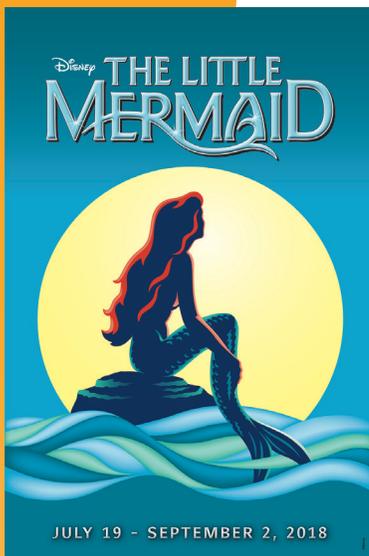


Join Us Under The Sea This Summer!



"You don't have to be a child to be swept away by this wonderful show."

— Ed Flesch

I HAVE ALWAYS BEEN A BIG DISNEY FAN. EVER SINCE I WAS A KID AND WATCHED THE MICKEY MOUSE CLUB ON TV I HAVE LOVED EVERYTHING DISNEY. OVER THE YEARS, DISNEY HAS BECOME AN ENTERTAINMENT GIANT PRODUCING MOVIES AND TV SHOWS, OPENING THEME PARKS AND CRUISE LINES, AND PIONEERING NEW TECHNOLOGIES.

Undoubtedly the thing that Disney has been most known for are the animated feature films – beginning with SNOW WHITE AND THE SEVEN DWARFS, the first feature length animated film, up to this year's Oscar winner for Best Animated Feature, COCO.

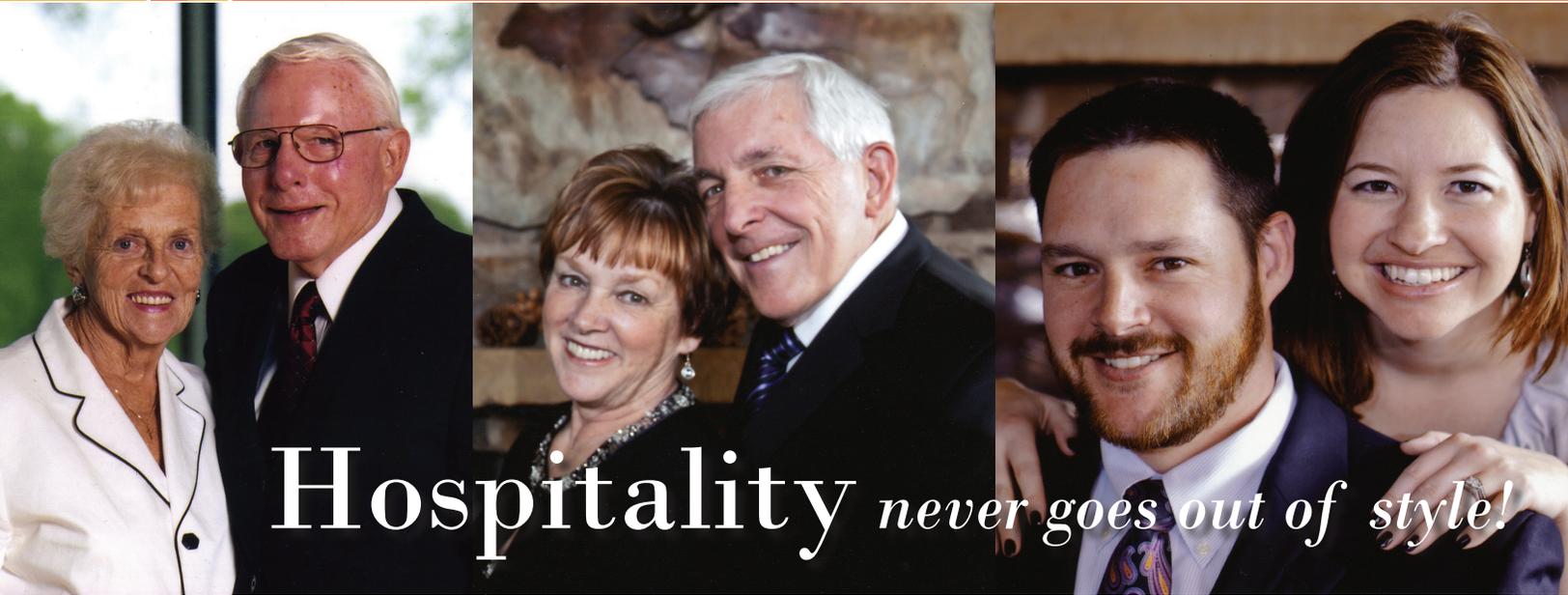
It was inevitable that Disney would eventually come to Broadway and in 1993 they adapted one of their most popular and acclaimed animated films BEAUTY AND THE BEAST into a Tony Award winning Broadway musical. After that came THE LION KING and a parade of successful musicals based on their great animated films.

In 2007, Disney Theatricals opened the Broadway musical THE LITTLE MERMAID based on their wildly popular 1989 film. The film won two Academy Awards for Best Song and best Original Score. The musical incorporates all of those great songs as well as a number of delightful new songs and is a magical retelling of Hans Christian Anderson's classic story.

Putting THE LITTLE MERMAID on stage was a challenge. After all, half of the story takes place under the sea and most of the characters are

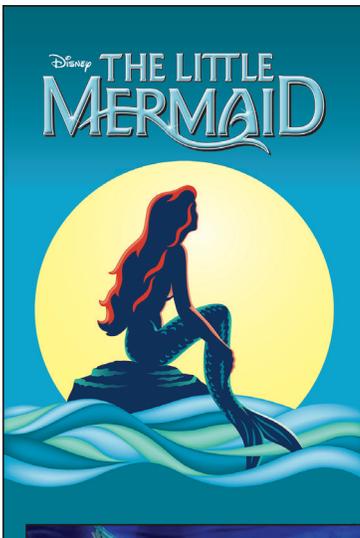
sea creatures – mermaids, fish, crustaceans, and sea gulls. Putting the show on our small stage is a challenge indeed. You may well wonder how we will create that magical world under the ocean. Well, you will have to wait and see. But don't forget that I've taken you to the Land of Oz – complete with an onstage tornado. We re-created all of the Broadway magic in our popular production of BEAUTY AND THE BEAST. Plus, wus, we've sunk the Titanic and created a rainstorm on our stage.

THE LITTLE MERMAID is so much more than special effects. It is a beautiful love story, a story about family, about dreams, and about friendship. It has something to touch every heart of every age. You don't have to be a child to be swept away by this wonderful show. Anyone who has had a dream, has faced danger, or has fallen in love will find a lot to love in our production of Disney's THE LITTLE MERMAID. I'm excited about presenting it to you and I hope every one of you will come to experience it.



Hospitality *never goes out of style!*

THIS DISNEY THEATRICAL MUSICAL IS BASED ON THE 1989 DISNEY FILM AND THE 1837 FAIRY TALE BY HANS CHRISTIAN ANDERSEN. OTHER NOTABLE ANDERSEN TALES INCLUDE THE UGLY DUCKLING, THE SNOW QUEEN, THE EMPEROR'S NEW CLOTHES, AND THE PRINCESS AND THE PEA WHICH IS OF COURSE THE BASIS FOR THE BROADWAY HIT ONCE UPON A MATTRESS.



This is the story of Mermaid princess Ariel who is fascinated by the world "up above" and the lives of people on dry land. She longs to join them although her father, King Triton, forbids it. When she falls in love with human Prince Eric from afar, she makes a deal with her father's sister and enemy, Ursula. She is temporarily transformed into a human and may remain so if she wins the kiss of true love from her prince within three days. The dangerous mission leads to a showdown between good and evil forces which only love can remedy. All the necessary ingredients for a thrilling musical! Of course, there are plenty of comic moments and lightheartedness since this is a Disney musical!

Some of our long-time friends may remember the lovely mermaid pictured here in the original 2007 Broadway production of THE LITTLE MERMAID. Sierra Bogges came to The Fireside for the role of Maria in our 2005 production of WEST SIDE STORY after Ed directed her in THE BOYFRIEND at Little Theatre on the Square in Sullivan, Illinois. Sierra was just starting out in her career but Broadway bound with a show called PRINCESSES following her run here. She landed the role of Ariel shortly after and has gone on to enjoy a very successful Broadway career. Just one of the many Broadway performers we're proud to consider part of The Fireside family.



Sierra Bogges as Ariel in the original Broadway production of A LITTLE MERMAID.



The show is wonderful, with a compelling story, fabulous music by Alan Menken and Howard Ashman, and sea creature costumes that may well be worth the trip all by themselves. Bringing children and grandchildren is certainly encouraged, but this show is really for anyone who enjoys a great Broadway musical. Join us this summer and see for yourself!

Rick Flynn



“I'm lucky to have found a place to work that revolves around what I love to do.”
– Gina Diece

Learning from each other

GINA DIECE TEACHES MUSIC AND CHOIR AT THE FORT ATKINSON MIDDLE SCHOOL

When Gina Diece was growing up in Kenosha her involvement in choir, voice lessons, and musical theatre inspired her dream of becoming a music teacher. After graduating in Music Education from UW Whitewater, Gina started her teaching career in an elementary school position in Kenosha. Soon after, she found her way to the Fort Atkinson Middle School. Now she has over ten years invested in a program including general music, choir, show choir, and production of a musical. This year's production of MULAN, JR. follows other big hits including Junior versions of LEGALLY BLONDE, THE MUSIC MAN, ALADDIN, GUYS & DOLLS, and more!

In Fort Atkinson, all sixth graders are required to take a music course, so if they are not involved in band, choir, or orchestra they take Mrs. Diece's general music class. Once they're in seventh and eighth grades, they can choose to continue or not. Overall, a large percentage of the student body chooses to participate - a testament to the quality of the program for sure!

Recently, Gina brought her sixth grade choir to The Fireside for Disney's NEWSIES. This was an incentive trip for the students which they earn just with participation and good behavior. While they have to pay

for it themselves, there is a fund-raising opportunity to help with that to try to insure as many students as possible are able to attend. It was clear to us when they were here that these students really enjoy their teacher - they all wanted to be in the picture with her!



"The Fireside is an amazing opportunity for these students, to experience this level of professional musical theatre right here in Fort Atkinson. What an advantage we have!" Last year's group enjoyed Disney's BEAUTY AND THE BEAST which was one of her favorites, along with MARY POPPINS. Their field trip also starts off a section of musical theatre curriculum in the classroom. They're also working toward their spring concert which is programmed around musical theatre. "I'm pretty sure the six graders are going to be singing 'Sieve the Day' (from NEWSIES) this year," she added! We take the field trip to The Fireside whenever we can, depending on

what shows are going on, but have also taken them to Milwaukee and Madison.

Gina's 7th and 8th grade field trip is a large music festival, performing and competing against other schools. They also get some play time at Six Flags Great America as part of that event and regularly come home with either a first or second place trophy. Another testament to a great program and a great teacher!

Fortunately for Fort Atkinson, Gina is very committed to her life here and believes this is where she is meant to be. She tried elementary music and is not interested in high school, so middle school music is "it" for her. "Singing and music are my passion. I'm lucky to have found a place to work that revolves around what I love to do," she remarked. The school district and the community remain very supportive of the arts even with the renewed commitment to literacy, as well as Science, Technology, Engineering, and Math (STEM) in education today. We're grateful for her enthusiasm for musical theatre and for sharing it with her students. Even though they live right here in town, many of them would not make it to The Fireside without her. Great, job, Gina - and thank you!

Learning the trade from the ground up!



Keegan Schneider, our Assistant Bar Manager, is only 24, but already has over seven years' experience in The Fireside restaurant and bar. Growing up in Fort Atkinson, Keegan joined our team during high school as a member of the bus staff. We call them Expeditors, and Keegan quickly became a valued member of the crew assigned to tasks such as food running, dinner prep, setting up and calling buffets, and training new bus staff. After graduation he began training for Auto Mechanics at Waukesha Technical College but then made the switch to a Business Management program at the Fort Atkinson and Watertown campuses of Madison College. Keegan kept working at The Fireside, having moved to a Bartender position while he worked his way through school.

Upon completion of his business degree, the Fireside was anxious

to keep him on board and created a Manager in Training position for him in 2017. He had proven to be a valuable associate, certainly capable of backing up Jeff at the bar with closing duties, inventory, and batch mixing as well as helping the restaurant managers as needed.

Promoted to Assistant Bar Manager last year, Keegan still spends 90% of his time at the bar leading the team, including managing on Saturday mornings and whenever Jeff is away, and is becoming more involved with inventory and drink creation.

Keegan credits many people who helped him along this road to early success. His dad was in the restaurant business during Keegan's childhood so he grew up around it and was always intrigued. He learned from his dad's experiences as well as his career advice over the years. He also praised the business management program at Madison College. The small group of ten students that went through it together all shared and learned from each other's work experiences. Bar Manager Jeff Janecek, Operations Manager Chris Ott, and the Kloplic family all believed in him and treat him like a valued member of the management team, making it fun to come to work every day. Keegan enjoys the interactions with guests, noting that even though it's the same routine every day, it doesn't feel repetitive because of the customers.

Keegan enjoys his co-workers, too. On any given shift, there's usually four or five stationed at the Lower

Bar and two more you won't see, working in the service bar.



Away from The Fireside, Keegan enjoys fishing, deer hunting, bonfires, and spending time with his friends. When he's here, his favorite things include his co-workers, the overall work environment, the guests, and the food - particularly the Chicken and Ribs dinner we're serving right now! His favorite shows are ones from the "greaser" era like the 50's shows, ALL SHOOK UP, and ELVIS LIVES - plus he's really looking forward to this fall's production of GREASE. His advice to you - branch out and try some of the great specialty drinks we create for your enjoyment. And be sure to stop down at the bar and say hello - you'll find him pretty easily, he's the really tall one with the nice, welcoming smile!

Inside the Kitchen

with Chef Mike



Hi everyone, I'm here to share the menu for THE LITTLE MERMAID, and I'd like to start at the end, by telling you about the dessert first! This is a combination dessert that features a trilogy of treats we have not served together before. The trilogy begins with a square of our Key Lime Pie which is featured on our Friday Night Fish Fry menu. It has a Graham Cracker Crust filled with the most delicious Key Lime Pie you'll ever have! The second part of the trilogy is a Chocolate Eclair, a pastry made with choux dough, similar to a cream puff, filled with Bavarian Cream and topped with Chocolate icing. The final piece is another house made specialty, our Pecan Treasures. This is a rich mix of pecans, butter, brown sugar, cane sugar, honey, and whipping cream baked on a shortbread crust and cut into rounds for your enjoyment - Yumm!

Now, back to the beginning, your dinner begins with our ever popular Signature Salad with our Papaya Chutney Dressing and features Chicken Piccata. This has been a favorite entree of our guests. It's served on a bed of Lemon Veloute Sauce and garnished with French Fried Parsley and Caper Buds and is accompanied by our Garlic Parmesan Orzo and Fresh Asparagus and Carrots. A delicious meal from start to finish, just for you! YUMM!! YUMM!!


Executive Chef

SEE WHAT'S COOKING

Menu



THE LITTLE MERMAID

Featured Menu July 19 - September 2, 2018

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

Signature Salad

Watermelon, Cantaloupe, Honeydew, Kiwi, Strawberries, and Oranges over Fresh Garden Greens, sprinkled with Sesame Croutons and our famous Papaya Chutney Dressing.

Freshly Baked Breads from our Artisan Bakery

Chicken Piccata

Skinless Breast of Chicken dipped in egg, lightly breaded, sautéed to a golden brown, resting on a Veloutée Lemon Cream Sauce and garnished with tiny Caper Buds and French Fried Parsley. Served with Garlic Parmesan Orzo, Fresh Asparagus, and Carrots.

King Triton's Trilogy

Key Lime Pie, a Chocolate Eclair, and a Pecan Treasure Round.

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. King Triton's Trilogy 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. 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. King Triton's Trilogy 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



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

It is hard to believe that we are already talking about THE LITTLE MERMAID, the fifth show of our 2018 season. We realize selling a show with Disney in the title may present challenges due to the perception of cartoons and kids shows, but these full scale live events by Disney Theatricals, that name attached should only serve to lend credibility and the promise of wholesomeness and quality.

We're **GROUP SALES** because we're here to help you sell!

FIRESIDE CHATS: We can attend one of your meetings, be part of an event, offer a PowerPoint presentation, or show a DVD of the Fireside experience - with the goal of making each show sound impossible to miss. We might even bring treats or door prizes to add to the fun. Sometimes face to face is really the most useful way of selling. This offer is for any of our shows, not just THE LITTLE MERMAID.

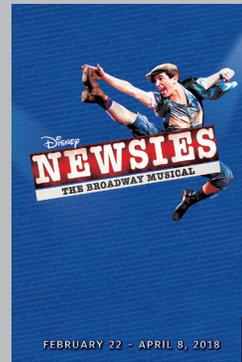
NEWSLETTERS: If you produce a newsletter and need more information than THE FLAME provides, give us a call. There may be more behind the scenes info available so please ask. If you do not have control of your newsletter is there any way we can help you get the show info into an earlier mailing? Can we provide anything via email for your newsletter beyond what is in our catalog of marketing promo materials that can be found on our website or available by mail? Please feel free to inquire.

EMAIL BLASTS: Is this something you'd like to try if we could supply you with something to send via email to your customers or members? Think "outside the box" at what would be helpful and compelling and we'll get our marketing team involved to help you sell those seats.

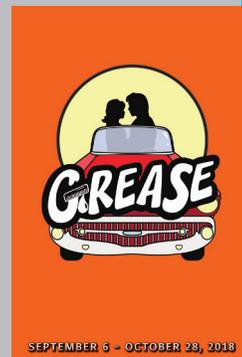
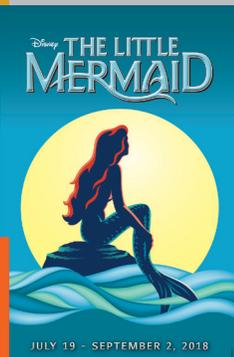
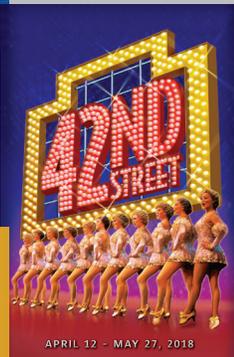
NEW STAFF: We have added some new members to our groups sales team. You may be hearing from them as well as Gay or Tanya. Franki (yes that is her REAL name) who has been with us for a couple of years is wonderful and a fast learner who will start booking soon. Jeni has been a group leader with us and now is working on telemarketing to those of you that we have not heard from in a while to make sure we get you booked with good seats. We are lucky to have them both.

Group leaders who qualified, be sure to get your RSVP cards in for the 25th Annual Group Leader Appreciation Party on Saturday, April 14th. We're looking forward to another great event with fun, food, and prizes galore!

Box Office and Sales Manager



Promotional materials are available for all 2018 productions. You can order them on our web site or call a group sales rep to request them.





Get Your Mermaid On!

YOUR YOUNG, AND NOT SO YOUNG, DAUGHTERS AND GRANDDAUGHTERS WILL LOVE OUR PRODUCTION OF THE LITTLE MERMAID, AND YOU WILL, TOO. WHAT'S NOT TO LOVE IN A SHOW ABOUT A YOUNG GIRL BEING TRUE TO HERSELF AND FOLLOWING HER DREAMS! THE LITTLEST MERMAIDS IN YOUR LIFE WILL ADORE THESE SWIM SUITS AND DRESS-UP CLOTHES. EVERYONE ELSE WILL LOVE THE GREAT HOME DECOR THAT'S BECOME SO POPULAR IN THE LAST FEW YEARS. TAKE A LOOK AT SOME OF THE CHOICES YOU'LL FIND IN THE FIRESIDE GIFT SHOPS.



This fun mermaid and beach themed merchandise comes from some of our top lines, including Primitives by Kathy, Dei, Stephen Joseph, and Mudpie. There will be a lot more children's items as well, including products direct from Disney. So what is it about mermaids that's made this merchandise so popular now? They're mysterious creatures to be sure, but they are also ladies who teach us about love and empowerment and beauty and fantasy. We'll see you soon, "under the sea!"



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 Disney's A LITTLE MERMAID from July 19 - August 12, 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.