

MARGARITA VILLER COCONUT TELEGRAPH

VOLUME 27 No.4 FALL 2011

WWW.MARGARITAVILLE.COM

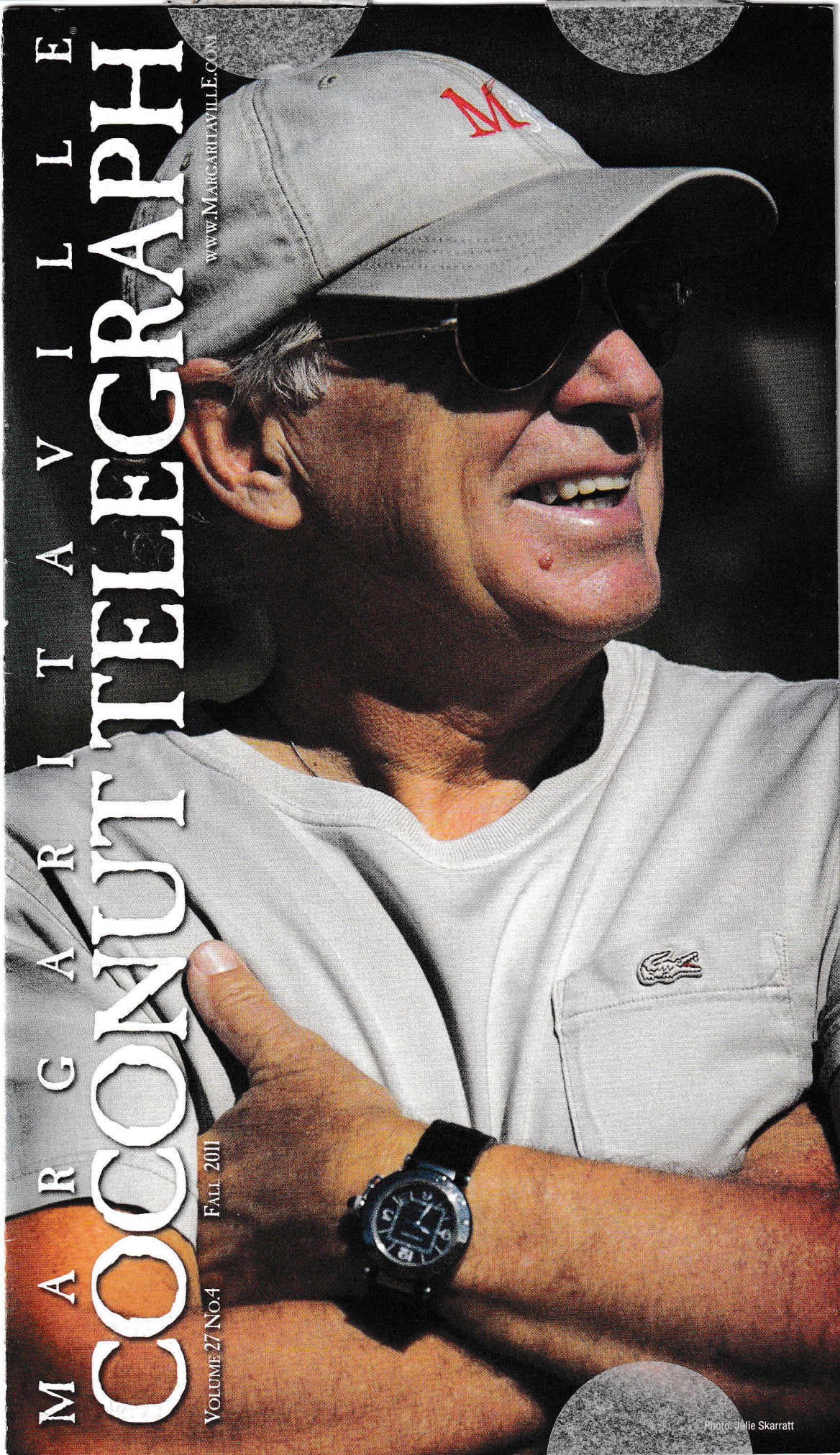


Photo: Julie Skarratt

It Just Looks Easy

By "Uncle" Jim Mayer



To friends and family back home I refer to the Buffett tour as "Summer Camp". Each destination is something I look forward to and each city is a place I know like an old friend. Over the last couple years Nadirah and Doyle have taken the initiative to set up Meet & Greet before the shows in the parking lot. I love these times! It adds to our experience of getting to know all you fruitcakes and join you in the baker's oven in the heat of summer with your tailgating. As Jimmy said years ago, the show is background music for your party!

As I check the time on my trusty Smart phone I can't believe that we're already into Summer! That means it is the Season to Party and join y'all in Fin-Land. Some times it appears that time flies, yet when I look back to January it feels like another world and another life. The road is a strange twister of moments that makes one feel no time has passed and yet we've lived a lifetime in 6 months. It is strange and amazing!

Looking back to January and Sydney I get a big smile on my face, thinking of meeting the wonderful people there, the warm welcome back to a place I had never been, the incredible sights and the strange mishap of Jimmy walking off the wrong side of the stage! That night reminded me of how precious what we have is and how lucky we all are to have the Son of a Son of a Sailor still with us and rocking.

Moving through February I enjoyed the quiet time to work on the Uncle Jim Anti-Bullying and childhood obesity projects and spend time with brother Peter and our family. The Coral Reefer Band is packed with talent and each of our various lives and incarnations fuel each other. This is just plain brilliant! Thanks Jimmy!

By April we were ready to hit as the Welcome to Fin-Land Tour started up in Austin, TX for rehearsals this year. That town has the "cool vibe" and comfort that makes us all feel right at home. Whether digging incredible Tex-Mex food or checking out blues bands, Austin rocks! Some folks ask me why we even need to rehearse after all the years. To which I reply, "It just looks easy."

Considering many top level bands rehearse for months before hitting the road with a major tour, Jimmy's rehearsal schedule of just under 10 days is incredible; the fact that sound, lights, crew, video, band, singers all get parts and transitions right still blows my mind. It keeps us all on our toes and we are continually ready for Jimmy to tear up that set list and call a wild card. That's what keeps it fun!

We launched this rocket ship in Tampa. Already we have gone to Kansas City and dug into some serious Bar-B-Que. By the way, I have a suspicion the tour is routed around food. A visit to Charleston and the Carolinas, (more bar-b-que and incredible low country cooking), back to my home town of St. Louis after the tornadoes, and my other home town of Nashville a year after the floods, partying at the new Margaritaville with the boss and the Reefers including a rare visit by Club Trini band leaders Robert Greenwich and Mike Utley. As Mac McAnally so aptly put it, "Whether it's the 13 year Cicadas or the thousand year flood, it's always Five O'clock Somewhere!"

Every port in Fin-Land has rocked and had friends waiting for us. This is starting to remind me of a song... "There is a tale that the island people tell, don't care if it is true 'cause I love it so well..." Jimmy has scheduled the tour in a very relaxed way so that when we hit the stage we are always ready to explode. Each night has become historic to me. It is a special time in the band's history and I feel truly proud to be a part of this incredible experience.

The weeks off are filled with exhilarating side projects to keep our hearts and minds growing, staying in touch with you all and re-connecting with our dear families. It feels special to have down time to feel the hot summer days melt into night as the sun goes down. It brings back memories of when I was a kid and heard "Brown Eyed Girl" on the radio, days when Peter and I road bikes around the block and camped out in our neighborhood friend's backyards.

As Jimmy has said a thousand times, "I'm growing older but not up". I'm glad we all can second that emotion, hey, that sounds like a song. Have a fantastic summer and we will see you back on the Big Stage! Welcome to Fin-Land!





Photo: Allen Toussaint & Jesse Winchester

I ran into Jim in the lobby of a French Quarter hotel as I was coaxing the concierge into giving me a pass to Jazz Fest, you'd be surprised what you can get for a Central Grocery muffuletta these days. The olive salad sandwich and some name dropping got me into a cab, out to the familiar fairgrounds and under a shady tent behind the Acura Stage. Jim snapped some photos while I greeted old road friends; crew and Coral Reefers alike, as they prepared for that evenings performance.

New Orleans R&B favorite Allen Toussaint was doing his thing along with his beautiful backup singers and horn section, and coerced Jimmy onstage (no muffuletta required) and serenaded the appreciative crowd

with I Wanna Hang With Jimmy Buffett. "I'm gonna lay back in the sun, Partake of all the fun, I'm gonna hang with Jimmy Buffett"

An hour or so later 60,000 plus were partaking of the fun as well. Following this year's theme of Coral Reefer classics, Jimmy opened with The Wino & I Know and flowed easily through a litany of lyrics from Life Is Just A Tire Swing to Pascagoula Run, adding his personal recollections and regional references that customize a Buffett concert.

Jimmy reciprocated with Allen Toussaint and invited another New Orleans favorite Jesse Winchester to join them. Jimmy has recorded several Jesse Winchester songs including Biloxi, Defying Gravity and L'Air de la Louisiane. The trio led a sing-along of a rousing rendition of Jesse's Rhumba Man.

Jimmy finished the evening Playing For Gumbo and as the band exited to Last Man Standing the flood of festival goers made their way to the exits...and the sun will set from off towards New Orleans.

Uncle Jim's Mission is: Finding Joy and Wonder in Everyday Life.

The term "Uncle Jim" is not a figurative one; Jim has twenty nieces and nephews and he knows what kids like. Mayer's first children's CD, "Uncle Jim - Funky As A Diaper" (Mailboat Records) reached #1 on XM KiDS Radio (twice!) and is the recipient of an iParenting "Hot Product" Media Award and a Children's Music Web Award. All of the material on "Funky As A Diaper" has been child tested and some of the songs have even been co-written with Jim's nieces and nephews. Joining Uncle Jim on "Funky" is former Arrested Development singer Nadirah Shakoor, along with Grammy award-winning saxophonist Jeff Coffin of The Dave Mathews Band, and fellow Coral Reefer band members, creating richly textured music that's designed for adults as well.

www.unclejimrocks.com

Parrot Head Credit Card

Parrot Heads now have a way to support their favorite charities and philanthropic endeavors with the new "Parrot Heads in Paradise" (PHiP) Visa Card. Parrot Heads in Paradise, Inc. and UMB CardPartner have joined forces to present to you the first ever Parrot Head Credit Card, PHiP's affinity Visa® Platinum Rewards credit card.

This brand new way of supporting PHiP and your Parrot Head Club's favorite charities is a rewarding choice for everyone. "Using the PHiP Visa® Affinity Platinum Rewards credit card for everyday purchases is an easy way for supporters to participate in a passive manner", said PHiP's director of membership Bob Heffelfinger. "Proceeds from our new VISA program will be used to directly impact our numerous philanthropic endeavors, be they social, charitable or environmental, in keeping with our philosophy of "leaving this world a little better than we found it ... and having a BLAST while doing it."

When a cardholder activates the card, Parrot Heads in Paradise, Inc. receives \$50. Then for the life of the program, PHiP will receive a portion of every dollar that each cardholder charges. The Parrot Heads in Paradise, Inc. Visa® Platinum Rewards card offers qualified cardholders exceptional benefits including no annual fee, a low APR and reward points for shopping at participating merchants. All the benefits of a Platinum Visa® Rewards Card will be yours, along with the satisfaction of showing your support of Parrot Heads in Paradise, Inc.'s mission every time you use your card.

Apply now and earn points at hundreds of online retailers. Redeem your points for name-brand merchandise, event tickets, gift cards, travel rewards options, and more! The more Parrot Heads who participate, the bigger the impact we can make. Let's take this "Party with a Purpose" to a whole new level! Get your new Parrot Head credit card today! www.cardpartner.com/app/philp



Jimmy Buffett & Margaritaville ...In The News

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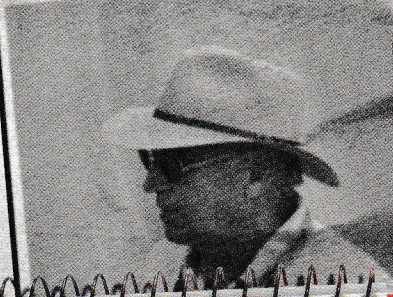
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Radio Margaritaville

Catch live Jimmy Buffett concerts as well as great island music on Radio Margaritaville! Tune in on Sirius/XM or online at RadioMargaritaville.com.

Margarillas

Your behind-the-scenes look at the Welcome to Fin Land tour and Backstage Pass to the Margaritaville Festival.



Margaritaville Chicago

The Island experience is coming to the Midwest as Navy Pier today announced the addition of Margaritaville to its exciting array of restaurant offerings. When Margaritaville opens on Lake Michigan in Chicago next spring, visitors won't have to travel any further than Navy Pier to be transported to the tropics. It will be more than a dining destination; it will be an entire change in latitude (and a change in attitude.) From my earliest days in the city, playing the Quiet Knight on Belmont, to the pinnacle of live performances to me, singing in front of the ivy wall at Wrigley Field, I have had a long and wonderful history and affection for the people, the music, the art and the food of the Windy City. I have always thought Chicago as a beach town, a pretty big one, but still a beach town. I am happy to call Navy Pier home to Margaritaville. Fins Up Chicago.

Facebook.com/MargaritavilleOnline

Done

Margaritaville Online will allow players to personalize their own virtual paradise! The game looks more like a Wii console title than a traditional Facebook game. For one, it's a lush, tropical 3D open world that has a colorful cartoon feel. The developer has nailed the laidback attitude that Buffett and his Parrot Heads have lived by for so many decades. Players can jump on a boat and tour the coast or explore friends' personalized island resorts. There's plenty of memorable Buffett music to enjoy as you play mini-games like Limbo.

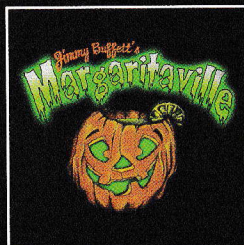
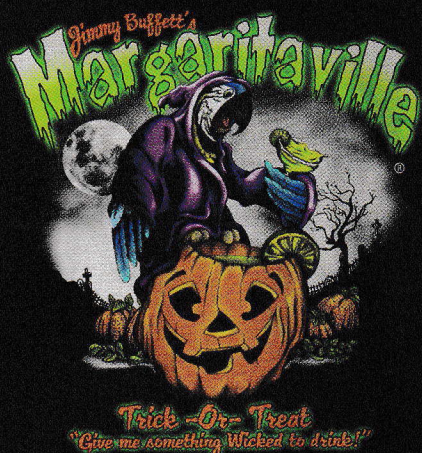
Socializing is a core tenant of the game and players can hang out at the bar and drink Buffett's own LandShark Beer or form a band and play their own tunes. Fans of his bestselling books will be able to talk to characters straight off the page. There's Captain Tony's Boats and Planes outpost and Joe Merchant's Trading Post.



CMT Performance Award

- "Margaritaville" from the CMT Crossroads episode featuring Jimmy Buffett and Zac Brown Band was named the CMT Performance of the Year
"Thanks to all our fans. Thanks so much to Jimmy Buffett and all the folks and all the Parrot Heads at Margaritaville." -- Zac Brown

(A)



FRONT LEFT CHEST

(B)



FRONT LEFT CHEST

(C)



(A)

2011 Halloween T'

"Trick or Treat... Give me Something Wicked to Drink"

S #8019, M #8020, L #8021, XL #8022 \$22.95

XXL #8023 \$23.95 3XL #8024 \$24.95

(B)

Island Of Spices T'

"And the Rum is for all your Good Vices" Texas Orange

M #8094, L #8095, XL #8096 \$21.95

XXL #8097 \$22.95

(C)

Kids Pirate T'

"Pirate Training Camp Survivor. Skull & Crossbones glow in the dark (great for Halloween safety!) Garment dyed, available in Brown.

XS #15864, S #15865, M #15866, L #15867 \$16.95

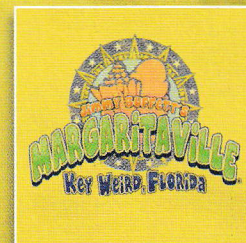
WWW.MARGARITAVILLESTORE.COM

1



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

- (A) Farside of the World T'**
Cool Paddle Board Print in Coffee color.
M # 8041, L #8042, XL #8043 \$23.95
XXL #8044 \$24.95
- (B) We are the People T'**
"Our Parents Warned Us About" Distressed print,
serene Green
M #8071, L #8072, XL #8073 \$21.95
XXL #8074 \$22.95
- (C) Palm Tree T'**
"Gotta Go Where It's Warm" Distressed print. Ash
S #8083, M #8084, L #8085, XL #8086 \$21.95
XXL #8087 \$22.95
- (D) Key Weird T'**
Mallory Square, watchin' the sunset, Conch
Republic, Chickens, Bikes...all a MUST in "Key
Weird". Yellow
S #6974, M #6975, L #6976, XL #6977 \$21.95
- (E) Son of a Sailor T'**
"The Sea's in my Veins, My Tradition Remains.."
Garment dyed, Blue Jean.
S #15040, M #15041, L #15042,
XL #15043 \$24.95
XXL #15044 \$25.95 3XL #15045 \$26.95
- (F) Be Pirates T'**
"Where there be Pirates, There be a Party"
Army Green
S #42408, M #42409, L #42410,
XL #42411 \$21.95
XXL #42412 \$22.95
- (G) Bone fishing Team Cap**
Embroidered front with Key West, FL embroidered
on side. Lightweight 100% polyester, longer bill
with Velcro back closure. Army Green
#6826 \$18.00



FRONT LEFT CHEST

(B)



FRONT LEFT CHEST

(C)



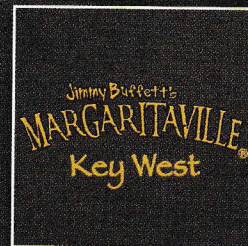
FRONT LEFT CHEST

(E)



FRONT LEFT CHEST

(F)



1-800-COCOTEL

1-800-262-6835

3

- (A) Ladies Parrot T**
Long sleeve ladies classic cut t-shirt with Parrot embroidery.
S #8102, M #8103, L #8104, XL #8105 \$34.95 #8106 \$35.95

- (B) Ladies Half Zip Hoodie**
In the Heart of Old Key West full front screen print. 8 oz, 60/40 blend sanded fleece. Ash fleece lined hood. 2x1 rib cuffs, waistband and hood. Half zip with antique nickel zipper. Bone color draw cords. Slightly contrasting stitching. Pink
S #8112, M #8113, L #8114, XL #8115 \$44.95

- (C) Starfish Necklace**
Ladies Sterling Silver Starfish pendant on an 18" sterling silver chain. Starfish measures approx 1/2". Shipped in signature jewelry box. Designed by Corbett Davis, a jeweler from Pensacola, FL and also a good friend of Jimmy Buffett's.
#6915 \$21.50

- (D) Tropic Cocktail Beach Towel**
"Sip into Someplace Comfortable"
100% cotton beach towel measures 32" x 64".
#40703 \$21.95

- (E) Island Life Wall Hanging**
"Life is good, but Island Life is better"
Designed, handmade and signed on the back by local artist Maggie Ruley in Key West. Wall hanging dimensions are 7"W x 5"H with green leather cord attached for hanging.
#6484 \$34.00

- (F) Flip Flop Stir Set**
Glass Flip Flop stir sticks, boxed in set of 4 assorted colors.
#5796 \$6.95

- (G) Ladies Hibiscus Visor**
Blue Visor with Hibiscus cut-out with frayed edges, reveals pink cloth underneath. Margaritaville embroidered on band. Velcro back closure with Key West embroidered on strap.
#6328 \$16.00

- (H) Margaritaville Bandana**
20" square bandana, pink with black lettering.
#5944 \$6.95

- (I) Lime Shot Glass**
2 oz Shot glass reads:
"Take Life with a grain of salt, a slice of lime and a shot of Tequila" Other side reads: Jimmy Buffett's Margaritaville Key West
#6576 \$6.00 each





WWW.MARGARITAVILLESTORE.COM

1



PARROT HEADS

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

- (A) Custom Margaritaville Lights**
Repeats pattern of Palm Tree, Parrot and Margarita Glass (sizes: Parrot 5", others 3") Bag contains a 12-ft string of 10 lights/covers. Indoor / Outdoor use. Sorry, not able to connect together with another strand)
#40056 \$16.95
- (B) Jimmy's Happy Hour Pocket T'**
"It's Five O'clock Somewhere" White Pocket T-shirt.
M #8049, L #8050, XL #8051 \$24.95 XXL #8052 \$25.95 3XL #8053 \$26.95
- (C) Parrot Head Bar Towel**
Official Parrot Head Bar towel. Measures 16"L x 13"W. Black background with Red lettering.
#5889 \$15.95
- (D) Parrot Head Password Log**
This Password Organizer provides you with a single centralized location in which to store all your online account login information. Paperback, spiral bound with elastic closure. Measures approx. 5" x 3", 50 pages.
#43594 \$7.95
- (E) "Why Wait? It's 5 O'clock Somewhere"**
Black painted wood with colorful, heavy duty appliqué. Measures 24" x 4". Intended for indoor use only.
#6319 \$22.95
- (F) Parrot head Club Sign**
Rope twined signs measures 7" x 11".
#45266 \$18.95
- (G) Parrot Head Pkwy**
Metal street signs measure 18" x 5".
#10790 \$13.95
- (H) Boat Drinks Tervis Tumbler**
Double-walled insulation. Dishwasher, microwave and freezer safe, constructed of a high-quality polymer, virtually indestructible. Made in the USA. 16 oz.
#5889 \$15.95
- (I) Tropical Woozie**
Parrot print woozie fits most mid-sized wine glasses, insulates and feels great. Functional, adjustable, washable, portable, and reusable.
#6356 \$9.95
- (J) Margaritaville Flag**
Nylon Flag measures 28"L x 18"W. Print on one side, shows reverse on the other.
#42298 \$21.95

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(A)

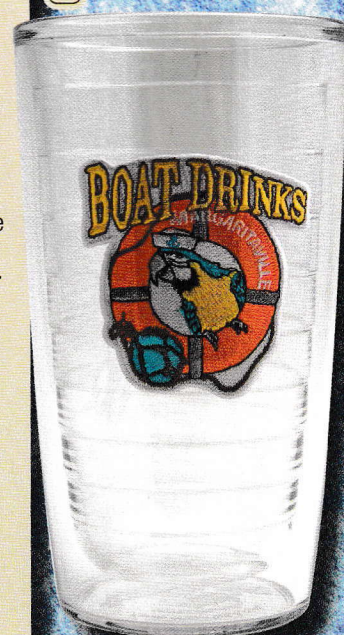


(B)



FRONT LEFT POCKET

(H)



(I)



(Wine Glass Not Included)



(C)



(D)



(E)



(F)



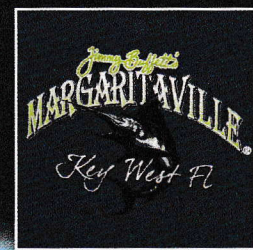
(G)



(J)



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1-800-262-6835



FRONT LEFT CHEST

- (A) **Seaplane Long Sleeve T'**
Seaplane and Marlin design on a long sleeve tee. Denim Heather.
S #8026, M #8027, L #8028, XL #8029 \$26.95
XXL #8030 \$27.95
- (B) **Sailing Team Sweatshirt**
Margaritaville done in Appliqué. Navy with White Trim. Jimmy Buffett's Sailing Team and distressed anchor screenprint. Available in Honey. 7.75 oz fleece, 50/50 blend hooded sweatshirt with front pouch pocket.
S #8054, M #8055, L #8056, XL #8057 \$39.95
XXL #8058 \$40.95
- (C) **Sailing Team Cap**
Navy cap with Honey embroidery. Velcro back closure.
#8122 \$18.00

MARGARITAVILLE
THE COCONUT TELEGRAPH
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KEY WEST, FL 33040

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Visit our web site @ WWW.MARGARITAVILLE.COM

Jimmy Buffett's Margaritaville Store, 500 Duval Street, Old Town Key West

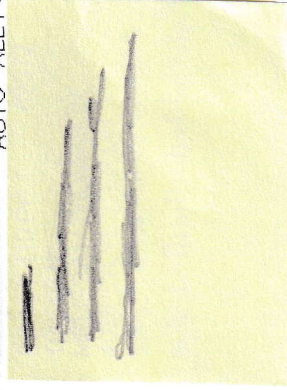
PRSRT STD
U.S. Postage
PAID
Margaritaville

Fin Land Flag

Welcome to Fin Land
tour flag. Nylon flag
measures 28"L x 18"W.
Print on one side,
reverse on the other.
#7988 \$18.00



*****AUTO**ALL FOR AADC 950



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Printed on chlorine-free paper made from 30% post consumer waste.