

A Great New Christmas Tradition!



*"A warm-hearted musical direct
from the North Pole!"*

— Ed Flesch

SINCE 1993 THE FIRESIDE HAS BEEN KNOWN FOR ITS WONDERFUL CHRISTMAS SHOWS - OUR VERY POPULAR ORIGINAL CHRISTMAS REVUES AS WELL AS TERRIFIC PRODUCTIONS OF CHRISTMAS CLASSICS SUCH AS SCROOGE, MIRACLE ON 34TH STREET, AND A WONDERFUL LIFE HAVE MADE THE FIRESIDE A CHERISHED CHRISTMAS TRADITION FOR TENS OF THOUSANDS OF OUR PATRONS.

This year is no exception. We've got a great Christmas present for you all – all wrapped up and tied with a bow – with our production of **ELF THE MUSICAL**.

If you were to ask 100 people to name their favorite Christmas movie I'd be willing to bet that a good percentage of them would say **ELF**. This 2003 film starring Will Ferrell is loved by millions of people and rightly so. It is a funny, warm story of a human, raised by Santa's elves, who goes looking for the family he has never known. It's a story chock full of humor, romance, excitement, and overflowing with Christmas spirit.

ELF THE MUSICAL has all of that and more! In addition to all that other stuff, this show has **MUSIC** - a delightful musical score filled with such great songs as "Christmas Town," "World's Greatest Dad," "Sparklejollytwinklejingley," "There is a Santa Claus," and "Never Fall in Love With an Elf."

You may not be familiar with these song titles but I guarantee you'll be humming them on your way out and you will be filled with the spirit of Christmas!

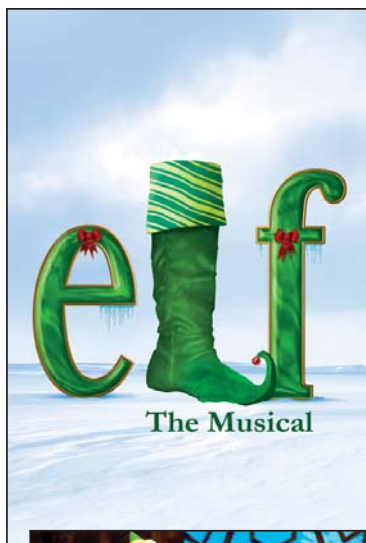
I just got back from New York City where I held auditions for **ELF THE MUSICAL**. I saw over 600 super-talented people sing, dance, and act for a chance to be in this show. That's a whole lot of great people to choose from, so obviously I will have a stellar cast to tell this great story.

So the tradition goes on. One thing you will always be able to count on is that The Fireside is the perfect place to visit at Christmas time. When you walk through our doors you'll be transported to a wonderland of dazzling decorations, great food, and this joyous, fun-filled, tuneful, warm-hearted musical direct from the North Pole!



Hospitality *never goes out of style!*

ANYTHING THAT IS LARGER THAN LIFE LENDS ITSELF TO BEING A GREAT THEATRICAL PRESENTATION. THE STORY OF BUDDY THE ELF DEFINITELY FITS THAT BILL. WHEN THE ACTOR PLAYING BUDDY IN THE ORIGINAL BROADWAY PRODUCTION WAS ASKED ABOUT THE SHOW, HE REMARKED THAT IT'S A SHOW THAT JUST MAKES YOU FEEL HAPPY, AND IS SURE TO PUT A SMILE ON YOUR FACE!



While a few changes have been made to the plot and to some characters in the 2003 film, the show is largely true to that story. The book for the musical comes from Tony Award winners Thomas Meehan (responsible for ANNIE, THE PRODUCERS, and HAIRSPRAY) and Bob Martin (THE DROWSY CHAPERONE). The new brassy score by Tony Award nominees Matthew Sklar and Chad Begulín (ALADDIN) features Christmas Carol-tinged songs and several big dance numbers. ELF is a family show and is suitable for children, but enjoyed just as much if not more by adults. It was described by one reviewer as being filled with heart and soul, love and family, and candy - lots of candy!

In case you don't know the story, the hilarious fish-out-of-water comedy tells the tale of Buddy, a young orphan who mistakenly crawls into Santa's bag of gifts and is transported to the North Pole. The would-be elf is raised, unaware that he is actually a human, until his enormous size and poor toy-making abilities cause him to face the truth. With Santa's permission, Buddy embarks on a journey to New York City to find his birth father and discover his true identity. Faced with the harsh realities that his father is on the naughty list and his half-brother doesn't even believe in Santa, Buddy is determined to win over his new family and help New York remember the true spirit of Christmas. It's sure to make everyone embrace their inner elf!

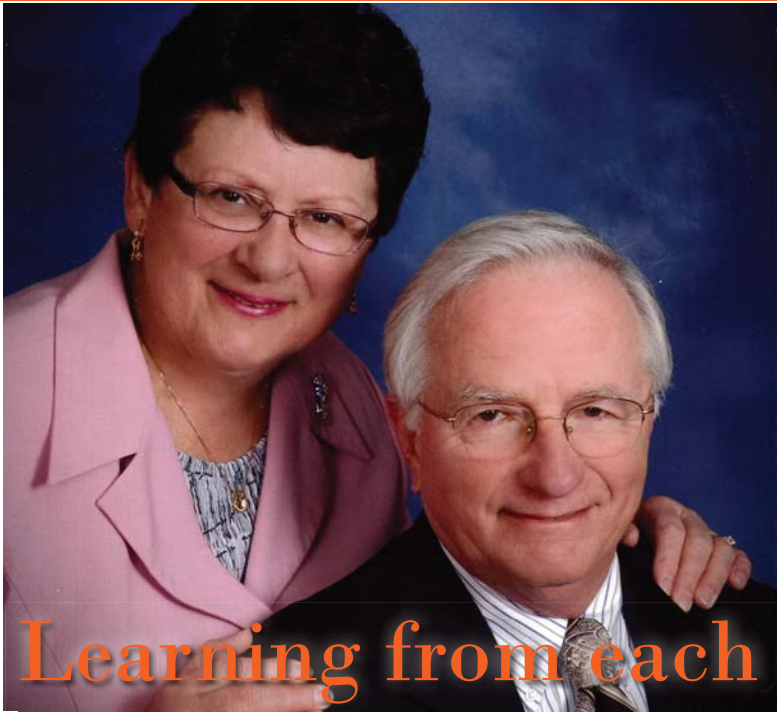
A fun story filled with great music and dancing by a talented New York cast, magnificent costumes, set, and lighting -- we know you'll love this new contemporary Christmas musical.

Rick Flyn



Shots from the original Broadway production of ELF.





"You have to think about your customer first, not yourself."

— Phyllis John

Learning from each other

**FRED AND PHYLLIS JOHN
OPERATE J & J TRAVELERS
OUT OF GREEN BAY, WI.**

Fred and Phyllis John's travel career began as volunteers planning trips for the Catholic Knights fraternal organization which they did from 1975 to 1998. They were both working full time at other jobs then, but as they approached retirement and talked about what they would do to keep busy they decided to start their own travel company. So J & J Travelers was born out of retirement and they haven't slowed down since. They can choose their own pace, but some of us would have a hard time keeping up with them!

Fred drove for Greyhound for 21 years and Phyllis worked in Human Resources for a large company so they both had experience with people, but in different ways. Their company philosophy is that you have to be honest with your customer at all times, that everyone gets personal service - no one is treated like a number, and it's all about customer service! They also work very hard never to cancel a tour because they understand that the people that are booked are counting on them to make it happen.

J & J Travelers run about a dozen trips each year, working with Lamers Tour and Travel for the transportation. Most are one-day tours but some are longer like their

recent seven day Black Hills tour. They've seen most of the U.S. and eastern Canada over the years, plus Alaska and Hawaii! Mystery trips are also very popular with their clientele. They might have several trips in one month and skip December and January when weather can complicate things, or take a break in August. They listen to their customers about when and where they want to go and that has worked out very well for them.

Fred and Phyllis have been coming to The Fireside since our very first Hawaiian revue back in 1984. These days they usually catch three shows each season, always including our Christmas show. They have a mailing list of about 650 and do just one mailing a year. Besides their web site, they rely on word of mouth but do no other advertising. Their other big promotional tool is a party for their travelers held at The Ravine, a popular area banquet hall, at the end of their travel year where guests can sign up for the tours for the following year. They find that 90% of people who express interest in a tour will end up taking the trip.

The drive from Green Bay to The Fireside is two hours and 45 minutes. They typically attend weekday matinees but take in the Sunday Brunch for Christmas. One benefit

of traveling with their small company is that most everyone knows each other - or if you didn't know them before the trips you've just made some new friends! Their frequent travelers are also friends and neighbors, some who have known each other since childhood. "A lot of them don't get out of town much," Fred mentioned. "We're happy to make these trips possible for them." Phyllis added that they always have a good time at The Fireside. "We get them main floor seats," she said, "and they're always pleased with the experience."

Fred and Phyllis are a dynamic duo who enjoy working together. In addition to the travel work, they're active in church, golf, bowling, fraternal organizations, and community events. The day we spoke to them, Phyllis had just come from her fifth meeting of the day! They plan to keep going as long as their health holds up. It keeps them busy for sure, but look at that as a good thing. "When we get back from a trip, we feel good about how it went," she remarked. "We plan the trips our customers want and keep them affordable. We feel very blessed to be able to do this, we can set our own schedule and it keeps us active." We find them quite inspirational and can easily see why people would enjoy traveling with them!

Meet the newest member of the group sales team!



Franki Leach joined the Fireside family two years ago and recently completed her advanced training for Group Sales. She was grateful for the opportunity to begin with telemarketing training with Charlene last fall and then picked back up after the Christmas rush with Gay in February. She's been a perfect fit and if you haven't worked with her yet we know you're going to enjoy doing so.

An Illinois native, Franki came to Wisconsin about eight years ago after re-connecting with her high school sweetheart. How fun is that! She initially took a manufacturing job but with her previous experience mostly in customer service she knew that was eventually her goal. While volunteering with a local St. Vincent de Paul store, she met Lori Becker of our box office staff who had just started working at The Fireside and invited Franki to apply as well. We're glad she did, because Franki has been a terrific

addition to the team. Franki enjoys giving back to the community and is proud to work for a company with a rich history in this area.

"I have a degree in early childhood education and worked in that field for many years before staying home with my own young children. I just never went back to it after that since I was enjoying the retail customer service jobs I had," Franki explained. Her children, Jake and Hannah are now 22 and 21. Jake works in Illinois and Hannah is studying to be a forensic scientist.

Franki is enjoying her new role in group sales, talking to different people every day and helping with bookings (getting you the seats you want) and taking care of details like special dietary needs for someone or sharing information on our hearing loop system. "I like getting to know the group leaders and making sure their visit is going to be perfect in every way." She got to meet a few of you at this year's group leader party and hopes to catch more during your visits as the year goes on.

Franki and Chad have a busy life away from work with nine hens, about 20,000 bees, one kitty, and a BIG garden. They grow a lot of vegetables, share eggs and honey with family, and enjoy making their own spaghetti sauce. They also like to go camping - the real way with a tent - or they might take along their "bed on wheels." Summer brings tractor shows and auctions and a lot of visits to family in Illinois. They're also planning a big trip to California for this summer which will include a few winery tours and have a trip to Italy on their bucket list for the next couple of years.

Franki is likely to become one of your main "go-to" people on the group sales team and wants to make sure you know you can call and ask for help with anything regarding your trips. She and the rest of the team are here to help with itinerary ideas, new bookings, existing bookings, or whatever you might need. She's eager to help you get the most out of your Fireside experience! Please ask to meet her next time you're here!



Inside the Kitchen

with Chef Mike



Hi everyone, it's that time again to tempt your taste buds with another great menu for this season's Christmas show, ELF The Musical. The meal features some new items and some we haven't made for you for a while.

The first course for this show is our Seafood St. Jacques. This tasty appetizer consists of Gulf Bay Shrimp and New England Cape Scallops, lightly sautéed, then tossed in a velvety white wine cream sauce and topped with toasted garlic croutons. This has definitely been a crowd favorite when we have served it in the past!!

The main course will consist of a new entree for us, Pork Tenderloin. The tenderloin is seared and slow roasted, very tender and very lean with great flavor and will be topped with a rich pork demi-glaze. It will be accompanied by our house made cranberry sauce; a blend of wild rice, couscous, quinoa, and barley; and a new vegetable dish - Zucchini, cut like a noodle, and topped with a diced tomato concasse.

Now for the grand finale, Rumchata Cheesecake! This is our own cheesecake recipe, flavored with Rumchata which is a cream liqueur manufactured right down the road in Pewaukee, Wisconsin. Talk about local!! Wow - now doesn't that menu sound tasty? YUMM!! YUMM!!

Michael Scott
Executive Chef

SEE WHAT'S COOKING



ELF The Musical

Featured Menu November 1 - December 23, 2018

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

Seafood St. Jacques

Gulf Shrimp and New England Sea Scallops in a White Wine Cream Sauce,
topped with Garlic Butter Toasted Croutons.

Freshly Baked Breads from our Artisan Bakery

Roast Pork Loin

Slow Roasted Pork Tenderloin, sliced and crowned with a rich Pork Demi-glaze.
Served with Zucchini Noodles with Diced Tomatoes, Fresh Cranberry Sauce, and
a blend of Wild Rice, Couscous, Quinoa, and Barley.

Rumchata Cheesecake

Topped with a Christmas Cookie

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. Rumchata Cheesecake 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 a homemade Mixed Berry Smoothie. We'll be carving Jones Hickory Smoked Ham and Roast Turkey Breast along with the buffet of Eggs Benedict on Jones Canadian Bacon, Miniature Individual Quiche, Crisp Bacon, Maple Sausage Links, Chicken Tenderloin Tempura with Brandied Apricot Sauce, Biscuits and Sausage Gravy, Fresh Atlantic Salmon, Buttermilk Pancakes, Breakfast Potatoes, a featured Beef Tenderloin Entree, and Roasted Farm Fresh Vegetables. Rumchata Cheesecake for dessert plus coffee, tea and milk are included.

***Saturday Evening's menu also includes Appetizer and Salad courses.**

2019 Season

Jean's Corner of the World



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

We're so excited to be booking the 2019 Season - and what a great season it is! Here's what's new for 2019:

The Group Rate increased by only \$1.00 - Hooray! The Fireside remains an incredible value for your complete dinner and professional production.

Group Discount dates remain for the first four performance weeks. (Season Ticket holders have changed from four to three weeks for 2019.)

Group Sales will be using a bit more technology for reminders instead of phone calls in 2019 so we have more time to take your calls when you wish to book or have questions.

We do ask you pay close attention to returning your signed contracts immediately; have your deposits in by the date noted on your contracts; call in your final counts by four weeks prior to your performance date, and have your payment to us by the deadline of three weeks prior to your arrival.

While we try to give you as much time as possible; for those latecomers, holding unpaid seats may not always be an option. We will still be able to add available seats after your final count. As always, we will work with everyone the best way possible.

2019 should be well on its way for group bookings by the time you receive this, with contracts being processed and sent. Keep contacting us with your dates! I think 2019 will be a very strong season! Don't wait too long.

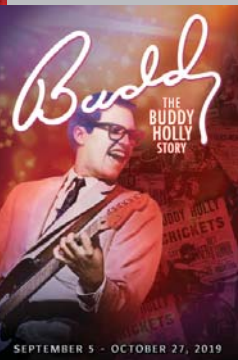
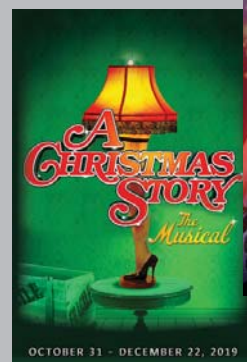
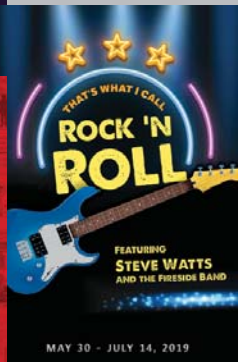
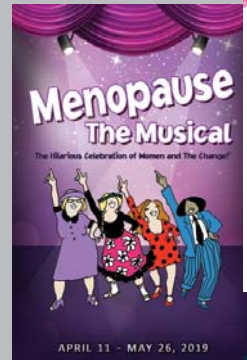
2018 is not over . . . we still have GREASE and ELF to enjoy. Due to the popularity of both of these shows, Friday performances have been added in October for GREASE and in December for ELF. Friday nights offer the featured three-course plated meal, but optional upgrades will be available to preorder the same as on Saturday nights. Another great option for parties that want more entrée selections.



Jean Hynes
Box Office and Sales Manager



Some 2019 promotional material is ready, although the menus are still in progress. Order forms will be sent in September, but if you need something now please call.





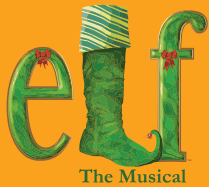
It's Beginning To Look A Lot Like Christmas!

OUR LITTLE TEAM OF ELVES IS BUSY GETTING ALL OF OUR CHRISTMAS MERCHANDISE READY FOR YOU TO ENJOY. THEY'LL BE CREATING DESIGNS FOR TWELVE SEPARATE "LOOKS" SO THERE'S SURE TO BE SOMETHING FOR EVERYONE. YOU'LL FIND FAVORITES LIKE THE OLD WORLD GLASS ORNAMENTS, CARDINALS, PEACOCKS AND NEW ARCTIC WOODLAND, INSPIRATIONAL ADVENT THEMES, AND HOLIDAY GINGERBREAD - AS WELL AS PENGUINS, SNOWMEN, AND RUSTIC COUNTRY. PLUS, WE'LL BE PAYING TRIBUTE TO OUR INNER ELF!



Lanterns, illuminated trees, and light-up pictures and ornaments are still very popular for today's holiday decorating and you'll find a beautiful selection throughout the shops. For those wishing to encourage good behavior by the children in your life, check out this new Santa's Camera ornament which makes it seem as if Santa is watching their every move! Paying tribute to ELF The Musical, we'll also have an adorable selection of elf merchandise. However you choose to decorate for the holidays, we're sure you'll find new treasures in The Fireside Gift Shops!





SAVE NOW! CALL 800-477-9505
WWW.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 2018 is \$72.74 (\$68.95 tax exempt) per person.
- **PREMIER GROUP RATE** offers an additional discount of \$3.00 per person when your group attends a performance of ELF from November 1 - 25, 2018.
- **2018 Premier Group Rate** is \$69.58 (\$65.95 tax exempt) per person.
- The five-course Saturday Night Group rate in 2018 is \$76.96 (\$72.95 tax exempt) per person. For rates on optional entree selections call Group Sales.
- **2018 Premier Saturday Night Group Rate** is \$73.80 (\$69.95 tax exempt) per person.
- **INCENTIVE** rates are offered for groups of 13 to 17 attending Wednesday and Thursday matinees.
- 2018 Youth Group Rates for ages 14 and under with the youth meal are offered at \$51.64 (\$48.95 tax exempt) per youth.
- 2018 School Group Rates are available for Mid-Week matinees as low as \$63.95 tax exempt rate per student. Chaperones qualify for the Group Rate.