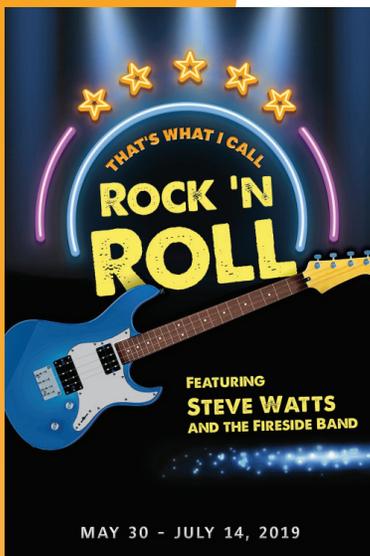


A NEWSLETTER DEDICATED TO GROUPS, ORGANIZATIONS AND FRIENDS OF THE FIRESIDE THEATRE

Steve Watts and the Band Are Back!



This time around we'll rock the house with a tribute to rock and roll through the 50's, the 60's, the 70's, and the 80's.

— Ed Flesch

BACK IN 2004 I HAD A BRAINSTORM. IN THOSE DAYS WE WERE ALWAYS LOOKING FOR SOMETHING NEW AND UNIQUE TO DO IN THE WINTER MONTHS OF JANUARY AND FEBRUARY. SOMETHING THAT WOULD ENCOURAGE PEOPLE TO LEAVE THEIR COZY, WARM HOMES AND BRAVE THE UNPREDICTABLE ELEMENTS OF THE WISCONSIN WINTER. IT HAD TO BE SOMETHING DIFFERENT THAT THEY COULDN'T SEE ANY OTHER TIME OF THE YEAR.

We had done Hawaiian shows, a couple of Mexican Ballet Folklorico shows, a couple of Irish "Riverdance" type shows, and a couple of country music revues. The creative well was beginning to dry up. Every new concept lasted about two seasons so we (meaning me) had to keep coming up with new ideas every couple of years. In the beginning of 2004 I wondered what could we do in the winter of 2005.

And then I had the aforementioned brainstorm. How about a tribute to great Big Bands of the 30's and 40's? Names like Benny Goodman, Tommy and Jimmy Dorsey, and Glenn Miller started swirling around in my brain – what great music! But it had to be live. It had to have that excitement that only a live band could produce.

We regularly hired some of the most accomplished and talented musicians in the area to play on our orchestral tracks that we used for our big Broadway musicals. These were guys who had played with some the greatest bands around. I figured that they most likely had talented young student musicians who could make a pretty good sound. But when I asked them if they had great students every one

of them said "How about me? This sounds like a great gig!" And this wacky idea of mine became something magical.

We started with the Big Band show SWING ON A STAR. Then we did THOSE FABULOUS 50'S. Then a 60's revue, a Hollywood revue, a Vegas revue, a 70's revue and this group of musicians became the Fireside's own band led by a spectacularly talented singer, musician, band leader named Steve Watts. For 13 years the Fireside's live band shows have been wildly popular. People came to see them multiple times. Last season we took a break, but the band show is roaring back in 2019!!

This time around we'll rock the house with a tribute to rock and roll through the 50's, the 60's, the 70's, and the 80's. If you are of any age and you love good rock and roll – and I mean GOOD rock and roll - then The Fireside is the place to be this summer. I can't list all the great artists we will be featuring but trust me when I say that you will hear a lot of your very favorite music. Guaranteed!! So I expect to see all of you here. You won't be disappointed. Because THAT'S WHAT I CALL ROCK AND ROLL!

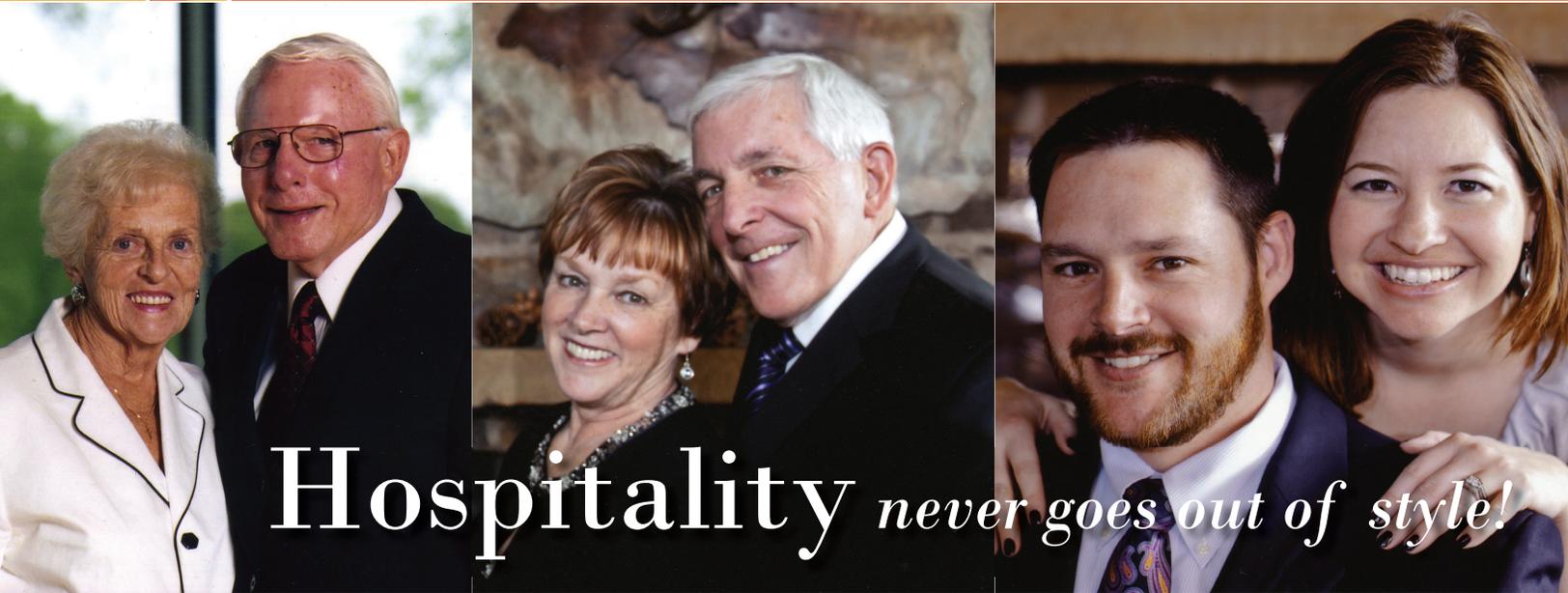
A handwritten signature in black ink that reads "Ed Flesch".

P2 DON'T MISS OUR 14TH LIVE BAND REVUE!

P3 PEOPLE BROUGHT TOGETHER BY THE LOVE OF DANCE

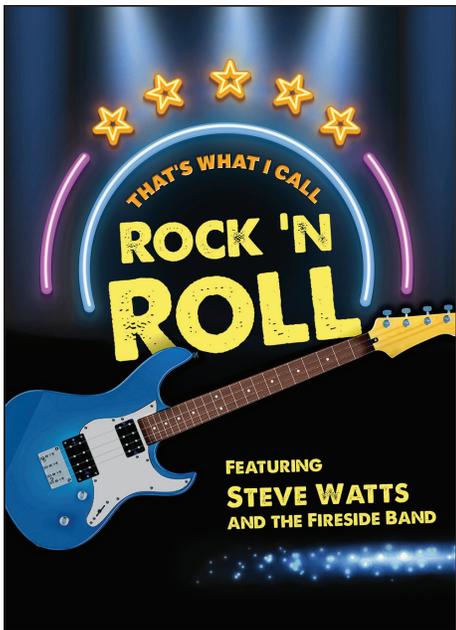
P5 A NEW ENTREE AND SIDE FROM CHEF MIKE

P7 BEAUTIFUL OUTDOOR LIVING DECOR!



Hospitality *never goes out of style!*

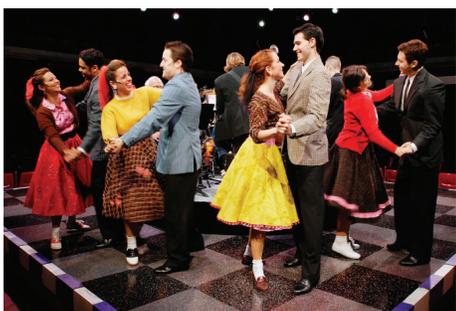
IN ADDITION TO THE BROADWAY MUSICALS WE'RE FAMOUS FOR, THERE ARE SEVERAL TYPES OF SHOWS THAT HAVE HELPED TO SOLIDIFY OUR FAN BASE OVER THE LAST 42 YEARS - OUR NINE HAWAIIAN SHOWS, OUR 21 ORIGINAL CHRISTMAS REVUES, AND OUR 13 LIVE BAND REVUES FEATURING MUSIC FAVORITES FROM THE 40'S TO THE 70'S. WE HOPE YOU'RE PLANNING TO BE HERE FOR THE NEW ONE THIS SUMMER!



Why should you have this on your agenda?

1. Steve Watts
2. The Fireside Band
3. 50's Rock 'N Roll
4. 60's Rock 'N Roll
5. 70's Rock 'N Roll
6. 80's Rock 'N Roll
7. Talented singers
8. Talented dancers
9. Host Andy Kindig
10. Did I mention Steve Watts?

There is so much fabulous music to choose from for this



show there's no way we can tell you this far out which songs or even which artists will make the final cut. First Ed has to write the show, then he has to find the right people at the auditions, then he puts it all together with the band and whittles it down to about 2.5 hours of solid rock and roll. Come and see how he did!

Rick Flynn



Learning from each other

“The Fireside is always our favorite trip. We're already planning for next year.”
– Hayk Arshakian

**HAYK ARSHAKIAN INSPIRES
HIS CUSTOMERS WITH
THE LOVE OF DANCE!**

Hayk Arshakian - owner, choreographer, and costume designer for the Fred Astaire Dance Studio in Mequon, Wisconsin has been dancing since he was six years old. Born and raised in Armenia, Hayk's parents initially sent their hyperactive child to dance class to try to wear him out. He says, "it didn't work," but he did get very good at it. His teachers recognized his potential and encouraged him to enter competitions. Eventually he became Armenia's national champion and earned a full scholarship to their Performing Arts college. Now, after 18 years with the Fred Astaire organization in Milwaukee, he is living his dream and shares the love of dance with thousands of people every year. He also treats his staff and customers to an annual holiday trip to The Fireside, which is how we've come to know him and wanted to share his interesting story.

Fred Astaire is the largest global dance franchise with 220 studios around the world. Chances are there's one near you. Wisconsin is their #1 region with five studios in the Milwaukee area. You may have seen a group of their dancers on the 2018 Macy's Thanksgiving Day Parade which included 10 couples from Wisconsin. If not, they'll be back next year so you can watch for them!

Hayk was quick to point out that dance is a hobby that's good for the health of both your body and your brain. The exercise is a low-impact equivalent to running or cycling that can be helpful for weight loss, flexibility, muscle strength, and endurance. It also enhances your memory, alertness, awareness, focus, and concentration. There are studies that show ballroom dancing is the best way to slow the progression of Alzheimer's Disease. It also improves self-confidence, expression, and creativity; reduces stress, and is a fun, social way to make friends. Many couples come for a way to connect and make time for themselves, like a guaranteed date night. The age range runs from six to 90. During the course of our conversation Hayk spotted ladies from 25 to 72 and men from 40 to 55 in the studio at that time.

You may think you're not talented enough, or coordinated enough to take a dance class. This is where Hayk believes you are mistaken. "There is not one client who has walked in that we have not been able to teach. I have had people say to me that they didn't believe they could complete a two minute dance so gracefully with no mistakes but are so proud of what they can do."

Some of their clients enter as many as 15 - 20 competitions per year, others do none. Some attend class every day, some once a week, others less often. Hayk has clients that have been dancing for 25 years. His group's biggest performance of the year is held at the Sharon Lynne Wilson Center for the Arts in Brookfield.

As a business owner, Hayk knows the benefits of celebrating his customers and his holiday "festival" is legendary. He plans several parties they can choose from and we're thrilled that his Fireside outing is always the most popular. Their most recent visit was for ELF THE MUSICAL and they're already planning for next Christmas. If you live anywhere near a Fred Astaire studio, especially Hayk's in Mequon, you really should check it out!



The Gift Shops' Prepare For Christmas and More!

Each year during the second week of January, our Gift Shop buyers travel to Atlanta for one of the country's biggest gift shows. Their mission: ordering for Christmas! That's right, while the after Christmas sale is still going on back here, they're looking at all the new merchandise, meeting with product reps, comparing prices, and placing orders for pretty much everything we'll have in the shops for you this fall. Held at America's Mart in their three buildings of 18 - 20 stories each filled with hundreds of potential vendors, this is no small task.

Over the course of five 12-hour days these brave professional shoppers - Kristi Kloplic, Bethany Stallman, Angie Olson, and Jane Kloplic - met with representatives of 15 companies throughout the two main gift buildings. According to Kristi's fitness watch, that equated to about 20 miles for each of them with 71 hours of standing. (No wonder they came home a little tired!) Some of the showrooms are the size of an average Walgreens store and the appointments can last as long as three hours.

About 80% of what they purchased was for the upcoming Christmas season. They looked at home decor, ornaments, textiles, and outdoor items. They looked at trending themes like gnomes, perpetual favorites like cardinals, discovered what's new, talked about what our customers would like best, and compared prices between vendors to make sure they were getting the best value for you.

In addition to Christmas merchandise, they also bought a lot of new everyday items for your home that you'll see in the shops right away. Watch for new styles such as honeycomb bee, blue topiary and other garden themes, new rooster and farm decor, and lots of fun things with lemons that really brighten up any space. You'll also see a lot of new signs, purses, and jewelry you're going to love!

The Atlanta show always kicks off the year with a big burst of energy and excitement as they prepare for the biggest shopping season of the year. In the months to come they'll attend more shows, meet with reps here each week and overall work with about 200 vendors to keep The Fireside Gift Shops filled with unique, top quality merchandise for all tastes and budgets. Our beautiful shops are what sets us apart from other theatre trips and make The Fireside a complete destination in itself. It's also a big part of what makes a Fireside experience "more than you'd ever expect!"



Inside the Kitchen

with Chef Mike



Hi everyone - I'm writing to introduce you to some new items that my staff has created for your THAT'S WHAT I CALL ROCK 'N ROLL menu. We'll start out with a Chopped Chef's Salad that has a mix of lettuces, chopped egg, red onion, tomato, avocado, cucumbers, Cherrywood bacon chips, and Wisconsin cheddar cheese. It's topped with our house made Pepper Cream Dressing and crisp tortilla ribbons. Wow - what a way to start off a meal!

Our Featured Entree will consist of an item that we created new for this show - Chicken Bruschetta. This is a fresh chicken breast topped with our house made Bruschetta. Our Bruschetta is like no other. Typical Bruschetta is just diced tomatoes, onions, garlic, and basil. Our Bruschetta is much more flavorful with diced tomatoes, black and green olives, capers, onions, garlic, basil, and balsamic vinegar. This mixture is placed on the chicken breast then topped with a slice of Havarti Cheese. We'll serve it on a Lemon Cream Sauce - the perfect complement! On the side, in addition to fresh asparagus and carrots, you'll enjoy another new item. You're going to love this flavorful blend of tri-colored Couscous, Quinoa, Black Beans, and Corn.

This refreshing salad and delicious dinner will be topped off with our light and refreshing Key Lime Pie that's always a favorite. Yumm!! Yumm!!


Executive Chef

SEE WHAT'S COOKING

Menu



THAT'S WHAT I CALL ROCK 'N ROLL

Featured Menu - May 30 - July 14, 2019

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

Chopped Chef's Salad

Finely diced Harvest Blend, Romaine, and Iceberg Lettuce, Hard-boiled Egg, Red Onion, Grape Tomato, Avocado, Cucumber, Jones Cherrywood Smoked Bacon, and Wisconsin Cheddar Cheese. Topped with The Fireside's Pepper Cream Dressing and Crisp Tortilla Ribbons.

Freshly Baked Breads from our Artisan Bakery

Chicken Bruschetta

Skinless Breast of Chicken, lightly breaded, topped with our Signature Bruschetta and Havarti Cheese on a Velouté Lemon Cream Sauce. Served with a flavorful blend of tri-colored Couscous, Quinoa, Black Beans, and Corn alongside Fresh Asparagus and Carrots.

Key Lime Pie

A refreshing tart custard made with genuine Florida Key Lime Juice, presented on a Graham Cracker Crust, garnished with 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. Key Lime Pie 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 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, Scrambled Eggs, Crisp Bacon, Maple Sausage Links, Chicken Tenderloin Tempura with Brandied Apricot Sauce, Biscuits and Sausage Gravy, Fresh Atlantic Salmon, Bread Pudding with Vanilla Whiskey Sauce, Breakfast Potatoes, a featured Beef Tenderloin dish, and Roasted Farm Fresh Vegetables. Key Lime Pie for dessert plus coffee, tea and milk are included.

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

2019 Season

Jean's Corner of the World



GROUP LEADER PARTY 2019

The date is set – SATURDAY, APRIL 6 at 10:00 a.m. Keep that day open for the Group Leader Party 2019. To earn an invitation, you must have attended a minimum of two different shows with a minimum of 38 guests per show in 2018. The more shows you attend the higher level you achieve for special gifts the day of the show!

THAT'S WHAT I CALL ROCK 'N ROLL

It seems impossible that this Flame is promoting July 2019! It seems like yesterday was Christmas



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

and now we are talking about the 4th of July holiday time. We do promote early, allowing enough time to book and assemble your group because who doesn't want to see our Fireside Band AND Steve Watts! Talk about firecrackers!

This genre of music, Rock 'N Roll, has the power to sustain (as evidenced by all the kids discovering this "old" music) impacting American society by setting trends (not only in music but in cars, fashion, dance and language). While Rock 'N Roll has been influenced by many different types of music, it has paved the way for originality, self-expression and free thought. It has even allowed artists to speak on social and political issues. Wow, who wouldn't want to witness such historic and important music. Or, you could just join us for the memories, music and FUN!

Reminder: MY FAIR LADY still offers selected seats as does MENOPAUSE THE MUSICAL. With a minimum of 18 friends or family, instead of a bus group, you could still take advantage of our group rates. Sometimes carpooling works! We have women booking as a family outing around Mother's Day for MENOPAUSE.

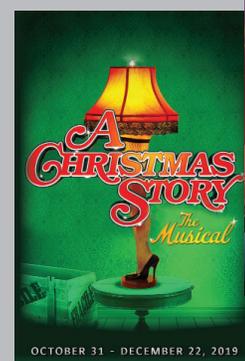
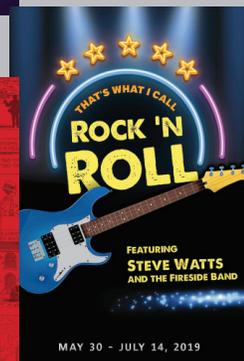
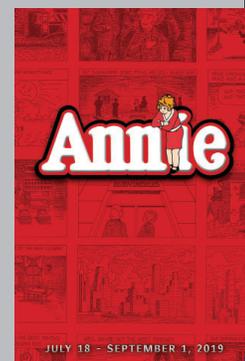
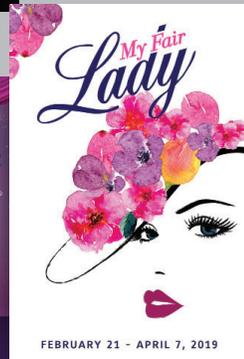
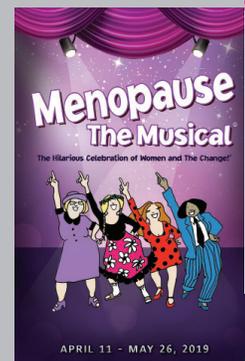
We still have ANNIE then BUDDY then it is Christmas again. There's something for everyone in our 2019 Season!

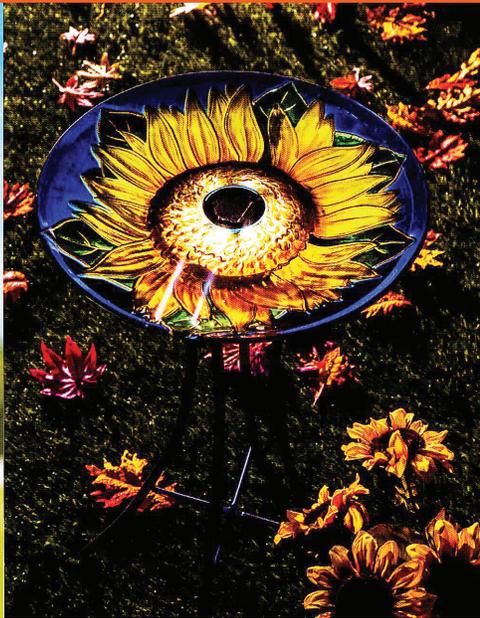
Jean Lyons
Box Office and Sales Manager

P.S. In the spirit of getting you all ready for St. Patrick's Day - "May you always walk in sunshine. May you never want for more. May Irish angels rest their wings right beside your door."



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.





Adding Beauty To Your Outdoor Living!

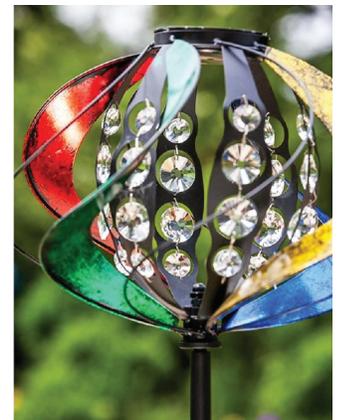
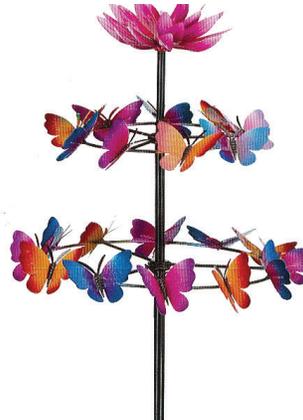
ACCORDING TO TREND REPORTS, CONSUMERS ARE SPENDING MORE LEISURE TIME OUTDOORS AND ARE SEARCHING FOR UNIQUE PIECES TO DECORATE THEIR YARD. WELL, LOOK NO FURTHER - WE'VE KNOWN THAT FOR YEARS! OUR ASSORTMENT OF SOLAR SPINNERS, TWIRLERS, STAKES, BIRDBATHS, AND LANTERNS KEEPS GETTING BETTER EACH SEASON. YOU'RE GOING TO LOVE THIS YEAR'S SELECTIONS! THEY ARE DURABLE AND UNIQUE, FUNCTIONAL AND BEAUTIFUL, AND ARE JUST WAITING TO LIVEN UP YOUR BACK YARD!



With rising interest in maintaining our natural environment, kinetic garden sculptures capitalize on the organic appeal of their designs, simulating the movement found in nature. These products are designed to live outside and are engineered for top performance, mesmerizing movement, sturdiness, style, and color.

You'll find heavy-duty construction that includes powder coated finishes to resist the elements,

durable ball bearings for easy spinning, thick metal blades, strong ground stakes, and sturdy poles. Just as important, you'll find fabulous new designs in both bright colors and rustic metals, items that are beautiful both day and night, and pieces that bring you joy and offer a calm, rhythmic presence. We hope you'll take a look next time you're here and see if you can find something to help add beauty and happiness to your outdoor living!





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 **THAT'S WHAT I CALL ROCK 'N ROLL** from May 30 - June 23, 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.