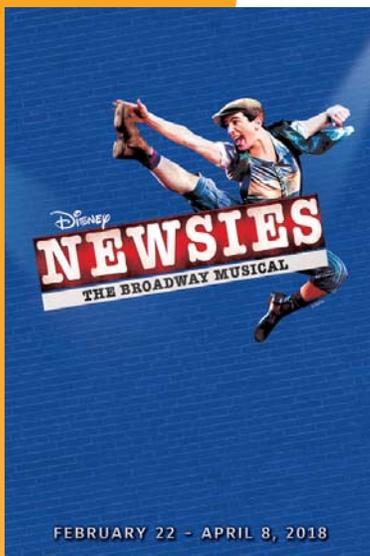


A NEWSLETTER DEDICATED TO GROUPS, ORGANIZATIONS AND FRIENDS OF THE FIRESIDE THEATRE

EXTRA! EXTRA! Read All About It!



"You'll have as much fun watching this fast-moving musical as you have ever had in the theatre."

— Ed Flesch

DISNEY'S NEWSIES IS ONE OF THE MOST ENTERTAINING SHOWS I'VE SEEN IN THE LAST DECADE ON BROADWAY. IT IS GOING TO BE FILLED WITH SPECTACULAR DANCING AND GREAT SINGING AS WELL. I KNOW THAT YOU ARE GOING TO ENJOY IT!

What you may not know, is that the musical is based on real events that took place in New York City at the turn of the 20th century.

The newsboys' strike of 1899 was a youth-led campaign to force change in the way that Joseph Pulitzer and William Randolph Hearst's newspapers compensated their child labor force of newspaper hawkers known as newsies. The strike lasted two weeks, causing Pulitzer's New York World to reduce its circulation from 360,000 to 125,000. The strike was successful in increasing the amount of money that newsboys received for their work.

On July 21, 1899, a large number of New York City newsboys refused to distribute the papers of Joseph Pulitzer, publisher of the World, and William Randolph Hearst, publisher of the Journal. The strikers demonstrated across the Brooklyn Bridge for several days, effectively bringing traffic to a standstill, along with the news distribution for most New England cities. They kept others from selling the papers by tearing up the papers in the streets. The boys also requested from the public that they no longer buy either paper until

the strike was settled. Pulitzer tried to hire older men to do the boys' job, but the men wanted no part in defying the boys. Several rallies drew more than 5,000 newsboys. Although the World and the Journal did not lower their 60¢-a-bundle price, they did agree to buy back all unsold papers and the union disbanded, ending the strike on August 2, 1899.

The newsboys were fictionalized in 1942 by DC Comics as the Newsboy Legion, first appearing in Issue number seven of Star Spangled Comics.

The events of the 1899 strike also inspired the 1992 Disney film Newsies. And then in 2011 Disney produced the big, splashy, award-winning Broadway musical adaptation and that is the show that we will be presenting this Spring.

If you are undecided about whether or not to see NEWSIES I'm here to tell you that you will have as much fun watching this fast moving musical as you have ever had in the theatre.

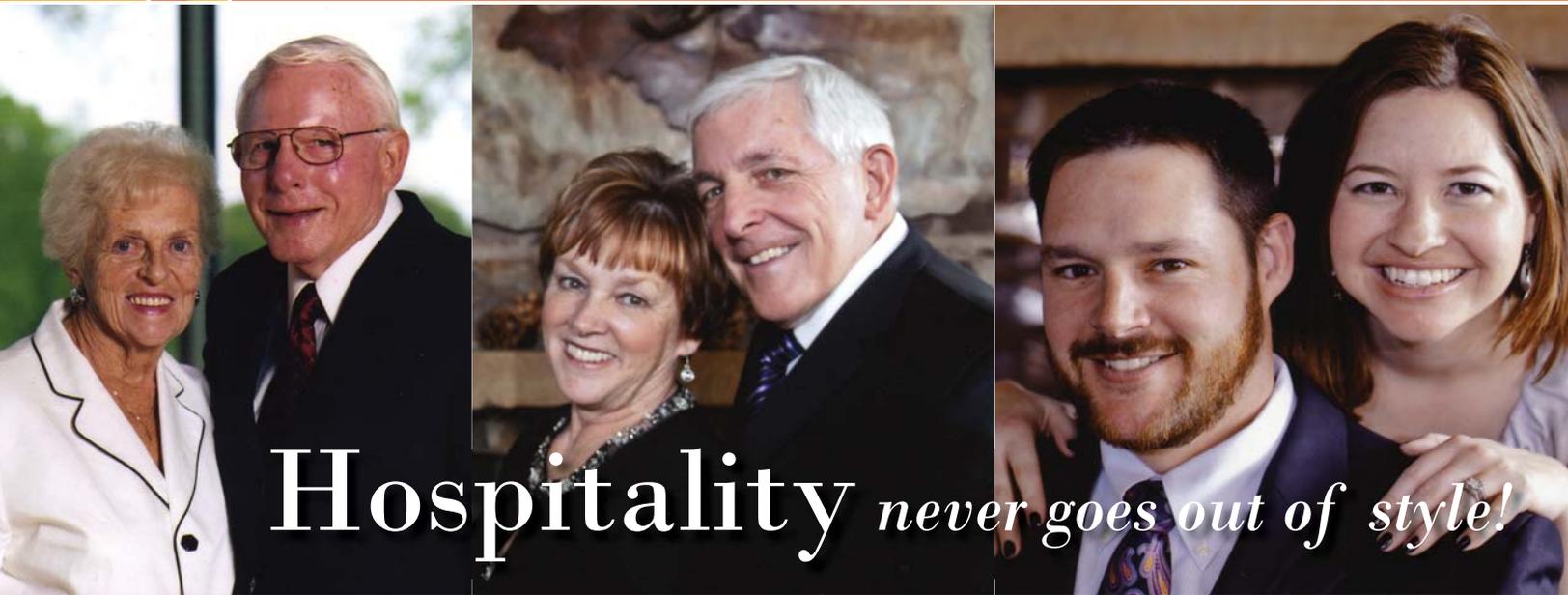
Ed Flesch

P2 CRITICS' PRAISE FOR NEWSIES

P3 LOUANN MORROW'S LIFE ON THE HIGHWAY

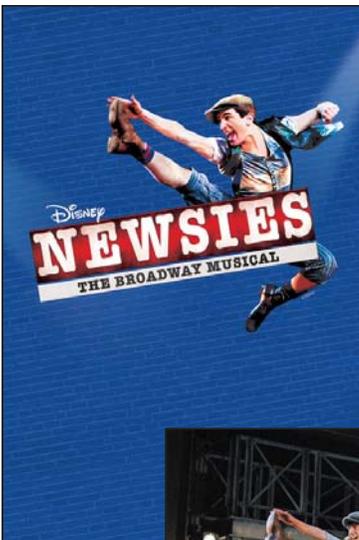
P5 DELICIOUS NEWSIES MENUS

P7 BRIGHTENING UP YOUR HOME



Hospitality *never goes out of style!*

AFTER ITS FALL 2011 DEBUT AT THE PAPER MILL PLAYHOUSE IN NEW JERSEY, NEWSIES OPENED ON BROADWAY ON MARCH 12, 2012. IN JUST SEVEN MONTHS IT BECAME THE FASTEST DISNEY MUSICAL TO RECOUP ITS \$5 MILLION INVESTMENT AND RAN FOR 1,005 PERFORMANCES BEFORE HEADING OUT ON TOUR IN OCTOBER 2014.



The tour played 784 performances in 65 cities across the United States and Canada. We had the privilege of seeing it in Milwaukee and loved it. It's no wonder it won Best Score and Best Choreography at the 2012 Tony Awards and was nominated for six others! There's so much energy in the dancing, and so much passion in the music, you can't help but root for the underdog newspaper boys in their fight against publishing giants Joseph Pulitzer and William Randolph Hearst.

of whom are orphaned and homeless. Jack Kelly's leadership and dedication to helping the other boys are inspiring.

What did the critics say? There's this from the Hollywood Reporter, "Newsies adheres to a time-honored Disney tradition of inspirational storytelling in the best possible sense." Or this from New York Magazine saying, "Newsies is finally onstage where it belongs." The Village Voice reporter exclaimed, "Extra! Extra! Newsies is a hit." The praise went on and on for everything from the acrobatic dancing to the billowing score to success at combining that much fun with a history lesson.

Shot from the original Broadway production.



The show is based on the real-life Newsboys strike of 1899 in New York City. It was a rough life for the newsboys on the street, many

This show has wide-ranging appeal for all ages. Its important lessons of teamwork, standing up for what's right, and holding on to your dreams are relevant for all of us. When shared in such an enthusiastic manner with music that fills your soul, it's totally and completely a must-see theatrical experience. Up close and personal in The Fireside theatre makes it even better!

Rick Flynn



*“If there's somewhere you want to go, just go, don't wait. 'Someday' might never come.”
– Louann Morrow*

**LOUANN MORROW HAS
OPERATED LOUANN'S
COACH SINCE 1994**

Learning from each other

Louann Morrow began her motorcoach travel career with ten years' experience as a school bus driver. She says she "bugged Lamers" until they hired her. Back then women drivers were very rare but she eventually worked into a full time position and loved it. Even so, she was continually competing with the men and began to wonder why she didn't just strike out on her own. So 24 years ago on a cold, winter day, she went to her lawyer's office, started her own company, and ordered her first brand new motorcoach!

The creation of Louann's Coach was announced with a postcard mailing to family and friends. The phones started ringing and thankfully they haven't stopped. She does some advertsing in the Green Bay Press Gazette but word of mouth is her biggest source of new customers. Louann believes that if you give people good service and take care of them, you'll never lack for customers. Tthat philosophy has served her very well.

Louann's coaches have traveled from Maine to Florida and into the west. Branson, Missouri is her favorite over-the-road destination where you get big name entertainment with Midwest hospitality. She's found beautiful sights all over the

U.S. and for a time had as many as three coaches traveling the country. As the years went on and her drivers retired, she's scaled back to one coach which she mostly drives herself. She has one part time driver and one part time escort but she's pretty much a one woman show. Louann does all of the tour planning as well as most of the driving and often doubles as the escort.

Many of Louann's clients are older and prefer the one-day trips so that's her specialty. In addition to attending all seven Fireside shows each season, sometimes more than once, she also takes trips to other theatres and music venues, shopping, and usually catches Door County for a fall color tour that concludes with a Fish Boil. All in all, her work is about half her own tours and half charters. Now that she's down to one coach she can be choosier about which trips she wants to run.

Louann was quick to praise The Fireside experience. "They get a beautiful dinner and see a wonderful show. For me it's a guarantee my people are going to be happy," she remarked. "On the way home from ELVIS LIVES the ladies who got kissed said they were never washing their faces again. You would have sworn they thought it was Elvis himself up there!"

Louann feel extremely fortunate to be living the life she loves. "I rarely do the same thing two days in a row and love all the different people I've met and all the places I've been," she said. She has four children and nine grandchildren from college age down to three. None of her children are interested in taking over, but she's just glad they've all found careers they're passionate about as well. For her, life is all about doing what makes you happy.

People often question her about the challenges and risks of owning her own business but she feels like she has lots of support in her staff and colleagues. She runs new coaches and the mechanics at Nationwide Travelers do her oil changes, tires and minor repairs. A young mechanic at the Volvo truck dealership is learning how to work on coaches, and she's a member of the United Motorcoach Association. If she does run into trouble on the road ,help is just a phone call and a few miles away. She's very organized, stays on top of her workload, and has learned not to worry but just works her way through whatever comes her way. Most of all she loves to see people having a good time. We know they're in good hands with Louann, no matter where she's taking them!

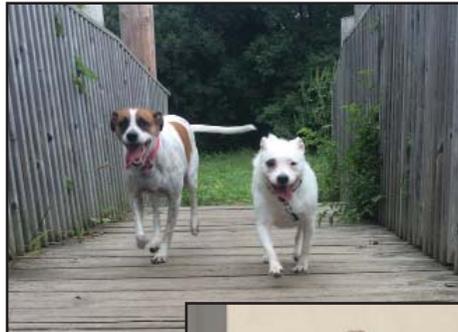
Meet Erica Siekert - Our #1 NEWSIES Fan!



Erica Siekert, our Assistant Box Office Supervisor, moved to Fort Atkinson when she was three. Her mother was a Fireside server for a while when Erica was young and she remembers seeing the 1992 production of ANNIE twice. After graduating from Fort Atkinson High School, Erica worked as a CNA, and also at Subway where she was an Assistant Manager for 12 years. She was looking for a new challenge when her brother Allan, who was a Fireside bartender, brought home an application for an opening in the Box Office. Fast forward five years and she's now Sales Director Jean Flynn's right hand gal.

Erica is in charge of scheduling the Box Office staff, training new associates, taking calls for reservations, responding to email inquiries and special requests, and supervising the "package" responsibilities. Preparing the package is basically getting tickets prepped for each performance and making sure the dining room and kitchen have everything they need to prepare for your visit. She's also our resident expert for coordinating special meals for guests with dietary restrictions with Chef Mike.

Outside of work, much of Erica's free time is spent with her lovable puppies Ginger Snap and Lilly, both three-year-olds. To say that she dotes on them might be a bit of an understatement, but look how lovable they are! They've had some training with the



Kennel Club of Fort Atkinson and she hopes to have Lilly train to be a therapy dog. Erica also has a dedicated craft room in her home for sewing, making necklaces, and making stenciled and painted clothing. She admits, however, to having a lot of half-finished projects awaiting her full attention.

Erica's love for NEWSIES began at a sleepover in the sixth grade when she first saw the movie. She was immediately hooked. One video store in town had one copy of it and she would rent it once a month. She loved, and still loves, the energy of the show - the dancing, the music, and the premise of the story with the underdogs banding together to fight for what they believe in. She is on her third DVD, having worn out the previous two. "I watch it regularly," she says, "and I still get goosebumps when they sing *Once and For All*."



As with most shows that have both a movie and a stage version, the two are not completely the same. The stage version, according to our expert, is even better than the movie. She has seen it four times plus the recorded presentation of the Broadway show that played select movie theatres last year, and has a copy of that she can watch whenever she wants to. The stage version has even more great songs than the movie did. "They're just stronger on stage," Erica explains. "There's more of it to love. Plus the dancing is right there in front of you. I plan on seeing The Fireside production at least eight times - once from each side of the theatre both upstairs and down. It's nice that it opens just before my birthday!" Erica even did her high school research paper on the Brooklyn Bridge because it's the location for a pivotal scene in the movie. She took her senior pictures wearing her NEWSIES hat and has several show related wardrobe choices for whenever she attends the show.

Since NEWSIES is obviously going to be Erica's favorite show next season, we wondered what else she was looking forward to. "Well, Ariel has always been my princess," she said, "so I'm also very excited about THE LITTLE MERMAID!"

Erica is a master of customer service and truly loves being able to interact with our guests. She's always preferred being in direct contact with customers and wouldn't be happy just staying behind the scenes. She enjoys helping people, and helping them plan a visit to The Fireside where they're going to have a great time is the best of both worlds. Once you've seen NEWSIES for yourself next season, be sure to give Erica a call. She's convinced you'll love it as much as she does!

Inside the Kitchen

with Chef Mike



Hi everyone, it's time again to go inside the kitchen and see what we have planned for you when you visit us for NEWSIES.

Our featured meal will begin with a Tropical Salad. We've selected pineapples, mangoes, peaches, strawberries, and dried cranberries to be served over fresh garden greens. Then we'll sprinkle them with Walnuts and our famous Papaya Chutney Dressing - what a treat!

Your main course features our very popular Barbecued Pork Back Ribs - so tender and juicy - and our Chicken Monterey. This is a fresh chicken breast topped with spinach and artichoke spread, covered with Jarlsberg Swiss Cheese and served on a bed of our Irish mustard sauce. The sides are Scalloped Potatoes and Fresh Green String Beans. There are so many amazing flavors going on in that meal, you're going to love every bite!

For your final course, you're going to love our Apple Crisp. This dessert will be made in our bakery daily with chopped apples topped with a mixture of white sugar, brown sugar, cinnamon, and nutmeg. On top of that is a mixture of oats, sugar, flour, cinnamon, and butter. Then we bake it for two hours, let it cool, and serve it alongside our house made Vanilla Bean Frozen Custard. Wow, what a way to end a meal. YUMM!!


Executive Chef

SEE WHAT'S COOKING

Menu



Disney's NEWSIES

Featured Menu February 22 - April 8, 2018

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

Tropical Salad

Pineapple, Mangoes, Peaches, Strawberries, and Dried Cranberries over Fresh Garden Greens sprinkled with Walnuts and our Papaya Chutney Dressing

Freshly Baked Breads from our Artisan Bakery

Chicken and Ribs

Our Signature Lean Pork Back Ribs glazed with our special Barbecue Sauce accompanied by Chicken Monterey - A skinless Breast of Chicken, dipped in egg, lightly breaded with Panko Crumbs, sauteed to a golden brown, topped with a Spinach, Artichoke, Parmesan, Monterey Jack, and Cream Cheese spread finished with Jarlsberg Swiss Cheese and presented on an Irish Mustard Sauce. Served with Scalloped Potatoes and Fresh Green String Beans.

Apple Crisp

Served with our Vanilla Bean Frozen Custard and striped with Caramel Sauce.
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. Apple Crisp 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 Strawberry Banana Smoothie. We'll be carving Jones Cherrywood Smoked Premium 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. Apple Crisp for dessert plus coffee, tea and milk are included.

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

Jean's Corner of the World



Hello!

If you're booked for 42ND STREET because you enjoy phenomenal dancing, then you should really consider NEWSIES for the same reason. The styles are different, but equally entertaining and awe inspiring. How the NEWSIES jump around makes it seem like they are flying!

2018 is packed full of great shows, but right now two of them are standing out as "FAST SELLERS."

If you are thinking of repeating the hysterical laughs of CHURCH BASEMENT LADIES with A SECOND HELPING or taking in the crowd favorite GREASE, do not wait too long.

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

A NOTE ABOUT CHRISTMAS

For your passengers or clients that sometimes want to go to a show but find the financial issues difficult, encourage them to mention to their family and friends that the perfect Christmas gift is a Fireside Gift Card. If you want more information or handouts to share, just let us know and they will appear! For people who do not need more "stuff" in their life, this is a perfect gift. For those giving the gift, they can collect from other family members as well to give one SPECTACULAR EXPERIENCE.

As a group leader or tour operator, you may accept their gift cards as payment and put the value toward your balance. Just call in the gift card number and the name on the card with the amount. It's that simple. One call does it all. Call us if you have questions, and DON'T FORGET BIRTHDAYS!

We may not say enough how grateful we are for your continued hard work and dedication in bringing groups to The Fireside. Be assured we think about it every day because you demonstrate your efforts every time you call with counts or ask for marketing material, especially when you have sold over your initial booking numbers. WE LOVE ADDING SEATS. What is even more special is you are all so fun to work with. From all of us, Charlene, Gay, Julie, Tanya and myself. THANK YOU!

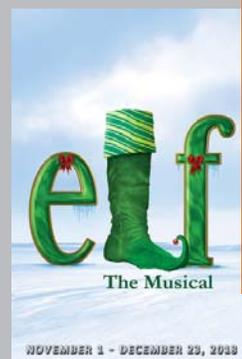
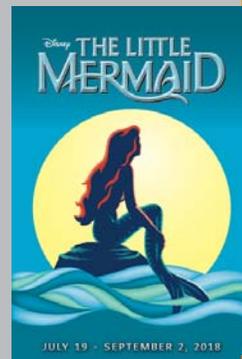
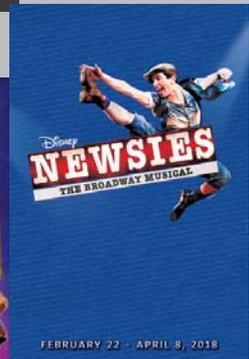
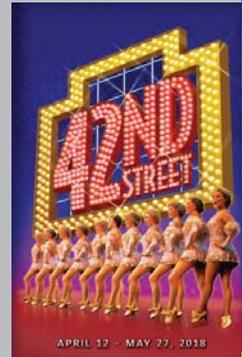
Box Office and Sales Manager



Our Group Leader Appreciation Event, for those who attended at least two of our 2017 productions, will be held on Saturday, April 14, 2018. Please save the date so you can join in the fun!



Our 2018 promotional material is ready! Order forms will be sent to groups already booked, but if you need something now just give us a call.





Brighten up your home, porch, and lawn!

YOUR HOME MAKES A STATEMENT TO YOUR GUESTS EVEN BEFORE THEY WALK THROUGH YOUR DOOR. THE LAWN AND ANY DECOR YOU HAVE THERE OR AROUND THE HOUSE, PLUS THE ENTRYWAY ITSELF WITH A WELCOME MAT, FLAG, OR DOOR HANGING CAN MAKE A NICE IMPRESSION. WHETHER YOU'RE LOOKING FOR A SEASONAL LOOK OR ONE THAT "SAYS" SOMETHING ABOUT YOU - THE FIRESIDE GIFT SHOPS HAVE MANY TO CHOOSE FROM.



Colorful and eye-catching Sassafras Switch Mats offer versatility at an economical price. Featuring a slip resistant recycled rubber backing, the vibrantly colored floor mats can be placed on stair treads indoors or out, or coordinated with any one of the mat trays. Evergreen's collection of door decor come in a variety of materials including burlap and felt with a broad assortment of charming designs.

Bring excitement and dimension to your landscape with brightly colored metal rotating kinetic spinners. They come in sizes to fit every lawn. Solar stakes and lanterns are also very popular with many new styles and designs, including these beautiful glass and metal lanterns that are perfect for a patio or walkway - all great ways to brighten your home!



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 any performance of Disney's NEWSIES from February 22 - March 18, 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.