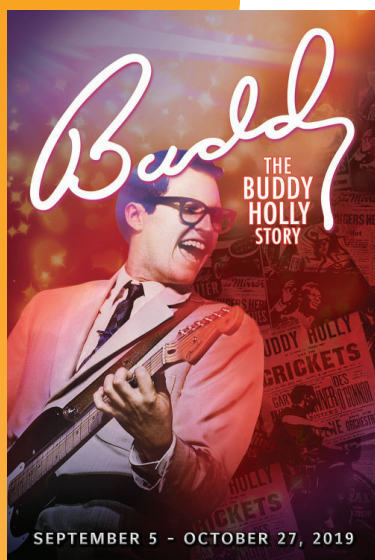


The One, The Only, Buddy Holly!



"Whether or not you come in being a Buddy Holly fan, I guarantee that you will be one when you leave."

— Ed Flesch

ON JANUARY 23, 1959 IN MILWAUKEE, A ROCK AND ROLL SHOW PLAYED ITS FIRST CONCERT OF A MIDWEST TOUR. IT WAS CALLED THE WINTER DANCE PARTY AND IT FEATURED THREE OF THE BIGGEST STARS IN ROCK. ELEVEN DAYS LATER IN THE MIDDLE OF A BLIZZARD IN CLEAR LAKE, IOWA THE PLANE CARRYING THESE THREE STARS WENT DOWN IN A FARMER'S FIELD. THAT NIGHT THE MUSIC WORLD LOST THE BIG BOPPER, RICHIE VALENS, AND THE INCOMPARABLE BUDDY HOLLY.

Buddy was one of rock and roll's first superstars and his death left a hole in the world of music that has never, to this day, been completely filled.

During his short career, Holly wrote, recorded, and produced all of his own material. He is often regarded as the artist who defined the traditional rock-and-roll lineup of two guitars, bass, and drums. He was a major influence on later popular music artists, including Bob Dylan, The Beatles, The Rolling Stones, Eric Clapton, and Elton John. He was among the first artists inducted into the Rock and Roll Hall of Fame in 1986. Rolling Stone magazine ranked him number 13 in its list of "100 Greatest Artists".

Throughout the years a number of performers have sung the songs of Buddy Holly on the Fireside stage but we've never presented all of his music as well as the story of his life in one exciting show.

Well that changes now.

This Fall we are very pleased to present BUDDY – THE BUDDY HOLLY STORY. The show was written by Alan Janes. It opened at London's Victoria Palace Theatre on October 12, 1989 and ran in London's West End for over 12 years, playing 5,140 performances. Since then the show has been performed continuously, having played Broadway, five U.S. National Tours and numerous other productions around the world. The show was nominated in the UK for an Olivier Award for Best Musical.

Until now this vastly entertaining show has never gotten the full Fireside treatment and we all know what that means – creativity, inventiveness, great sets and costumes, a fantastic cast filled with some of the best performers around, and heart.

Whether or not you come in being a Buddy Holly fan, I guarantee that you will be one when you leave. Don't miss this unique, special show.

Ed Flesch



Hospitality *never goes out of style!*

BEFORE THE BEATLES AND THE ROLLING STONES EVER PLAYED A NOTE, POPULAR MUSIC WAS CHANGED FOREVER BY BUDDY HOLLY. NOW THIS MUSICAL ABOUT HIS LIFE CHRONICLES HIS CAREER FROM THE DAYS WHEN "PEGGY SUE" WAS "CINDY LOU", A SONG ABOUT HIS FIRST GIRLFRIEND, TO THE METEORIC RISE OF "THAT'LL BE THE DAY," TO HIS MARRIAGE, BREAKUP WITH THE CRICKETS, REUNION WITH THE CRICKETS, AND UNTIMELY DEATH. WE ARE THRILLED TO SHARE IT WITH YOU THIS FALL!



The show includes all the songs you'll expect to hear, including "Oh Boy," "Everyday," "Not Fade Away," and "Heartbeat," as well as the Big Bopper's "Chantilly Lace," and Ritchie Valens' "La Bamba."

Since opening in 1989 in London, BUDDY has been enjoyed by millions of people all over the world. Here in the U.S., reviewers have been singing its praises from coast to coast:

"Clearly the music never died."
Seattle Post-Intelligencer

"Extraordinary . . . A sensational night."
Denver Post

"How refreshing to be time-tunnelled to a lighter, less angst-ridden era."
The Boston Globe

Make sure you're booked for this one early enough to come back and see it a second time - you're going to love those golden oldies!

Rita Flynn





We're here to help you!

We love visiting with you about your tours and have heard from many that one major challenge is consistently filling your bus to cover your costs, especially as motorcoach rates go up. Some groups have found that a way to solve this problem, and even earn themselves an invitation to our Flame of Friendship Awards Party, is by gathering small groups or merging with another group leader. Here are some ideas that might allow you to bring enough guests to receive an invitation to the 2020 Awards Party - complete with that Steak and Lobster dinner and all the great gifts!

Jeni Erdman of Dousman, WI doesn't have her own group, rather she brings together senior living residences in her area, offering on-site pickups if they reach of minimum number. Together, they fill the bus. She books dates for each show for all these small parties to share, charters the coach, collects the individual payments by mail, pays The Fireside, and acts as the escort. This year she earned a group leader party invitation as a Super Star with successful bookings to six shows. If you're in the Waukesha area and need to join forces with someone else, we can put you in touch with Jeni or another groups that it would make sense for you to partner with. It's all part of the "Gathering Groups" program we started several years ago.

We also have Bank Travel group leaders that combine multiple company locations to fill one or more buses. We're happy to acknowledge each branch in our announcements so they maintain their own identities. Based on the number of shows and total guest count this can earn an invitation for one of the bank leaders or perhaps more than one.

Some Senior Centers from neighboring communities have combined efforts to fill coaches as their locations allow for easy pickups. The most successful of these is probably the joint efforts of Karin Sevensen from the Grafton Senior Citizens, Carol Lafontaine of the Cedarburg Senior Center, and Catherine Kiener of the Port Washington Senior Center. They choose their season bookings together then divide up the responsibilities for each specific date to confirm, make payments and escort. They each do their own promotion of the trip and at their level they each earned invitations to the party.

Other groups that saw their numbers decreasing chose to work with other groups in their area. Whichever group had the larger number for a show was the official group leader, but both had a change to get credit for enough shows to earn an invitation.

St Camillus Retirement Community and their affiliate San Camillo in the Milwaukee area combine their assisted living residents and senior living residents to make the group rate minimum of 18. Neither would be able to attend without the other. They come in two different small buses with one being accessible to guests with disabilities.

Becoming a group leader can seem like an overwhelming task but also very rewarding. Remember, we also offer promotional materials, artwork, sign-up sheets, and escort notes at no charge to take some of the organizational efforts off your plate.

If you're from out of state and are looking to plan more than a day trip we can help suggest other activities for your Wisconsin tour, too. Just give us some idea of what you're looking for and our ace group sales team will offer suggestions and put you in touch with other resources if you need them. Southern Wisconsin has attractions featuring dancing horses to a world class art museum and just about everything in between.

Let's keep the conversation going. Call us with questions or to share your own ideas on how to help others. Our Group Sales Team is here for YOU and we look forward to celebrating your success!

Flame of Friendship Awards

APRIL 6, 2019



2019 Flame of Friendship Honorees

BROOKE FURMANEK
COVENANT HARBOR



TOM WESTLUND
WESTLUND BUS LINES



Grand Prize Winners!



Grand Prize Drawing Winners:

Mary Jo Acker from the Feisty Female Red Hatters in Middleton (Roku Media Player), Wendy Jacobs from Willowdale Health Services in New Holstein (Fire HD Tablet), Mary Gilardi of Mary's Personalized Sightseeing-Milwaukee (Fujifilm Instax Camera), Judy Schroeder from Nativity Church in Green Bay (Fitbit Charge 2), and Mary Long with TBK Bank Travel Club in Elgin (Bose Quiet Comfort Wireless Noise Cancelling Headphones).

Flame of Friendship Awards

APRIL 6, 2019



Inside the Kitchen

with Chef Mike



Hi everyone!. Time to tempt your taste buds again! I'd like to tell you more about our Thursday Evening Signature Buffet, among our most popular meals all year long.

Your dinner starts out with our Signature Salad which has a bed of Fresh Iceberg and Romaine lettuces topped with Watermelon, Cantaloupe, Honeydew, Kiwi, Strawberries, and Oranges. It's topped with our famous Papaya Chutney Dressing and Sesame Dots.

On the Buffet, you'll always find the signature dishes - our famous Sweet Potato Souffle, Barbecued Pork Ribs, Chicken Tenderloin Tempura, Beer Battered Cod, Shrimp and Scallops Fusilli with Tomato Butter Sauce, Fresh Atlantic Salmon, along with Chef Carved Roast Beef Tenderloin and Turkey Breast. Each show we add two new items. Some of those featured dishes this season have been Zucchini Noodles Marinara, Pork Enchilada Lasagna, Bavarian Cabbage, Chicken Breasts with Tropical Salsa, Chicken Marsala, Southern Style Corn Pudding, Chicken Florentine, and Baked Cream Corn with Jones Bacon.

All buffet items are labeled and include Gluten Free, Vegetarian, and Vegan notices to assist guests looking for those items. Dinner is finished off with the Featured Dessert of course. I hope you'll be able to make it out some Thursday night to give this a try. Yumm!!!

Michael Scott
Executive Chef

SEE WHAT'S COOKING



BUDDY - The Buddy Holly Story **Featured Menu - September 5 - October 27, 2019**

Wednesday, Thursday, and Saturday Matinees,
Saturday Evenings*, and Sunday Middays.

Butternut Squash Soup

Freshly Baked Breads from our Artisan Bakery

Roast Boneless Pork Chop

Herbed Crouton Dressing with Sauerkraut and Jones Original Recipe Sausage. Served with Whipped Yukon Gold Potatoes glazed with rich Pork Stock Gravy, Corn O'Brien, and a ramekin of our specially crafted Cinnamon Apple Sauce.

Almond Lace Basket

Filled with a medley of Fresh Fruits, presented on Creme Anglaise, and topped with Fresh Whipped Cream.

Coffee, Tea and Milk

The Thursday Evening Signature Buffet begins with our Signature Salad topped with Papaya Chutney Dressing and served with Freshly Baked Breads. Enjoy two special entree selections in addition to Beef Tenderloin and Roast Turkey from the Carving Station, Barbecued Pork Back Ribs, Chicken Tenderloin Tempura with Brandied Apricot Sauce, Beer Batter Fried Cod, Shrimp and Scallops Fusilli with Tomato Butter Sauce, Fresh Atlantic Salmon, Sweet Potato Soufflé, Whipped Idaho Potatoes and Roasted Farm Fresh Vegetables. Almond Lace Basket for dessert plus coffee, tea and milk are included.

The Sunday Matinee Brunch begins with an assortment of Quick Breads and Pastries from our Bakery to enjoy with our Honey Glazed Fresh Fruit Medley with Yogurt and Natural Granola. Enjoy Chef Carved Brisket of Corned Beef and Roast Turkey Breast along with the buffet of Eggs Benedict on Jones Canadian Bacon, Scrambled Eggs, Crisp Bacon, Maple Sausage Links, Chicken Tenderloin Tempura with Brandied Apricot Sauce, Biscuits and Sausage Gravy, Fresh Atlantic Salmon, Bread Pudding, Breakfast Potatoes, a featured Beef Tenderloin dish, and Roasted Farm Fresh Vegetables. Almond Lace Basket for dessert plus coffee, tea and milk are included.

***Saturday Evening's menu also includes an Appetizer course.**

Jean's Corner of the World



For personal help with any of your bookings, call me at 800-477-9505 or email groupsales@firesidetheatre.com.

FLAME OF FRIENDSHIP AWARDS PARTY 2019!

Our annual event held on April 6th was a great success as you can see from the pictures. Most of our invited guests (group leaders) enjoyed the delicious Steak and Lobster dinner while others chose a Stuffed Pork Chop or Pretzel Chicken. As Mike would say, Yummm.



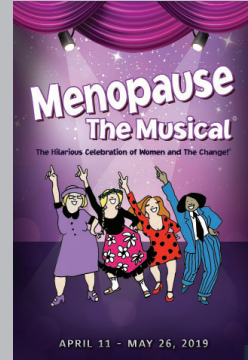
We changed the timing this year with the program starting the party at 10 AM when we acknowledged each level of group leaders from "Honored Guests" (attending two different show with a full bus), "Honorary Associate Producers" (three different shows attended), "Honorary Producers" (four shows), "Honorary Directors" (five shows), then to Super Stars (six shows or over 300 guests), and our "Executive Producers" (All seven shows with a full bus or over 500 guests).

This year Ryan Klopchic was the emcee while Rick Klopchic was his "helper" making us all laugh. They thanked all our guests then announced our very special award, THE FLAME OF FRIENDSHIP. You can see pictures of our winners who are both very deserving of this special recognition. Our Thanks to both.

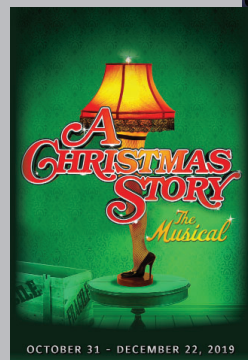
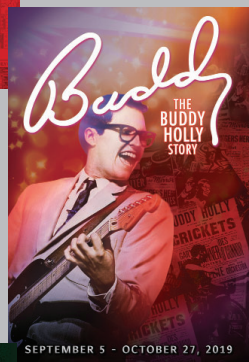
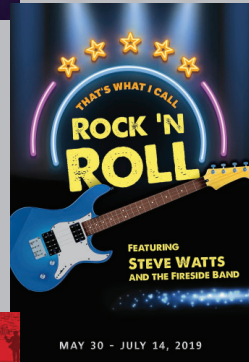
The pictures show our theme . . . HATS. We were delighted to see how many group leaders (ladies and gentlemen) came decked out in their finest. You will see the hats our group sales team wore (we had so much fun shopping for hats). There is a picture with the BEST HAT DUO winners along with the BEST HAT winner. Brooke Furmanek and her mother wowed the crowd with their pheasant feather creation along with the spring flower with butterflies hat that were made the night before the party. Talk about creative!! There was no question that Mary Jo Acker in her royal red hat took the prize for Best Hat. That hat is unbelievably heavy. Thanks to all of you that got into the spirit of MY FAIR LADY with hats.

For our new group leaders, we are starting a new year so there is still time to earn a place at one of our SIX levels and qualify to attend our next FLAME OF FRIENDSHIP AWARDS PARTY!

Box Office and Sales Manager
groupsales@firesidetheatre.com

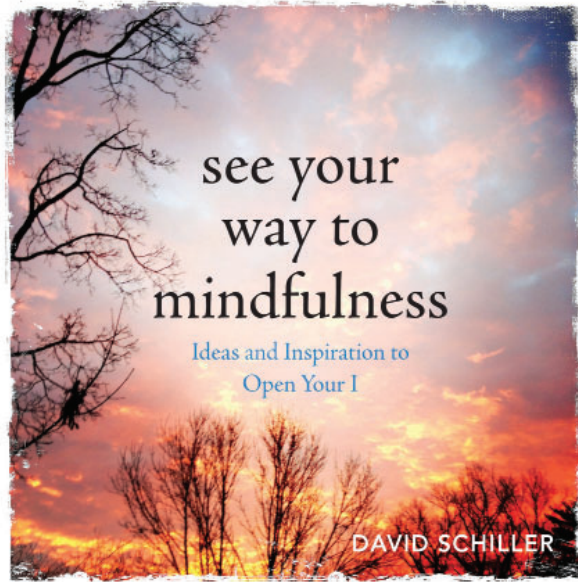


Promotional materials can be ordered through Group Sales or online at our web site. We look forward to helping you promote your trips to The Fireside.



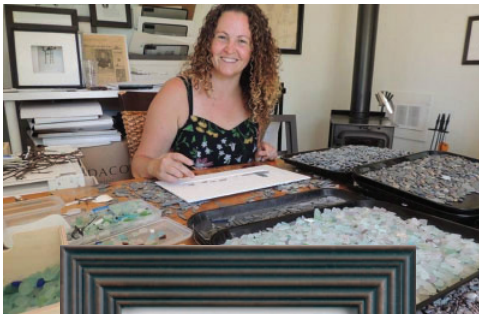


Sharon Nowlan



To Mindfulness And A Grateful Heart

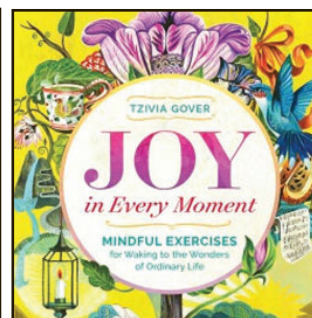
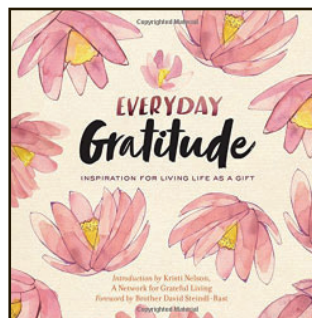
MINDFULNESS: MAINTAINING A MOMENT-BY-MOMENT AWARENESS OF OUR THOUGHTS, FEELINGS, SENSATIONS, AND SURROUNDING ENVIRONMENT THROUGH A GENTLE, NURTURING LENS. THIS ALSO MEANS THAT WE SHOULDN'T JUDGE OUR FEELINGS AS "RIGHT" OR "WRONG" BUT RATHER TUNE INTO THE PRESENT MOMENT RATHER THAN REHASHING THE PAST OR IMAGINING THE FUTURE. CERTAINLY A WAY TO REDUCE STRESS IF WE CAN ACHIEVE IT.



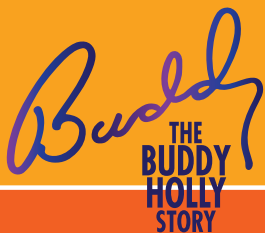
The Sharon Nowlan Collection features simple designs inspired by objects from seascapes and nature that powerfully depict the small, quiet moments of life that bloom large in our heart and spirit. Her unique style started with a trip to the beach with her three-year-old. After gathering a pocket full of small, sea-washed pebbles, she artfully arranged them to create a small tableau of a grandmother and child. The notion that a clutch of small, cold stones could convey such warm emotions struck a chord with Sharon. Her designs have evolved to include shells, twigs, driftwood, and bits of sea glass.



New Warm Heart Mugs and Giving Bracelets from Demdaco offer a beautiful reminder of mindful thoughts as well as the encouragement and support of others. The heart charms represent how you are being thought of and loved, while the cross charms honor your faith. We all need a little comfort now and then, to help us know that someone is ready with a hug, no matter what.



Be sure to browse our selection of books that contain short, inspirational sayings and ideas to help increase your mindfulness and gratefulness. They also make great gifts to remind someone else to slow down and enjoy life!



SAVE NOW! CALL 800-477-9505
WWW.FIRESIDETHEATRE.COM
groupsales@firesidetheatre.com

Groups are our specialty - visit early to get the best discount!

What is a group?

At The Fireside, there are many benefits for any group of 18 or more people attending a performance. You can hold seating with a small deposit while you finalize your exact count, due a few weeks before your visit. You'll also qualify for a discounted ticket price and your meal gratuity is included.

For weekday matinees, 18 paid tickets earns a complimentary package, for all other shows it's every 21st ticket. There is plenty of safe, free parking on-site for coaches. The Fireside is accessible to guests with disabilities; just let us know what special needs you have when making reservations.

- You can save over 20% with a group booking over individual ticket prices.
- The three-course dinner and show for groups of 18 or more in 2019 is \$73.80 (\$69.95 tax exempt) per person.
- **PREMIER GROUP RATE** offers an additional discount of \$3.00 per person when your group attends a performance of **BUDDY - The Buddy Holly Story** from September 5 - 29, 2019.
- **2019 Premier Group Rate** is \$70.63 (\$66.95 tax exempt) per person.
- The four-course Saturday Night Group rate in 2019 is \$78.02 (\$73.95 tax exempt) per person. For rates on optional entree selections call Group Sales.
- **2019 Premier Saturday Night Group Rate** is \$74.85 (\$70.95 tax exempt) per person.
- **2019 Youth Group Rates** for ages 14 and under with the youth meal are offered at \$52.70 (\$49.95 tax exempt) per youth.
- **2019 School Group Rates** are available for Mid-Week matinees as low as \$64.95 tax exempt rate per student. Chaperones qualify for the Group Rate.