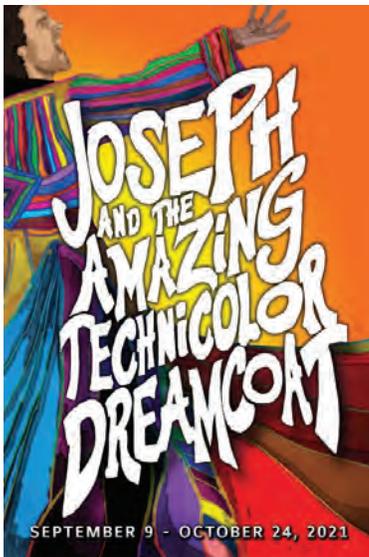


AUG 2021

The Flame

A NEWSLETTER DEDICATED TO GROUPS, ORGANIZATIONS AND FRIENDS



GO, GO, GO, JOSEPH!

When I was a kid, I went to our little synagogue every Sunday to learn about the Bible. We read Bible stories and sometimes acted them out – which may be the reason I first wanted to be an actor. I had a lot of favorite stories, but I think my absolute favorite was the story of Joseph and his brothers.

I always identified with Joseph and I rooted for him to find a way through his many trials and emerge triumphant. When I became a professional actor/director/writer I often thought that this wonderful story would make a great musical and I thought that perhaps I should try to write one.

It's been a decade since we last presented what is unquestionably one of the most popular shows in our history and it's high time to once again enjoy this contemporary classic with its compelling story, vibrant costumes, exuberant dancing and enchanting music.

“ . . . you are in for an unforgettable treat.”

– Ed Flesch

Imagine my delight when Andrew Lloyd Webber and Tim Rice did just that when they wrote JOSEPH AND THE AMAZING TECHNICOLOR DREAMCOAT and it became one of the most spectacular and successful Broadway musicals ever to hit the stage.

I may not have gotten to write it, but I have been fortunate enough to produce and direct it on the Fireside stage.

JOSEPH is a work filled with joy and delight and I couldn't be more excited to share it with you now that our Broadway season is back.

JOSEPH AND THE AMAZING TECHNICOLOR DREAMCOAT brings to life the Old Testament story of Jacob's most beloved son. Told entirely in song, creators Andrew Lloyd Webber and Tim Rice use a wide variety of musical

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THE STORY OF JOSEPH ... CONTINUED!

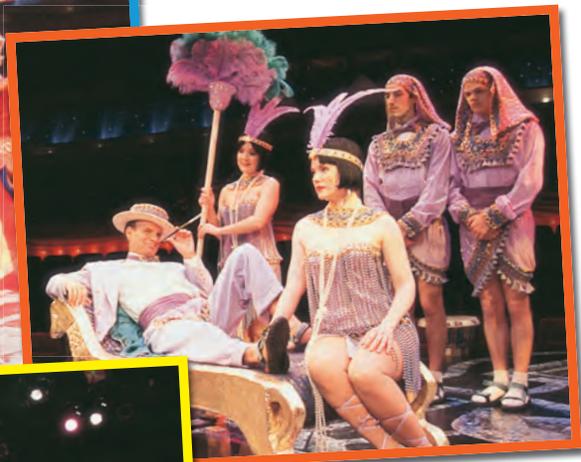
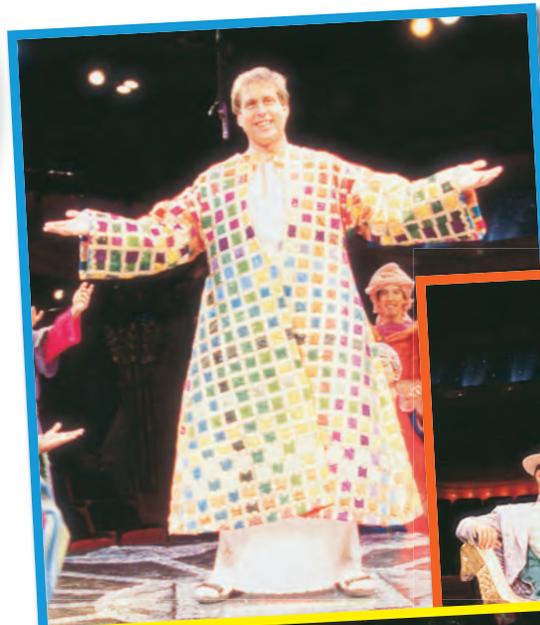
styles from musical theatre to pop to rock and roll to country to calypso as they chronicle the inspirational tale of a man who uses his faith and wisdom to make his dreams come true.

I'm always happy to direct great shows. The greatest shows can be seen time and time again and they never lose their magic and their fun..

So if you've seen JOSEPH before - here or elsewhere - I know you will be enchanted yet again by our new production of this fabulous show and if you haven't seen JOSEPH before you are in for an unforgettable treat.

I hope to see you all at The Fireside to see this great show!

Ed Flavel





Featuring Tracy Schueller with Personalized Tours from Waldo, Wisconsin

LEARNING FROM EACH OTHER

Owning your own business comes with a myriad of challenges but it's a safe bet Tracy Schueller never expected one as big as Covid-19. Nevertheless, she's not the type to let anything stop her and is now able to celebrate having kept her business going and her travelers traveling.

Throughout the first twelve months of our alternate programming with weekend concerts featuring mostly tribute artists, Tracy was the only tour operator or group of any kind to join us. Traveling at half capacity, her groups were able to enjoy tributes to such artists as Garth Brooks, Reba McEntire, Frankie Valli, the Beach Boys, and ABBA.

Obviously her travelers trust her, and we're grateful that they trusted us as well. "The Fireside is an easy sell for me because they love it and know what to expect," said Tracy. "Once we realized you were open we were glad to start coming back, six months to the day from our last trip pre-Covid which was right before you closed. Some people just didn't want to waste a year of their lives, they wanted to travel!"

Tracy kept some of her 2020 extended trips going, too. Last September she kept her five day Wisconsin mystery tour. The rest of the fall included trips to Ohio, North Carolina, and Branson. They ran into a few other coaches but it was pretty sparse. The groups they did see were respectful of each other and kept to themselves. In the months since, she's even completed a trip to Alaska.

Since the motorcoach industry didn't have an official set of rules to follow, Tracy had to find her own way through that. They increased the use of hand sanitizer, did temperature checks, stopped at less crowded places that she knew were following guidelines, and is grateful that they never faced an outbreak of the illness.

What did she learn through all of this? She learned who her true industry partners were and that it's ok to lean on each other. She learned there's strength in numbers joining hundreds of others lobbying leaders in Washington. She learned to just keep going, and keep communicating with her travelers so their sense of family remained.

"I do it for them . . . my travelers are family to me."

Tracy grew up in this business, taking over a company her parents ran and now her dad still drives for her. She's a "glass half full" kind of person and knew that giving up just wasn't an option. Where one piece of business fell off from the canceled college sports teams, she picked up new business from high school teams who wanted the air filtration system a motorcoach can offer that a school bus can't. She kept the 2021 trips that were already planned and moved some from 2020 as well so now that things are up and running more normally she's busy. A big majority of her loyal customers hung on to their postponed reservations. She even purchased some coaches from a company that closed its doors when the pandemic hit - how brave is that! So while 2020 was initially shaping up to be her best year ever, Tracy can be hopeful that goal is not gone, just deferred. The more we get to know her, the more impressed we are. Tracy Schueller will come out of this mess just fine!

SCENES FROM 2020-2021

RE-INVENTING OURSELVES DURING THE PANDEMIC



When the pandemic hit just three weeks in to our seven week run of GUYS AND DOLLS, like all non-essential businesses The Fireside was forced to close. All of our part-time staff and most of our full-time staff was laid off, keeping just our management team which shifted to working from home. We were busy with rescheduling reservations and thinking outside the box about how to generate some revenue while not knowing how long the shut-down would continue. The first new adventures that came along were the creation of an online gift shop and curbside carryout dinners.

Beginning with our Friday Night Fish Fry, we began weekly curbside events and experimented with other nights, settling on Wednesday and Friday as our carryout nights. We also held bigger events including a Mother's Day Carryout Brunch and both Thanksgiving and Christmas take-

and-bake dinners. Our system -- having the customer check in along the front of the building where we relayed the order number to the team inside the main entrance for the order to be packed and delivered once the customer drove around -- proved to be the smoothest carryout operation in town!

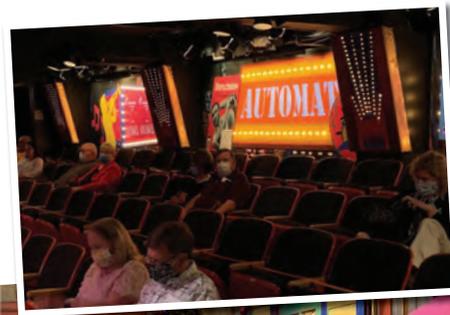
Once we were allowed to re-open in late spring, our Operations Manager went through the training and put procedures in place required by the Wisconsin Restaurant Association so qualify us for their "Ready to Serve Safely" program. That, along with the CDC and National Restaurant Assn guidelines for distancing, crowd size, cleaning, and face masks made it comfortable for guests to return for dining, shopping, and live entertainment.

The "summer concert series" as it was named at first, featured top Fireside performers and tribute artists in solo or duo performances for small, socially distanced audiences. It spilled over into the fall, then winter, spring, and summer until the glorious re-opening

of the Broadway shows with CINDERELLA in July of 2021.

Promotion for all of these products - gift shops, curbside carryout, dining on Friday nights, and the concerts - had to be done with little to no budget relying on emails to our existing customers, social media, our digital sign, and online calendar of event listings. (We are sorry if we sent you too many emails.)

Our dedicated managers all helped in other departments wherever the help was needed and learned many new skills in the process. Ryan and Kristi Kloplic led us with hope, humor, optimism, and strength and we have come through successfully to the other side. Hallelujah! Life goes on!



CHALLENGE GIVES YOU THE OPPORTUNITY TO GROW

SEE
WHAT'S
COOKING



INSIDE
CHEF MIKE'S
Kitchen

Hi everyone! Welcome back inside the kitchen! It sure is nice to have so many guests back in the building for our Broadway shows. I'm excited to share some thoughts on our menu for JOSEPH AND THE AMAZING TECHNICOLOR DREAMCOAT.

Perfect for fall, we'll start the Featured Menu with our Butternut Squash Soup. Harvested when the fruit is in the mature stage, this squash has a yellow skin and the orange flesh inside has a sweet, nutty taste similar to pumpkin. We steam it until tender, add house made chicken stock, and add onions, heavy cream, and brown sugar. I know you're going to love it!

Our Featured Entree is one of my personal favorites, the Beef Short Rib. We use only Certified Angus Beef, graded after meeting ten quality specifications including marbling, size, and uniformity. We braise it in a red wine sauce for about two hours so it's especially tender and tasty. Then we top it with a red wine demi-glaze and serve with tasty whipped potatoes and roasted Brussel Sprouts with Bacon. You have to try these - you won't find better Brussel Sprouts anywhere!

For Dessert, a new treat we came up with before the pandemic that I haven't even had a chance to perfect but will in the weeks to come. Look forward to our Brandy Old Fashioned Cake!

Yumm!!! Yumm!!!

Michael Scott
Executive Chef



FEATURED MENU

*Served Wednesday, Thursday and Saturday Matinees,
Saturday Evenings* and Sunday Midday*

Butternut Squash Soup

Garnished with 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 Garlic and Herb Whipped Potatoes and Roasted Shaved Brussel Sprouts with Bacon.

Brandy Old Fashioned Cake

Garnished with a Cherry and a Candied Orange.

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 entrée 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. Brandy Old Fashioned 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 Honey Glazed Fresh Fruit Medley with Yogurt and Natural Granola. We'll be carving Brisket of Corned Beef and Roast Turkey Breast along with the buffet of Eggs Benedict on Jones Canadian Bacon, Scrambled Eggs, Bacon, Maple Sausage Links, Chicken Tenderloin Tempura with Brandied Apricot Sauce, Biscuits and Sausage Gravy, Fresh Atlantic Salmon, Bread Pudding, Breakfast Potatoes, a featured Beef Tenderloin dish, and Roasted Farm Fresh Vegetables. Brandy Old Fashioned Cake for dessert plus coffee, tea and milk are included.

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

OUR 2020 Season

We look forward to helping you promote your trips to The Fireside. Promotional materials can be ordered through Group Sales or online at our website.

GROUP SALES CORNER



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

Travel is back! Group tours are back! Maybe not for everyone, maybe not the same as it was, but they're back and quite possibly more important than ever! After what we've all been through in the last year and a half we can use a little fun and laughter in our lives. We can benefit from the friendship and camaraderie. We need the kind of escape that only the magic of live theatre can give you. The Fireside looks forward to welcoming you back!

Five shows from our 2020 Season had to be postponed to 2021 and 2022 and the new dates for those appear at the left. If you're not sure of the status of your booking, want to re-book for a show you canceled, or need a new booking just give us a call. If you hurry, there's still time to get in for JOSEPH AND THE AMAZING TECHNICOLOR DREAMCOAT. This is a great show for all ages and particularly popular with church groups.



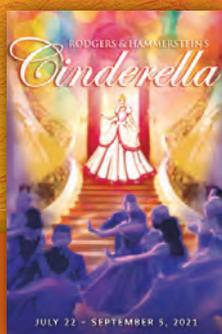
The Fireside takes the health of our staff and guests very seriously and while we have always maintained the highest standards for cleanliness and safety, we are also following additional guidelines recommended for restaurants and indoor events. At this time, masks are not required but are recommended for non-vaccinated guests. The theatre is equipped with air purifying technology that is also used in the White House, Mayo Clinic, and Google which is 99.4% effective against Covid-19, also effective against Flu, Bacteria, and other airborne allergens. In addition to this technology, our HVAC units also incorporate fresh air into the space at regular intervals.

We'd love to hear from you. Are you traveling yet? Is your group getting together in person? What can we do to help? Now is the time to think outside the box and try new things, mix it up a little. Try a different day for your Fireside trips, add another stop along the way, invite new people to join you. Tammy, Michael, Julie and I are all here to help you - just give us a call!

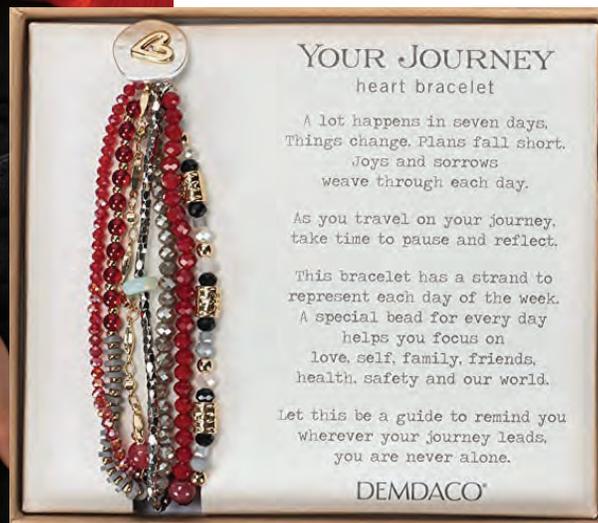


Franki Leach

Franki Leach, Group Sales Lead
groupsales@firesidetheatre.com
800-477-9505



GIFT SHOP SPOTLIGHT



Shop online anytime at www.firesidetheatre.com



COUNTING OUR BLESSINGS AND SHARING OUR THANKS

More than ever, challenging times call for each of us to remember to be thankful for all that we have, to be grateful for those we love, and to appreciate our blessings large and small. We surround ourselves with reminders and give them as gifts.



Here are some of our favorite ways to count blessings and share thanks:

- Willow Tree figurines like this one named "Grateful."
- Door decor and garden flags that welcome friends and announce to the world that your home is blessed!
- Sharon Nowlan Pebble Art like this one titled "Our Roots."
- Signs to scatter about your home celebrating family and friendships.



CONTACT US TODAY AND SAVE!

CALL 800-477-9505

EMAIL groupsales@firesidetheatre.com

ONLINE FiresideTheatre.com

GROUPS ARE OUR SPECIALTY - SPECIAL DISCOUNTS APPLY!

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 four 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 and cars. 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 2021 is \$75.91 (\$71.95 tax exempt) per person.
- The Premier Group Rate offers an additional discount of \$3.00 per person when your group attends a performance of JOSEPH AND THE AMAZING TECHNICOLOR DREAMCOAT from Sept. 9 - Oct. 3, 2021.
- 2021 Premier Group Rate is \$72.24 (\$68.95 tax exempt) per person.
- The four-course Saturday Night Group rate in 2021 is \$80.13 (\$75.95 tax exempt) per person. For rates on optional entrée selections call Group Sales.
- 2021 Premier Saturday Night Group Rate is \$76.96 (\$72.95 tax exempt) per person.
- 2021 Youth Group Rates for ages 14 and under with the youth meal are offered at \$52.70 (\$49.95 tax exempt) per youth.
- 2021 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.