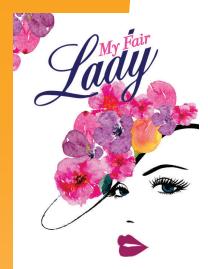


OCTOBER 2018



A NEWSLETTER DEDICATED TO GROUPS, ORGANIZATIONS AND FRIENDS OF THE FIRESIDE THEATRE

## One Of The World's Greatest Musicals!



FEBRUARY 21 - APRIL 7, 2019

I just had six days of auditions and saw about six hundred actors, singers, and dancers who want to be part of this production.

– Ed Flesch

I WAS SEVEN YEARS OLD WHEN I SAW MY FAIR LADY ON BROADWAY STARRING REX HARRISON AND JULIE ANDREWS AND I REMEMBER EVERY DETAIL TO THIS DAY. IT WAS ONLY THE SECOND SHOW I'D SEEN ON BROADWAY. SINCE THEN I'VE SEEN HUNDREDS OF BROADWAY MUSICALS - SOME GREAT, SOME GOOD, SOME NOT SO GOOD. BUT NONE HAS THOROUGHLY ENCHANTED ME THE WAY MY FAIR LADY DID.

Sure it had gorgeous costumes, breath-taking sets, great songs (every one a classic), and unforgettable acting, singing, and dancing but that wasn't entirely what made it such a life altering experience for me. It was the story!

Even at the age of seven I found myself swept away by this tale of a young woman of the streets who dreams of being a lady and the irascible professor who makes her dreams come true. It had everything – humor, heart-felt drama, romance, fantasy, strength, tenderness, and - most important of all – inspiration. It ran for 2,717 performances over six years – the longest any Broadway musical had ever run. Is it any wonder that it was (and still is by many) considered "The World's Greatest Musical?" It changed my young life forever.

Now I'm not saying that I never would have become a professional actor/director had I not seen MY FAIR LADY as a child but it is certainly true that from the day I saw it I dreamed about going on the stage and creating such a beautiful and meaningful piece of theatre. I dreamed of doing my own

production of this classic musical. And I have, many times. When we open MY FAIR LADY in February of 2019 it will be my sixth production of this very special show. And I am as excited about presenting this production as I have ever been. And I am not alone.

As I write this I am in New York City holding auditions for MY FAIR LADY. The Fireside is a very popular theatre among professional actors in NYC. It is one of the professional theatres that actors want to work at. While we always get a large number of actors at our auditions some shows attract an even larger turnout. Those are the shows that actors dream about being in. Like me, a lot of people want to be in a production of MY FAIR LADY. I have just had six days of auditions and in that time I have seen about six hundred actors, singers, and dancers. Every single one of them wants to be a part of this production.

With all those artists to choose from I will be able to put together an unforgettable cast. I trust you can imagine how truly magical this show is going to be.

P2 MORE ON MY FAIR LADY

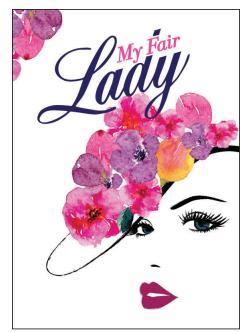
P3 TRAVEL WITH THE DISCOVERY FAMILY

P5 MY FAIR LADY'S DELICIOUS MENUS!

P7 PAMPER THE "FAIR LADY" IN YOU!



MY FAIR LADY HAS BEEN CALLED "THE PERFECT MUSICAL" BY SOME BROADWAY HISTORIANS, EVEN THOUGH IT TOOK SOME CONVINCING TO GET WRITTEN BECAUSE IT LACKED THE TRADITIONAL LOVE STORY STRUCTURE OF MOST BROADWAY MUSICALS. IN THE END, ALAN JAY LERNER AND FREDERICK LOEWE TURNED GEORGE BERNARD SHAW'S "PYGMALION" INTO A TRUE BROADWAY CLASSIC!







1964 film and 1979 at The Fireside.

This will be our fourth production of MY FAIR LADY, having presented it in 1979, 1986, and 1994. We're very excited to have a new chance to share this wonderful story and fantastic music with you once again. 1979 was just our second season of professional theatre and Director Ed Flesch also starred as Eliza's father, Alfred P. Doolittle. Ed has continued to produce and direct most of our productions ever since.

Noel Coward was the original producers' first choice for the role of Henry Higgins and Mary Martin was pegged for Eliza, however both declined the roles. Coward recommended Harrison and Julie Andrews, who was discovered while performing her Broadway debut in THE BOYFRIEND. The rest is Broadway history including six Tony Award wins from ten nominations, and a record-setting run for its time.

Join us again for the heart-warming story and unparalleled musical score including such favorites as "Wouldn't It Be Loverly," "I'm Getting Married in the Morning," "The Rain in Spain," and "I Could Have Danced All Night." You'll remember why this one is truly one of the greatest musicals of all!

Rue Flyni





1956 Original Broadway production and 2018 Broadway Revival.

#### **GROUP LEADER PROFILE**



"Ask questions!

It's important to know your group so you can customize the tour their way!"

— Cindy Schumacher

ch other

CINDY SCHUMACHER MANAGES DISCOVERY TOURS, A DIVISION OF SHEBOYGAN'S TRAVEL LEADER, PRIGGE'S COACH

John and Lucille Prigge and their sons, Jerry and Jim founded Prigge's Charter Buses in 1949 in Sheboygan, Wisconsin. Now owned and operated by the third generation with fourth generation involvement, they take pride in being a family owned company with over 60 years of safe and reliable transportation. Cindy Schumacher, who manages the Discovery Tours division was quick to praise the company for being a great place to work and the family influence being a driving factor in their success.

A native of Sheboygan Falls, Cindy has spent her whole life and career in the area but just a few years in the travel field. She was ready for a change after 15 fulfilling years as an Advanced EMT when this opportunity came up. She embraced the new challenge and truly enjoys her life as a travel planner. She handles every aspect of planning 80 - 100 one-day and multiday tours each year, right up to sending them off with one of the company's expert escorts. Cindy gave a great testimonial to their drivers and escort staff noting that "They all have a special level of communicating with people and making everyone feel welcome. They have a lot of experience and can easily smooth out any rough edges or issues that arise."

Discovery's one-day destinations include The Fireside, shopping, and baseball while extended tours include New England, the Carolinas, and St. Louis. Earlier this fall Cindy was hailed as a hero when a trip to St. Louis included a Brewer's / Cardinals game, planned months earlier, that turned out to be part of the exciting pennant race! Many of their trips come from customer suggestions, another way they make their travelers happy. Separate divisions offer charter services, school bus contracts, and international travel.

The Discovery Coach / Prigge's Charter team makes their home in a refurbished train depot. It was in such rough shape when they started you could see the sky through the roof. Now it's a gorgeous old brick building with the original floors all the character and charm of a bygone era with the warmth and hospitality of its caretakers. What a beautiful place to begin a travel adventure!

Cindy's free time is spent mostly with her husband and their blended family. They're in the wedding phase with their children - one already married, weddings coming up in November and June, an imminent engagement, and one still in school. She's also eagerly awaiting her first grandchild

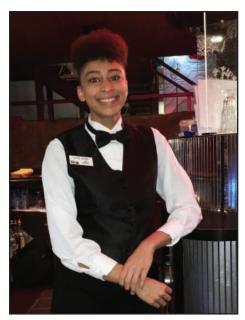
next spring. She and her husband enjoy cruising with an Alaskan cruise in the works. She also enjoys using her travel planning skills on family vacations like the one she's conjuring up out west. It's a pretty handy skill set to have, actually.

Cindy said the most important thing about planning trips for other people is to ask a lot of questions. "Find out what the group wants," she said, "Get to know them so you can customize the trip the way they want it, even if it's not the way you would do it for yourself. It's like putting together a puzzle and it's great when it all comes together in the end." Sounds like the perfect recipe for an excellent plan and a successful tour. Group leaders and travelers in the Sheboygan area and surrounding towns have an excellent resource in Cindy and the Discovery team - and you can always be sure they'll treat you like family!



The Discovery team: Cindy with Anne Fintelmann, David Prigge (VP), and Dennis Prigge (President).

# Taryn Brand Joins Bar Management Team



Not quite one year ago a young lady joined our bartending staff and quickly started to get noticed for doing a lot of things very well. Within a few months she was named Associate of the Show for the run of Disney's NEWSIES. The nomination written on her behalf spoke of how she was showing initiative by taking on extra duties such as organizing the liquor room on Fridays and being assigned opening responsibilities. closina great work ethic and fantastic personality were also noted. Then in July when the position of Bar Manager came open, Taryn and Assistant Bar Manager Keegan Schneider were both promoted to sharing that position. Together they are responsible for inventory, cost control, drink batch mixing, training, scheduling, supervising, reviewing, and leading the staff in service exceeding our guests' expectations. Once fully trained by

Chris Ott, Director of Operations, they will add purchasing and hiring to their tasks.

Taryn may be young, having graduated from Beloit Turner High School in 2012, but her entire work history is in food and beverage service. Her first job was bussing tables at the Beloit Country Club where she worked her way up to Dining Room Manager while still in high school, while participating in basketball and golf, and while maintaining high honor roll status.

Taryn attended UW Oshkosh, but being unsure of her direction she returned to Janesville and worked at a sports bar now known as Sidelines, a new name she came up with for them during a remodel/renovation. For now she still lives in Janesville with her family and her golden doodle puppy named Henderson while looking for her own place in Fort Atkinson. In her free time, she enjoys reading, golfing, and dining out.



Taryn is enjoying The Fireside, saying she's never been treated so well by another employer. "Plus there's such a big staff here it's nice to get to know everyone and the customers are so nice," she remarked. "I look forward to getting to know more of them." That



includes group leaders like you, so please stop down at the bar next time you're here and introduce yourself to Taryn. If you don't see her down there, she might be in the service bar mixing drinks for your group. She's enjoying the opportunity to create new featured show drinks including the White Santa-gria being introduced during the run of ELF. The Fireside's famous Mai Tai is also a favorite of hers.

We're pleased to give this bright young professional a chance to shine as a member of our management team and hope you'll get a chance to meet her soon!

# Inside the Kitchen

with Chef Mike



Hi everyone. Well, the leaves are turning and snow is right around the corner. I'd like to enlighten you about the menu for MY FAIR LADY which will start on February 21 and run through April 7, 2019 - just in time for Spring.

This meal starts out with a real crowd pleaser - our Cream of Watercress Soup. This is a chicken based soup with cream and flavored with watercress. It's a nice light cream soup, and very delicious!

The featured entree, served for all performance times except the Thursday Evening Buffet and the Sunday Brunch Buffet, centers around our very tender braised Beef Short Rib with a red wine sauce. This one becomes more popular each time we serve it. The Cheesy Hash Brown Potatoes consist of shredded potatoes, sour cream, shredded cheese, green onions, whipping cream, and seasoning then baked in the oven. Alongside will be shaved Brussel Sprouts sauteed in bacon grease and topped with bacon chips - oh so yummy - with Baby Carrots finishing off the plate.

For the grand finale, be sure to save room for dessert and enjoy our fabulous Opera Cake, this time with the addition of Raspberry Sauce between the layers. YUMM, YUMM!!

Michael Sunto

#### SEE WHAT'S COOKING





#### **MY FAIR LADY**

#### Featured Menu - February 17 - April 7, 2019

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

Cream of Watercress Soup

Garnished with Jones Cherrywood Smoked Bacon and Fresh Chives.

Freshly Baked Breads from our Artisan Bakery

#### Beef Short Rib

Slowly braised in beef stock and dressed with a red wine demi-glaze. Served with Cheesy Hash Brown Potatoes, Shaved Brussel Sprouts with Jones Cherrywood Smoked Bacon, and Baby Carrots.

#### Opera Cake

Layered Almond Cake with Butter Cream and Raspberry filling, topped with Chocolate Ganache

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. Opera Cake 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 Fresh Fruit 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 dish, and Roasted Farm Fresh Vegetables. Opera Cake for dessert plus coffee, tea and milk are included.

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

#### **GROUP TRAVEL TIPS & NEWS**

# 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.

BEST GIFT EVER . . . A FIRESIDE GIFT CARD - Many of you have guests using gift cards to pay toward their trip so you know how easy it is to do. Are all of you aware of this? Our gift cards can be purchased in any dollar amount then be used toward your trip. With their gift card number and name, we can apply all or part of a gift card toward your trip. This will translate into a dollar credit decreasing your balance by that amount.

To purchase a gift card call our box office at 800-477-9505 which is open seven days a week from 8:30 AM – 8:00 PM every day except Sunday when we close at 5:00 PM. Any amount may be purchased then we send the card in a gift envelope to the purchaser OR directly to the recipient! Our website is another option as well.

Many group leaders find this a way to fill some seats. Face it, finding a gift for anyone these days is almost impossible, especially on a budget. Our gift cards match anyone's budget. We can provide you with some gift certificate info for your guests to share if that might help. Keep it in mind.



**REMINDER** - Please change the email you use to contact us to groupsales@ firesidetheatre.com. This makes responding much faster as we all get this email. Even if you have an email from our individual address please respond by clicking on the link in the email to groupsales@firesidetheatre.com

MY FAIR LADY - Unfortunately, the music from MY FAIR LADY causes me to sing . . . The staff suffers when one of my favorite shows comes and I get musical. The humming, singling, whistling and trying to start a group sing-along tests their patience. But I ask you, what show offers us more than MY FAIR LADY with music, costumes (what costumes



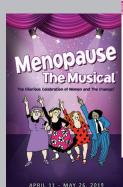
and HATS!) and a story that makes us laugh, cry, and want to throw something at Professor Higgins. Oh, I forgot. The staff is really upset when I start talking in my version of "cockney". Some threaten to quit unless I do. I LOVE MY FAIR LADY!

Box Office and Sales Manager

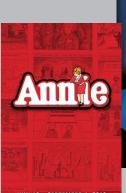
# 2019 Season

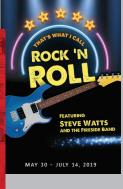


Order forms for promotional materials have been sent to all groups booked for a 2019 production by September 30th. If you need anything, just give us a call.



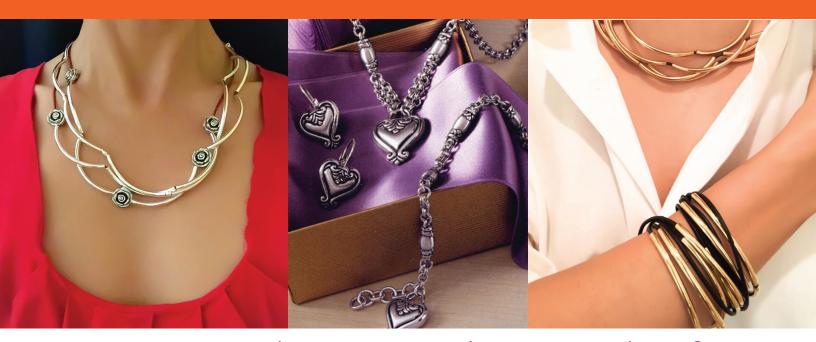












# Pampering The "Fair Lady" In Each Of Us!

JUST AS ELIZA IS TRANSFORMED INTO A "REAL LADY" AND IS EVEN MISTAKEN FOR A PRINCESS, YOU CAN GO HOME WITH SPECIAL TREATS FOR WHEN YOU WANT TO ENHANCE YOUR OWN INNER PRINCESS, OR JUST FOR EVERY DAY BECAUSE YOU DESERVE IT! ENJOY THESE TREASURES FROM BRIGHTON AND LIZZY JAMES JEWELRY TO DRESS UP ANY LOOK, TRY A NEW FRAGRANCE FROM INIS, AND PAMPER YOURSELF WITH SOMERSET SOAPS AND LOTIONS.







The difference is in the details with Brighton jewelry, an upscale line that has become extremely popular over the last 20 years. We've recently added Lizzy James to our collections with their unique line of artisan wrap bracelets that can also be worn as necklaces - handmade in the USA. We're also proud to feature inis perfumes inspired by the magic, beauty, and nature of Ireland and English soaps and lotions by The

Somerset Toiletry Company. It's time to treat yourself well!



# LIZZY JAMES

HANDMADE IN THE USA







THE FIRESIDE, INC. 1131 JANESVILLE AVENUE P.O. BOX 7 FORT ATKINSON, WI 53538 OCTOBER 2018

PRSRT STD U.S. POSTAGE PAID THE FIRESIDE



Lady

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 MY FAIR LADY from February 21 -March 17, 2019.
- 2019 Premier Group Rate is \$70.63 (\$66.95 tax exempt) per person.
- The five-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.