



Q4 2021

Parrot Head Club of Eastern MA | Vol. 32

Q4 2021 ~ The 3/4 Times

For your enjoyment and information

Hello to Our PHCOEM Friends!

Wishing you all a very happy, healthy 2022 New Year!

Thank you all for the support of our Club and the many successful events we had during these hard times. Our charity events most recently included Wreaths Across America, a co-Club with Nautical Whalers. In November, The Boys & Girls Christmas Tree Decorating, hosted by Sunny was a great success. We also participated in many Blood Drives with Harriet, a longtime member. Jean hosted Operation Troops and a Sox & Food Drive, and delivered everything to Mr. Moody before the holidays to send out to our Troops. Marcia hosted March for the Dogs/NEADS Animal Shelter and many needed items were provided. We also did two Beach Clean-ups both North & South.

Our Social included The Rhode Island Rail Way Explorers Trips – twice! Once in the morning and one for Sunset. What a BLAST of a time by All. We had a few fun house parties, including our Annual Summer Pool Membership & Meeting hosted by The Fratangelo's, with Ray Z playing. In the late Fall had a Halloween Pumpkin Party, and a Holiday Party with some of the guys playing for us at both as we decorated for the Occasions.

Our BOD will continue to give updates on our website & Facebook page, along with emails to keep you all updated on times. If you wish to share a Safe Event, have suggestions, articles, pictures, recipes, and anything for members to enjoy, we welcome it all! Please send them to newsletter@phcoem.com.

Our Monthly TT's Meeting's will continue and we want to thank Jim & Bill - The Functional Drunks for playing for us at some of the locations, including virtually at times. We have Club Flags for sale in 3 sizes - contact Donna Mac for details. We are also working on our Club Basket for the 2022 NEPHC Convention.

Thank You Everyone!
Lizzy L12- Liz McCarthy
Secretary of PHCOEM





From the Office of the Prez



Good Day, Pholks!

We have many things to be thankful for this year! The pandemic and Covid situation has taught us many things. Outdoor dining is great, even in the cold temperatures ... especially when there is a fire pit or big heater close by! You can hide your facial expressions behind a good mask, most of the time. Importantly and hopefully, we now fully appreciate all the things and relationships and people we took for granted before a total shut down. How much we missed the human contact and socialization. How important the roles animals play in many of our lives. All the positive stuff we learned about each other and how even just one kind gesture can really make someone's day or week, or even longer.

We are happy to announce Year 2 of our Pandemic Membership Dues Roll Back! For the month of January, starting January 1, you can sign up to be a member of our Club, happily celebrating into its 28th year of existence, for just \$20!

That's right - \$20 membership dues for the entire year! The Club has specific operating costs through Parrotheads in Paradise Inc. which require us to maintain a website, and pay dues to them along with sending our annual reports. We are also keeping some in our PHIN Phund that helps fellow Parrotheads in need.

We will be planning lots of fun activities and continue to follow health and safety protocols to keep all our members safe.

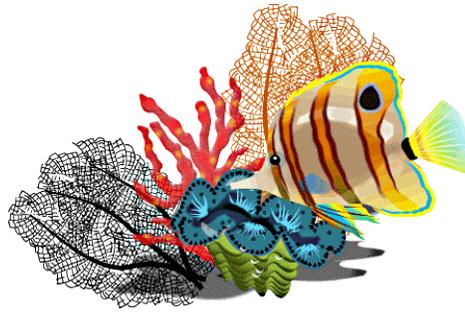
Hope you have a wonderful, happy, healthy New Year!

Remember dues roll back for \$20 only for the month of January!

Happy New Year!

Mac
PHCOEM
President (2020-2022)





From the Office of the Vice Prez

Happy New Year from the VP!

As we all hope for a better and virus free 2022, we are keeping in mind your safety with commitment to be involved in community and social events. We will continue to keep our club events going virtually until it is safe to meet in person. We were very successful doing this last year and hope that we can continue in this manner for the start of the year.

For the spring we are doing a new event collecting shoes for the next few months. We will collect “gently” used shoes and bring them to a collection center that refurbishes them for needy and underserved areas. The name of this charity is Called Funds2orgs. The club will receive compensation based on the number of shoes we donate, which will help with our efforts to support members and charities. As you start spring cleaning save the shoes and boots you would discard, and we will collect them. More info to follow.

We will also do MARCH for the DOGS in march as a virtual donation to an animal rescue. I hope you all have a great new year, embrace our new world, and let us know if we can help you in any way as the year goes on.

As always, stay happy, safe and practice kindness,

Bix, VP





From the Office of the Treasurer

We have the following quarterly figures for Q4:

December beginning: \$1,431.71

Expenses: \$71.54

Deposits: \$194.57

Balance: \$1,626.28

From the Office of the Membership



Happy New Year Everyone!

Can you believe it is 2022? We had a great 2021 with many events for our members. Thank you to everyone who participated with virtual and in person events. We are hoping to get some outdoor events going as the weather gets better.

We would like to thank everyone who donated socks (300 pairs) to Operation Troop Support. They were very much needed by our troops. Also want to thank everyone who donated non-perishable food to be sent overseas. We collected about 400 pounds of food that is so desperately needed by our troops. The Moodys are working on getting a packing event together for us to join them. As soon as we hear more about that we will let you know.

BREAKING NEWS!!!!!!!!!!

As an incentive to renew your membership for 2022 we are offering the renewal fee of \$20 for a family or individual membership. Hurry though as this price is only available until January 31, 2022.

Registration is also still open for the NEPHC that will be held in Mansfield at the end of April.

Jean Duffill



Happy Birthday to those completing Another Trip Around the Sun in Q4!

<i>January</i>	<i>February</i>	<i>March</i>
5 – Mary Alves	1 – Arthur Connolly	7 – Samantha Griffin
11 – Chase King	11 – Patrick O’Connor	8 – Ellie Fratangelo
11 – Carol Shapiro	13 – Bobby McQueen	14 – Rita Stokinger
12 – Bobby Pouliot	15 – Deb Beauregard	18 – Olivia Cornier
15 – Jocelyn Beck	16 – Ernie Fratangelo	18 – Mike Deldon
19 – Julie Vallieres	23 – Cindy Cid DeLeo	18 – Peggy Trefrey
24 – Linda Hatch	25 – Linda Hendrickson	27 – Jim Cormier
27 – Jim Foley	26 – Chris Hartig	27 – Breheney Dobry
	26 – Gretchen Milliken	
	27 – Zariah Beck	





SOCIAL!

Happy winter solstice, Phlock!

We are monitoring the health updates weekly and planning socially distant and acceptable meetings and gatherings. The fall was great and we planned some excellent adventures. The highlight was the RI Rail Trail. The sunset cruise down the tracks was an absolute blast. We will be planning another rail trip later this year. The beach cleanups went awesome and the socials after were even better. The luncheons and camaraderie after we do charity events makes it even more worthwhile. We met a national kite flyer in September at the Nahant Beach Coastsweep. He took out and flew many different kites of all shapes and sizes while we walked and picked up. It was a lot of fun. We also had 2 crafting socials and firepits with sing-a longs. Those were a lot of fun and all outside so we could be safe, socially distant but still enjoy each other's company. Thank you for all those that came and enjoyed these events. We will be planning more socials and gatherings depending upon the state's recommendations for safety protocols. It will get better, Phlock!

We will once again be able to convene in a big group setting indoors but for now let's all stay safe, happy and healthy.

Happy Holidays!
Merry Christmas!
Happy New Year!

The Social Crew





CHARITY!

Hi all!

We have had quite an exciting few months. We had 2 Coastsweep beach cleanups: one on the north shore and one down south; both followed by a social gathering at a few restaurants and breweries. The National Ocean Conservancy has kept our data the past few years and sent us updates on the beaches we clean and the total pounds of trash picked up. It adds up fast!

The Boys and Girls Club tree decorating was a huge success and thanks to Mr. Richard and Sunshine for hosting the event. We had two beautiful trees adorned with handmade ornaments and presents. They got many compliments at the show and raffle drawing.

The Club donated over 300 pairs of socks for Operation Troop Support! Our Socktoberfest sock drive was again a huge success thanks to all of you generous members. Mr. Moody was so thrilled to see all those socks. "Thank you doesn't seem like enough," he remarked. The look on his face was worth every pair! The food drive that we have going on for OTS may be an ongoing thing. Our troops are still overseas and they are battling contamination and food issues that we take for granted here in the U.S. So, thank you again for all of you that donated food goods to our OTS drive. They so appreciate all the food they get in those packages. The troops are always commenting and thanking them for the thoughtful gestures. Mr. Moody is so happy to have us helping them and their cause out! Thank you also goes out to Jean Duffill for all the special deliveries! Thank you all in making this another successful fall helping out our troops.

The last and most recent charity event we participated in during Q4 was Wreaths Across America. This is at minimum the tenth year we have participated in this event as a Club. Each year brings different weather and brings new meaning to the significance and importance of being there for our veterans. This year we met a total stranger at the cemetery he asked us to join him in saying a prayer for his mom. We joined him and after the heartwarming and kind words we all hugged him. This gave many of us a renewed belief in the season. A sense of sadness, yet at the same time happiness for him and the rest of us, as we knew we had made a new friend! The morning can be such an emotionally charged event; yet at the same time we know the importance and significance of saying the prayer and laying the wreaths at specific sites. These people fought for our freedoms we enjoy today; they deserve at the very least a wreath to be laid for them during the holiday season.

We wish you all a
Happy Holiday Season
Merry Christmas
Happy New Year!

A huge thank you for all you do the entire year through in helping make your communities a better brighter place. Your contributions and volunteer efforts on behalf of all these charities we support does not go unnoticed. This Club has gained an incredible reputation for its kindness and generosity and that's because of all of you! Be proud of yourselves and what you stand for!

As always make someone smile today!
Thank you for all you do!

The Charity Committee



Thirsty Thursdays!

Thirsty Thursdays are now back LIVE at our usually locations each month at 7:00 pm.
Info will be posted to our website and to our Facebook page!
We hope to see you all real soon!!



What did he say?!!

Literally we just stuck the shaft in the hole and it fit!

Flying meat ... look at that! Wow!

Two pumps and a squirt, and your there!

I'll do a three way with you guys.

Playing with them? I am sleeping with them too!

Okay, I had the balls in my hand and I was squeezing as hard as I could!

Ok, I am going to boink her!

It makes it easier on the tab.

Then they found it cause I was pumping so hard!

Do fish pee in the sea?

I like it rimmed.

I just want to hold the meat.

But you have to toss the meat in order to win?

Don't do it or I will flip you off this bench!

I don't know ... but what's that oozy stuff in lobsters when you go to eat them?

Look at those sausages, they are so big!

There's no laughing because once we start, we won't be able to catch anything!

It's really hot if you go deep!

Just put the shaft in the hole and you're done!

Asking a man if he gets a rise in the morning ...

Send that over and I'll play with it ...

You have to talk to the yeast to see how well it's going to rise.







Loaded Tater Tot Skewers

Ingredients:

1 bag of frozen Tater Tots
Bacon, chopped
Cheddar cheese, grated
Ranch seasoning
Wooden skewers
Green onions (optional)

- Preheat oven to 425°.
- Spread your tots in a single layer on a large baking sheet. Make them a bit more crispy by spraying the tops with a canola oil cooking spray. Cook your tater tots according to directions until golden brown in color.
- While the tater tots are cooking, cook your bacon.
- Once you pull the tater tots out of the oven, let them cool for approximately 2-5 minutes until you can skewer them onto the skewers. We suggest 6-7 per skewer.
- Once on the skewers and on the pan, sprinkle ranch seasoning over each of the tater tots. Then, sprinkle the bacon and then the cheese over the top of the tater tots.
- Place into the oven for an additional 10 minutes until the cheese is fully melted and golden in color. Remove from oven and serve.
- Serve with a sour cream ranch dip. Simply add ranch seasoning to the sour cream and stir and it creates a ranch dressing dip.

You can cook the tater tots in an air fryer. Simply set your air fryer to 400 degrees and cook a full bag for 15 minutes. Shake them up every 5 minutes.



From Marcia Bixby

Glögg

Glögg is a Swedish warm mulled drink made with wine or liquor. There are many recipes but I like this one. The best thing about making a mulled drink is you can really use any liquor. I like to use half or opened bottles in my pantry to make mine. I have used brandy or red wine as the base and added what was in the pantry - peachtree schnapps, pear liquor, passionfruit liquor, ginger wine, triple sec, and berry schnapps. If you have bottles of wine or liquor from the holidays, use that instead of buying more. Adapt it as you like it, taste and adjust as you go along, and enjoy a nice warm mulled drink on a cold winter day. If it needs a little sweetness, you can add a cup of triple sec, you are adding orange peels or slices anyway. I add a sliced orange and the spices, 3 or 4 cinnamon sticks but not the almonds.

- 5 (750 ml) bottles of Port Wine
- 1 (750 ml) bottle of 100 proof Bourbon Whiskey
- 1 (750 ml) bottle of White Rum
- 3 Whole Cardamom Pods (cracked)
- 1 Small Cinnamon Stick
- 4 Whole Cloves
- 1 (3") Strip Orange Peel
- 1 (8") square Cheesecloth
- $\frac{3}{4}$ cup White Sugar
- 1 (15 oz) package Dark Raisins
- 1 (6 oz) package Almonds, blanched and slivered



Glögg can also be made without alcohol by replacing the wine with fruit or berry juices. The kids will have fun mixing the juices in the crockpot, adding oranges and spices, and waiting for it to be ready.

Happy New Year, Bix

In case you missed it ...

New Retirement Village Attracts Jimmy Buffett Fans

Devotees and residents discuss the relaxed vibe of a laid-back lifestyle with amenities

by John Colapinto, AARP, December 6, 2021

Is it us, or does Latitude Margaritaville, a new retirement village that's located in Daytona Beach, Florida, sound suspiciously close to a couple of Jimmy Buffett songs? Turns out this pastel-hued development for boomers is as near as anyone can get to living inside Buffett's brain.

You can eat a Cheeseburger in Paradise (after his 1978 tribute to a favorite food) at the Latitude Bar & Chill or exercise your pup at Barkaritaville dog park. The place's tidy pink-and-blue clapboard homes mimic the singer-songwriter's candy-colored album covers. When I dropped in last July, I found myself starting to act like a character in one of those songs, day drinking at a tequila-fueled cocktail party and pleasantly wasting away the next few hours in an airy beach house, which I'd rented for a couple of days to get a taste of life here.

But to attain full immersion, several residents told me, I'd have to get out in the sun and sweat a little. With Florida temperatures topping 90 degrees, I begged off pickleball, tennis or bocce, opting instead for something pool-based: a class in "aqua kickboxing."

At the Fins Up! Fitness Center, I was confronted with an oceanic expanse of a pool surrounded by palm trees and umbrella-shaded tables. Some 20 fit-looking women in their 70s (and up) bobbed in the water while an energetic instructor in spandex cheered them on poolside.

As I lowered myself into the pool, I hoped I wouldn't embarrass my pool mates with my vigor and prowess. Our trainer pushed the play button on a boom box and demonstrated rapid-fire moves — side lunges, front kicks, punches, jumping jacks — made maddeningly difficult due to water resistance. Five minutes in, I was gasping for air, muscles burning, my mind screaming: *This cannot go on much longer!*

It went on, nonstop, for another 40 minutes. Sheer ego compelled me to finish, whereupon I climbed, trembling, from the water. Only then did I notice that my pool mates were not following. They were patiently awaiting the start of the next class: "aqua Zumba." When I expressed disbelief, they laughed. "Oh, we've been doing these routines for months," one woman said. "We're used to it."

It was then that I understood the full scope of the Buffett Vision of Retirement Life: a vacation-style, every-day-is-Saturday vibe, mixed with some vigorous activity and community involvement to keep brain and body in working order — and hold melancholy musings at bay.

The notion of an age-restricted retirement community was born in the American Southwest. After Sun City, Arizona — developer Del Webb's first community for people 55 and older — opened in 1960, it was such an explosive hit that it landed Webb on the cover of *Time* magazine. Over-55 communities have proliferated in America ever since; today there are Del Webb Active Adult Communities in 19 states, and countless competitors, including seven Leisure World locations. Recent years have seen the introduction of appealing new alternatives such as multigenerational villages and farm-to-table elder communities. Latitude Margaritaville circa 2021 has familiar echoes of Webb's relaxation-based vision circa 1960 (if you throw in tequila, salt and medicinal weed).

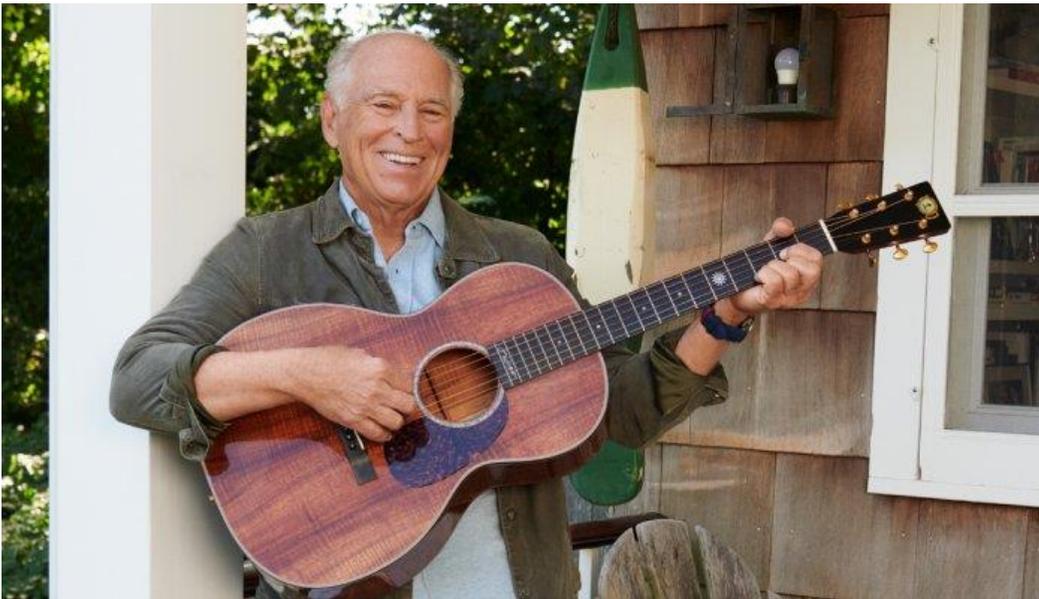
Still, Buffett's version of post-work paradise marks a departure from previous iterations of the idea, including the current big kahuna of retirement centers: The Villages, the vast central-Florida 55-plus community that boasts a mind-boggling 693 holes of golf. Started in the 1980s, The Villages has a population of more than 130,000 and is a prime stopover for political campaigns.

Latitude Margaritaville, by contrast, appears to be for boomers who share collective memories — not of Jack Nicklaus or college political clubs, but of dancing at stadium shows with a bunch of strangers-turned-comrades. Residents seem to purposefully avoid sources of interpersonal friction: During the 2020 campaign, they even voted to remove all election signs from their lawns.

Latitude Margaritaville positions itself as a younger, hipper place to retire, with marketing materials that deploy the ubiquitous slogan, “Growing older but not up.” That’s the title of a 1981 Buffett song, and it’s Buffett himself who is the development’s main selling point. As a self-described living symbol of the boomer generation, he is a perfect tout for a community tailor-made for the aging youthquake whose music and movies and books and fashions dominated the world for decades. For Buffett, it’s a savvy brand extension: His Margaritaville resorts, restaurants, casinos and merchandise have already made him a half-billionaire.

And indeed, since the first homes went on sale at Daytona Beach in November 2017, Buffett’s company has sold more than \$600 million worth of units across three locations: the original one, Daytona Beach (which recently upped its capacity to 3,900 homes); Hilton Head, South Carolina; and Panama City Beach, Florida, where Margaritaville Watersound, zoned to include up to 170,000 homes, will be the largest “active living” retirement community in the United States, if fully built out. But that’s still a big if.

No one was more surprised at the notion of Buffett opening retirement communities than the singer himself. “When they approached me about the idea,” he recalls, “I said, ‘Really? They want to live in Margaritaville?’ ”



JEFF LIPSKY ~ Buffett at home in Sag Harbor, New York, in September

A week after my trip to Daytona Beach, I was meeting with Buffett in his light-filled, guitar-crammed home studio in Sag Harbor, Long Island. He was dressed in Hawaiian shirt and shorts, and sandals that he kicked off as we settled onto a scuffed leather couch. He’s 74 now and graying, but his committed exercise and diet regimen keeps him fit. Indeed, he seems to have blossomed with age, the bland, blond suburban dad of the 1980s and ‘90s giving over to the current rascal rocker.

Buffett considers himself blessed on many counts. Married to the same woman, Jane Slagsvol, since 1977, he is close to their three grown children (two daughters and a son). Until the COVID shutdown, he was one of the most successful live acts on the planet. He has, in the last year and a half, recorded and released two albums, including *Life on the Flip Side*, his first LP of originals in seven years, which debuted at number 1 on *Billboard’s* country album chart. Still flying his four private planes, captaining his custom-built fishing boat, foil surfing, dining with friends like Paul McCartney and Warren Buffett, and bopping among homes in St. Barts, New York and Los Angeles, among other places, he has every reason to be happy.

Conspicuous in the list of Buffett's recent achievements — which also include best-selling books and a SiriusXM radio station with 9 million weekly listeners — are major undertakings such as a \$370 million resort in Times Square that opened last July and a show, *Escape to Margaritaville*, that played on Broadway in 2018 and recently resumed a national tour. Such projects make it clear that Buffett is nowhere close to retiring. "They're going to have to drag me off that stage or out of the cockpit," he says, laughing. "I want to be the poster child for the person who could retire but doesn't."

The utterance might seem a major PR gaffe for a newly minted retirement mogul, but Buffett knows that his fans don't expect him to live as they do. His style is aspirational; he has been a lifestyle influencer since before the term existed. One of Buffett's major aims in building retirement havens, he says, is so that his fans can finally experience the life he sings about. "Lot of people worked harder than they played in their real lives," he says. "This is their time to play."

A little history for those who might not know him: Buffett first entered the public mind as the Man on Permanent Vacation in the 1970s, after he moved from Nashville to Key West, Florida, in his mid-20s, in full flight from a broken first marriage and a debut LP that bombed. Under the influence of Key West's white sand beaches, palm trees and ocean breezes, he stopped writing despairing folk songs and started to express his fundamentally positive worldview in a series of albums: *A White Sport Coat and a Pink Crustacean* (1973), *Living and Dying in 3/4 Time* (1974) and *A1A* (1974). Though none were chart-toppers, they sold well enough to keep Buffett on tour, filling midsize venues, until 1977, when he released a song about a man gently stewing in the sweet despair of a breakup. He claims it took 20 minutes to write "Margaritaville," which his pal Tom Freston, the former CEO of MTV Networks and Viacom, says may be "the most valuable song" ever written, right up there with "White Christmas."

Indeed, now that the song is the basis for a major branding operation that does more than \$1 billion in annual sales, Buffett can sound a little defensive about it. He insists the song is not the debauched lament to which revisionists have tried to reduce it. "I'm a good Catholic," Buffett says, semi-jokingly. "At the end of the song, I blame myself. I take responsibility."

Thanks to the lilting steel drum hook and Buffett's soaring chorus, the song became the top-10 hit he had been chasing for a decade. I asked Buffett's longtime manager, Irving Azoff, how "Margaritaville" changed Buffett.

"Jimmy the person didn't change," Azoff says. "But Jimmy the artist changed a lot because he became a headliner, selling out arenas." Fans started following Buffett's tour from city to city, like the famous Deadheads who shadowed the Grateful Dead. In 1985, when a bandmate noticed that fans were showing up wearing colorful headgear that made them look like tropical birds, someone dubbed them the Parrot Heads, still the term of art for the most fanatic of Buffett's fans. They arrive hours, even days, before his concerts to hold boozy tailgate parties.

Despite his popularity on the road, Buffett has never been a favorite of the Grammys, the Rock & Roll Hall of Fame or radio playlists. But if the critics don't love Buffett, some of his fellow musicians take up the slack. Bob Dylan has called Jimmy Buffett one of the finest songwriters America has ever produced, citing the poignant ballads "He Went to Paris" and "Death of an Unpopular Poet."

Says Chris Blackwell, the founder of Island Records, which released some of Buffett's albums, "He's a great songwriter, there's no question about that." His Caribbean-inflected sound belongs to "a genre of his own," Blackwell adds, but it's Buffett's personality that makes his followers so loyal. "He is an incredibly warm, generous person, and that extends to being onstage," Blackwell says. "People feel it."

For Buffett, it all began when he noticed that people selling fan T-shirts had spelled his name wrong. He enlisted a Florida buddy to print up some properly spelled shirts, which he sold from a Key West merchandise shop that he opened in 1985. Two years later, the shop, called Margaritaville — by now selling food and drink — was racking up \$1 million a year in sales. It dawned on Buffett that he might have the basis for a serious brand, but he also knew

he lacked the expertise necessary to take the thing global. So in 1999, he invited a Wall Street friend, John Cohan, who had worked on major brands including RC Cola and Snapple, to work for him. “I said, ‘I can’t pay you what you get on Wall Street, but we can be partners, and you can come to work in shorts and flip-flops,’ ” Buffett recalls.

Cohan jumped at it because he had once seen Buffett play in front of 100,000 screaming Parrot Heads. “Most brands are about the product they sell,” Cohan said from his home office, in Palm Beach, over Zoom, “but this was really something emotional.” And emotion drives a brand.

To illustrate what he means, Cohan takes me back to 1999, to the origin story of the Margaritaville vision, which Buffett himself dashed off on a borrowed word processor at an ad agency office in New York. “Where is Margaritaville?” he wrote. “It’s in the tropics somewhere between the Port of Indecision and Southeast of Disorder, but no parallels of latitude or longitude mark the spot exactly.... Palm trees provide the camouflage, ocean breezes bring the seaplanes and sailboats, tourists and travelers. Passports are not required.... “Where is Margaritaville? It’s in your mind.”

Not every ’70s-era rock star could launch a billion-dollar branding company without being a sellout. But for Buffett, the turn to business seems natural. As his close friend, *Rolling Stone* publisher Jann Wenner, recalls, Buffett once left a lavish 70th birthday party in Jamaica in mid-revelry to glad-hand the staff of the local Margaritaville restaurant franchise. “That’s what you should do as a good businessman,” Wenner says. “And he enjoys doing it.”

The skeptical way to frame such moments is to call Buffett a faker, someone who plays at being a laid-back beach bum but who, in reality, never stops working. The truth, though, is that Buffett is a seasoned delegator who manages to have an awful lot of Buffett-style fun. “Jimmy is not writing menus,” as Cohan puts it.

The idea to expand the Margaritaville brand to include retirement communities had already been percolating when Cohan learned that a Canadian real estate developer, Minto, had bought up 260 acres of Daytona Beach with plans to build a 55-plus community. It didn’t take Buffett long to see the potential. He knew his original boomer fan base was beginning to retire. Thanks to modern medicine, the youngest boomers, born in 1964, could live another 30, 40 healthy years — and with the money to do so in style, since boomers are sitting on more discretionary savings than any previous generation.

“So what are people doing with that time?” Buffett asks. “Lot of people have a good pension — teachers, firefighters — and they want to live with like-minded people.”

Minto agreed to build the planned community while Margaritaville Holdings LLC branded the place. And when the sales center opened in 2017, hundreds camped out overnight in the parking lot with lawn chairs and blenders, exactly like the Parrot Heads at a tailgate party. Footage shows people crying with excitement after signing a contract for a home.

Latitude Margaritaville is not a budget paradise. New-home base prices range from the mid-\$200,000s to the mid-\$400,000s or more, which doesn’t include monthly maintenance fees or the cost of outfitting the place with upgraded appliances, cabinets and whatever else. A house listed at \$200,000 can cost you an extra \$50,000 once the dust settles; then again, the median price of an American home is now \$353,000.

A retirement based solely around partying and exercise can seem a little self-absorbed, though — a plan for retreating from the world, rather than contributing to it. I asked Buffett directly: “Is Margaritaville just about that?”

At first, he misunderstood. “I was brought up with the idea of noblesse oblige,” he said, sounding injured. “If you become successful, you give back. I’ve always done that. I’m sure we’re the only band that has a retirement plan. We started Singing for Change, our charitable foundation, 26 years ago. We take a dollar from every ticket we sell.” (The foundation helps people living in poverty become more self-sufficient.)

When I stressed that I was talking about the people who live in his retirement villages, he said, “They kind of follow our lead there.” He mentions a resident he met at the Daytona location in the early days of the COVID pandemic. “She organized all the women, and they made more than 2,000 masks for the hospitals.” He also mentions that there are three or four Jimmy Buffett cover bands made up of residents, and that one of them played a benefit that raised \$7,000 for a fellow resident’s cancer treatments.

Still, Buffett likes to say that his entire Margaritaville empire — hotels, restaurants, retirement villages and indeed, his entire musical career — is based on escapism.

“It’s vital to have fun in your life,” he says. “That little layer of escapism that we provide, that little layer of humanity, is what keeps us from going back and being tribal.” With its rock ‘n’ roll camaraderie and ‘60s-inflected sense of community, Latitude Margaritaville promises a certain sunburned stripe of boomer a retirement designed just for them. Even if the pursuit of fun is hardly an innovation, it remains a powerful lure, Buffett says. “Take fun away, take escapism away, take caring about other people away, and you’re right back in the cave.”



PHCoEM is PHINE

**P = Pride
H = Honesty
I = Integrity
N = Nice (kindness)
E = Empathy**

**Please show to others that this club will continue to add to these building blocks and lay the foundation for another 25 years of greatness. We would not be able to have such an impact on our communities without you awesome members. Yes you all can make a difference even if it is just to one person make it a positive experience.
Thank you
Mac
president phcoem (2020-2022)
Make someone smile today**

Anyone wishing to share information within this newsletter, please send your articles to newsletter@phcoem.com.

For the printable version of the Club Calendar and other great information, please visit our webpage at www.phcoem.com. You can also get access to our Facebook page through our website.

If you have questions about our website, www.phcoem.com, please send an email to phcoemadmin@phcoem.com.

Reference Links:

National Chapter Parrot Heads in Paradise at www.phip.com

Our website at www.phcoem.com

Northeast Regional Parrot Head Convention Committee at www.nerphc.org

