts. Warning: Contains laid back themes and Margarita induced humor! Paperback, approximately 120 pages.

**#14848 \$9.95**

**D Palm Ringer T'**

Junior sized ringer tee with center chest and waistline screen print. 100% cotton double stitched waist, contrasting trim on sleeves and neck. Sage Green with Chocolate trim.

**S #15028, M #15029, L #15030, XL #15031**  
\$18.95

**E The Tiki Bar is Open Wooden Sign**

Twine trimmed sign measures 7" x 11"

**#10869 \$21.95**

**F Margaritaville Palm Tree T'**

Ladies relaxed fit t-shirt with distressed screen print. Ocean Blue.

**S #9363, M #9364, L #9365, XL #9366**  
\$18.95

**G Tropical Retreat T'**

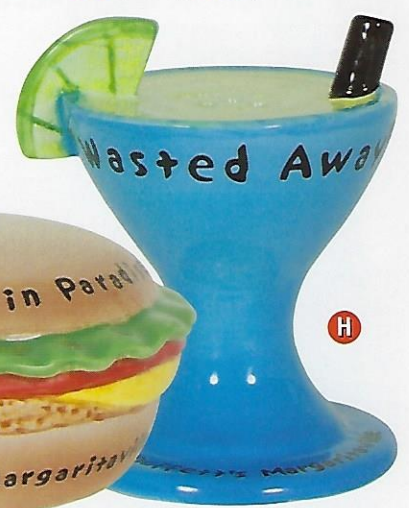
"Famous Key West" distressed print on a 100% cotton ladies comfortable cut tee in Citrus Orange.

**S #15045, M #15046, L #15047, XL #15048**  
\$18.95

**H Salt and Pepper Set**

Margarita salt shaker and cheeseburger pepper shaker.

**#9536 WAS \$9.95 / NOW \$7.47**



**margaritavillestore.com**



**A Hemisphere Dancer Pin**

Metal pin. Approximately 1" diameter.  
#14297 \$5.95

**B Cheeseburger in Paradise Bottle Koozie**

2-sided print on neoprene koozie.  
#17043 \$6.95

**C Cheeseburger Fishing Lure**

No fish will be able to resist a Cheeseburger in Paradise. Fun tropical packaging, perfect for gift giving.  
#14412 **WAS** \$15.95 / **NOW** \$11.95

**D Caribbean Country T'**

White only.  
L #14885, XL #14886 \$16.95  
XXL #14887 \$17.95

**E Bamboo Margarita Sweat**

80/20 crew neck sweat, banded waist and sleeves. Pacific Blue.  
M #14992, L #14993, XL #14994 \$29.95  
XXL #14995 \$30.95

**F Parrotphernalia T'**

Parrot Head Road Trip Essentials 100% cotton long sleeve T-shirt with Margaritaville screened down left sleeve.  
M #15066, L #15067, XL #15068 \$25.95  
XXL #15069 \$26.95

**G Stoneware Diner Mug**

With 1985 est. date. Distressed print  
#7293 \$8.95

**H Wastin' Away Again Margaritaville Clock**

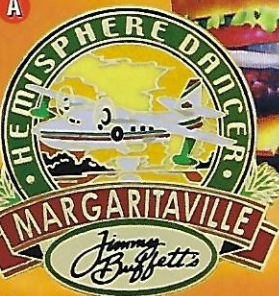
Metal with acrylic case. 14" diameter, battery not included.  
#14416 \$39.95

**I Beer Neck Bottle Opener**

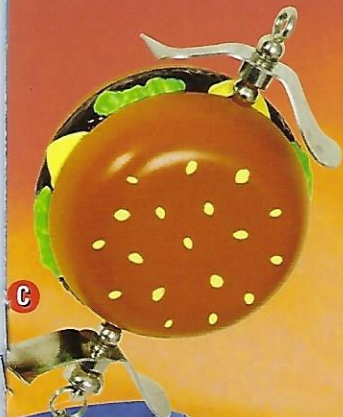
5-in-1 Drinking Tool. Bottle Opener, Bottle Cap, Insulated Jacket, Neck Strap, Hands Free Drinking System. Colors may vary.  
#11825 \$10.00

**J Air Margaritaville Cap**

2-tone cotton cap with Heart & Wing front embroidery. Side embroidery reads "He has wings on his heart". Velcro back closure with Key West screened on strap.  
#14707 **WAS** \$18.00 / **NOW** \$11.95







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BREAST



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I



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7





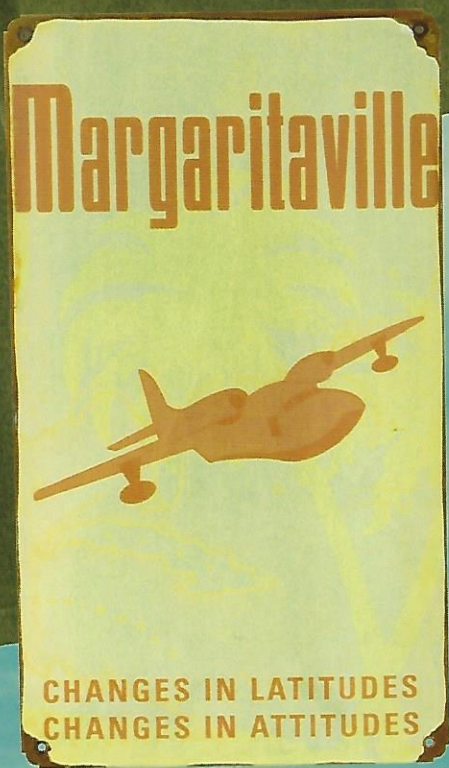
**CHANGES IN LATITUDE T'**

*Through all of the Islands and All of the Highlands,  
If We Couldn't Laugh, We Would All Go Insane*  
Large front and back design. Military Green.

M #14713, L #14714, XL #14715 \$16.95  
XXL #14716 \$17.95

**CHANGES IN LATITUDES METAL SIGN**

Measures 8" x 14", screws not included.  
#17044 \$15.95







# LONE PALM ALE

Brewed exclusively for  
Jimmy Buffett's Margaritaville<sup>™</sup>

Somewhere on a beach sits a Lone Palm, nestled in the sand acting as a beacon of paradise. Lone palm sways, as the ocean breeze whistles an island tune. Escape to Margaritaville, and enjoy Lone Palm.

Lone Palm Ale, our very own house draft brewed exclusively for Jimmy Buffett's Margaritaville by Anheuser Busch. Straight from the adventures of the Caribbean Islands.

Lone Palm Ale is a very drinkable rich, robust amber beer with a smooth and malty flavor. One sip and you will be wishing you were kicking back on a sandy tropical beach.

Lone Palm was introduced to our restaurants back in July, and quickly became one of our top sellers. It ranks #1 or #2 in every Margaritaville Cafe that carries it on the menu. In November 2005 Lone Palm Ale took part in the 7th Annual Orlando Beer Fest, the largest beer festival in the Southeast, and placed #2 in the Tasters Choice Category out of 125 different brews.

The 7th Annual Orlando Beer Fest, held November 12th and 13th at Universal CityWalk in Orlando is the largest beer festival in Florida and one of the largest in Southeastern US. 41 brewers from all over the country showcased more than 120 different beers and competed for the coveted Best of the Fest awards. It was Margaritaville's first year out there, showing off the newest addition to the menu, Lone Palm Ale - an amber ale found only in Margaritaville restaurants.

Margaritaville's Lone Palm Ale was awarded 2nd place in the Taster's Choice Award and 2nd place for the Best Booth. The booth was an oasis, a place to unwind, complete with tiki bar, adiron-dack chairs and PlayStation 2. It included Margaritaville Jerk Shrimp samples, a Tattoo parlor - Margaritaville shrimp tattoos available while you sampled, a Tiki lounge with Play Station 2, and a giant plasma TV was set up in the for our (Root) Beer Tapper Tournament.

At the end of each day the player with the highest score won a Lone Palm Gift Basket containing a Lone Palm tap handle, set of pilsner glasses, Lone Palm coasters, chrome bottle opener, key chain, baseball cap, Margaritaville dinner certificate and a PlayStation 2 Beer Tapper Game.

Lone Palm Ale was so popular that more of it was served than any other beer at the festival.



Chukka Caribbean Adventures operates some of the wildest and most fun-filled excursions for visitors to Jamaica. You can swing through trees in a canopy tour, join an underwater exploration, take a safari in a Jeep or ATV, and soon, Jah willing, take a dog sled tour of the island.

Danny Melville, owner of Chukka Adventures was shopping for a dune buggy to use in his excursions while in Alberta, Canada and happened upon at a specialized sled on wheels being built for a Scottish dog sled racer. This piqued his interest. Wouldn't that be great for his tour company, even better wouldn't it be great to have a competitive dog sled team from Jamaica, and even better, a team that could compete in the Olympics. *Shades of Cool Running*. As you may know, the Jamaican Bobsled team made history at the 1988 Olympics Winter Games in Calgary. They warmed the hearts of many worldwide in their first attempt at Olympic glory and their story was immortalized in the popular movie 'Cool Runnings'.

The sled's purchaser was Alan Stewart of Grantown-on-Spey, Scotland. He has been Scottish champion four times, won all the UK events and raced all over the world, from the Alps to Argentina, winning the biggest race in South America, which lasts a grueling two weeks. Alan Stewart was also part of the first and only UK team to race in the extreme sled-dog event, The Alpen Trail, 400km over three sets of mountains and now he gives tourists and thrill seekers a taste of what it is to race sled-dogs like huskies and pointers at his remote Cairngorm Sled-dog Centre, the only place in the UK to offer such an experience. But nothing had prepared him for a call from a Caribbean island looking for help to start and train a dog sled team.

Devon Anderson is an operations manager who works for Danny in Jamaica. Devon is also an acknowledged Horse Whisperer in Jamaica, known for his innate ability to work with animals. Devon spent 10 days last summer at the Cairngorm Sled-dog Centre in Scotland. He was brilliant with the dogs, a Dr. Doolittle character. If that is the caliber in Jamaica, then there is great potential for a successful team, Mr. Stewart told Iain Lundy at The Mall On Sunday.

In August this year Alan followed Devon back to Jamaica for six weeks of intensive sled dog training. The aim was to set up a kennel and sled-dog museum while also completing Devon's training. And not only Devon's training, but finding and training the proper dogs. According to Stewart, It takes years to train sled-dogs but I knew we would be able to go into a welfare home and spot the right dogs very quickly. And it was great to be able to save nine dogs because out there stray or abandoned dogs are only kept two days before they are put down. Since the rescued dogs were born and bred in Jamaica the heat was never a problem for them, and in just six weeks Alan had Devon and his team trained to a competitive level.

In October of 2005, Danny and Devon traveled to Minnesota as the guests of Rick and Annette Johnson during the North Star Sled Dog Club's Fall 2005 Fun For All Seminar. The Jamaicans were there to promote their operation and to learn more about the sport they were getting involved with. Rick Johnson has worked with sled dogs for the past 35 years and, along with Alan Stewart, trained Devon that August in Jamaica. I was amazed, said Johnson. The eight dogs in training were all running in harness by the time I left the first of September. That's remarkable in that period of time, even among actual sled dogs. He was also instrumental in bringing the World Sled Dog Federation from Minnesota in America to give their mark of approval to the set-up. The Jamaican sled dogs are a mixture of Labradors, Rottweilers and mongrels from the streets. They are trained early in the morning to avoid the worst of the heat. Sled dogs are among the best cared for animals in the world. Because the sport is based on athletic performance, the Musher must be constantly alert to anything that might endanger the health of his or her dog team members. Many mushers use a balanced and fortified meat-based diet to provide the compact, highly digestible high quality protein and energy that the dogs need.

Although Melville sees the sled dog endeavor as a major tourist attraction, his project isn't limited to tourism. It's nice to be able to take tourists on a sled dog ride along the beach, but we want to see a sled dog museum along the lines, perhaps, of Stewart's in Scotland. We're also serious about developing the sport in Jamaica and racing in the IFSS (International Federation of Sled dog Sports) World Championships, both the snow and dry land events We want to develop bikejoring, cart classes, and canicross and take our teams overseas for competitions. We really want to promote the whole sport.

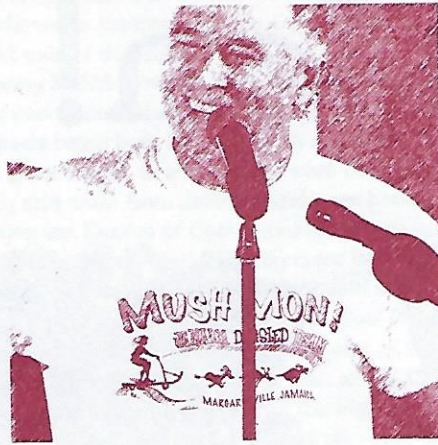
The Jamaican Dog Sled Team is proudly sponsored by Jimmy Buffett's Margaritaville, Chukka Caribbean Adventures, the International Federation of Sleddog Sports, Inc., and the Jamaica Society for the Prevention of Cruelty Against Animals.



# Mush Mon!







# JAMAICA HAS FOUND ANOTHER SPORT THAT THEY ARE GOING TO TRY AND CONQUER.

By Margaritaville Jamaican Staff on 12/22/2005

Jamaicans are well known for being the Kings and Queens of track and field, netball, football, and cricket. These are sports that our athletes have excelled in during world class competitions. We brought it to another level when our very own Bobsled team did the unthinkable and qualified for the 1988 Winter Olympics. We have continued to compete over the years and accomplished our best finish to date by finishing in fourteenth place in the 1994 Winter Olympics. The Bobsled team has brought us great notoriety as it is widely recognized as the most popular team in the world at every winter Olympics competition. As a result, many tourists visit the island in anticipation of hanging out at the home of the Bobsledders - the Jamaican Bobsled cafe, located on the hip strip (Gloucester Avenue) in Montego Bay.

On any given day, patrons can be seen sipping on an array of outstanding cocktails, enjoying great food, purchasing authentic Bobsled team merchandise and taking photos in the original bobsled that is located inside the store. So if bobsledding has brought this kind of excitement to the island, can Jamaica really conquer another sport? Well it seems as if we are definitely going to try - it is none other than dog sledding! Yes dog sledding! You know the famous sounds of the Iditarod when you can loudly hear the driver yelling mush, mush, team!

In June 2005, Danny Melville spearheaded a mission to send Devon Anderson, Chukka Caribbean's operations manager, to Scotland, on a mission to investigate sled dog racing. Chukka Caribbean's ultimate goal is to have a Chukka Caribbean tour that features sled dogs. They plan to take it to another level by entering the Winter Olympics in 2010.

The good news is that the team already garnered sponsorship. On December 8, 2005, Jimmy Buffett, international recording artist and namesake of the popular Margaritaville chain, announced his intent to sponsor the Jamaican Dogsled Team at a press conference held at Margaritaville in Ocho Rios. So it seems as if Jamaica is taking on another challenge yet again and venturing into new waters-or new snow, if you will. First bobsledding and now dog sledding-who would have ever imagined it!









MARGARITAVILLE  
The Coconut Telegraph  
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Key West, FL 33041

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Visit our web site @ [www.margaritaville.com](http://www.margaritaville.com)



**SOLDIER RIDE** is an organization that holds cycling events raising public awareness for the needs of wounded soldiers while assisting them in their rehabilitation. Working in conjunction with the non-profit Wounded Warrior Project, Soldier Ride has reached thousands of wounded servicemen and women, providing comfort items, counseling, and rehabilitation to aid in the transition from a hospital bed to an independent life at home.

A cycling event is planned for Key West on February 18th. The Margaritaville Store will donate proceeds from the sale of our Fins Up bracelet purchased throughout the month (02/01/06 - 02/28/06) to aid the Soldier Ride cause.

**Fins Up Bracelet #14950 \$2.00**



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