

## Jimmy Buffett

What if you could do what you love doing—your passion—all of the time? What if you were paid vast amounts of money to do it? What if it continued for years and years? That's the life Jimmy Buffett leads. It wasn't all easy. Although he had a very rocky beginning, the King of Margaritaville, the Head Parrothead has had more adventure in his life than most will ever see, or even imagine. That's probably why he attracts so many fans and followers. His songs are self-attested "90 per cent autobiographical" (a statement attested to by his narratives of wine, women and song), so most people can learn about his life just by playing his songs. He has parlayed his lifestyle and fame into a line of clothing, an innovative 24-hour live Internet Radio Station (Radio Margaritaville), three best-selling books, wildly successful "Margaritaville Cafes" (located in Key West, , Cancun, New Orleans, Orlando and Miami to name a few) and of course sold out concerts every summer throughout the world.

Born in Pascagoula, Mississippi on Christmas Day, 1946 he was raised in Mobile, Alabama. His father was a US Navy architect and took Jimmy on sailing trips. His grandfather was a sailor, who inspired him to adopt the sailing lifestyle. His song, *The Captain and The Kid* tells of his close association with his grandfather. Jimmy is also a distant cousin of billionaire Warren Buffett, whom he affectionately refers to as "Uncle Warren." He attended Catholic high school and Auburn University in Alabama, but dropped out to pursue other interests. Later he returned to college and got a degree in journalism from the University of Southern Mississippi. He describes those years and his urge to start a singing career in the song *Migration*.

Working as the Nashville correspondent for Billboard magazine, he built up the contacts that led to his 1970 debut for Barnaby Records. The two albums he cut there were not well produced or received. Buffett moved to Key West, Florida, an environment which would become his home and inspiration for most of his songs and adventures. He later commented, "I never planned to make a whole series of albums about Key West. It was a natural process."

Jimmy started out writing positive songs with humor and wit, and his audiences grew slowly but steadily as he played bistros in the Southeast (including the aptly named "The Bistro" in Atlanta. He dabbled in sailing and smuggling, but when offered a contract by ABC records he went back to Nashville. There he produced three rather successful solo albums: **A White Sport Coat and A Pink Crustacean**, **Living And Dying In 3/4 Time** (with his first hit *Come Monday*) and **A1A** (named for the beach road that runs along the East Coast of Florida). He also wrote the music for the movie "Rancho Deluxe." In 1974 he formed the Coral Reefer Band and produced the more popular **Havana Daydreamin'** album.

But it was Buffett's next album, **Changes in Latitudes, Changes in Attitudes**, that skyrocketed him to fame and brought the world his anthem, *Margaritaville*. He followed with **Son of a Son of a Sailor** (featuring the hit *Cheeseburger in Paradise*) and **Volcano** (featuring the title song and the concert favorite *Fins*). His music gradually drifted from

Caribbean Country to Contemporary Rock. His next several albums weren't as widely popular but he continued to write about his life and interests. Songs like *I Wish Lunch Could Last Forever*, *You'll Never Work in This Bidness Again* and *If the Phone Doesn't Ring it's Me* continued his prolific recording and carefree lifestyle. During this time he had one failed marriage, and a second marriage to "the right girl" which produced his daughters.

Jimmy has recorded over 33 albums/CDs most of which have gone gold, platinum or multi-platinum. His recording, **Boats, Beaches, Bars & Ballads**, is one of the biggest selling box sets (quadruple platinum) in MCA Records history. His latest few are enhanced CDs, including footage of his recent travels and the making of the record. Despite of little radio play and a glaring shortage of hit singles--but a large and loyal group of fans (Parrotheads)--Buffett has become one of the wealthiest beach bums in history.

An author, Buffett has also written No. 1 best sellers: Tales From Margaritaville, Where Is Joe Merchant?, A Salty Piece of Land and A Pirate Looks At Fifty. As a result, Jimmy is one of only six authors in the history of the New York Times Bestseller List to have reached #1 on both their fiction and non-fiction lists. No matter where you are in the world you can hear his concerts live on his creative internet Radio Margaritaville, a 24-hour live broadcast radio station that harkens back to '70s FM radio styles. Radio Margaritaville has been ranked by Arbitron as one of the most popular web channels on the internet.

A recovered drug user, Jimmy owns several boats, homes in Key West and Long Island and travels extensively beyond his concert touring (Paris and Carnival in Brazil are two of his favorite destinations). He began flying in 1985 and has a passion for seaplanes. He crashed in one but lived through it thanks to Navy training.

Rolling Stone magazine says this about him: "A wise businessman, he has become the hero of "parrotheads" -- blue and white-collar working stiff who would love to lead the life about which he writes (music, novels and even screenplays) and sings." His tropical tunes and seagoing tales about beaches, sailboats, and booze-in-the-blender offer an escape for the common working man and woman.

As I write this I am listening to a Jimmy Buffett concert broadcast live on "Radio Margaritaville." The culture that Jimmy has stays with him and grows every year by leaps and bounds. Everyone seems to know the words to the songs. When he says, "Fins up!" everyone knows what he means to do and what song is coming next. Although he writes new songs every year, his community loves the culture he has developed around his brand.

Jimmy Buffett has throngs of cult followers. They know the words and motions to specific songs, dress like a day at the beach for the tailgate parties that precede his concerts and follow him from venue to venue. Yet Buffett has only had one Number 1 hit song (and it isn't *Margartaville*). *It's Five O'Clock Somewhere* topped the charts and

won him the Grammy with Alan Jackson (Jimmy's appearance in the song comes in late and lasts only 40 seconds). But he sells out arenas the day his tickets go on sale. His chain of international restaurants and gift shops are as strong as ever. Radio Margaritaville began as an internet phenomenon and it has carried to satellite radio and Dish TV. His cult following is well entrenched. It is more than an experience, it's a feeding frenzy!

Few people can resist Jimmy Buffett's own fantasyland filled with palm trees, cold beer, cheeseburgers, margaritas and love. He has turned a passion for life into a multi-million dollar fortune just by being himself!

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