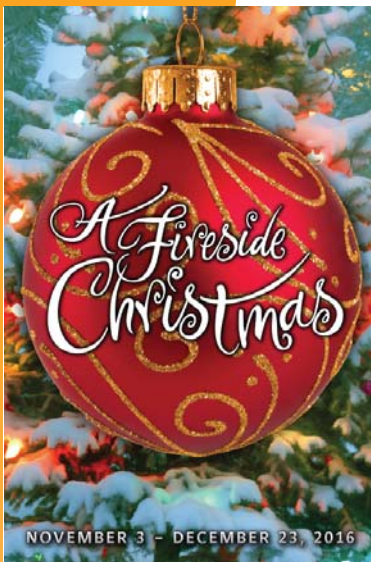


Imagining “A Fireside Christmas”



“There will be plenty of wonderful music performed by our vastly talented singers and three or four dance numbers to showcase our spectacularly exciting dancers - all guaranteed to thrill and delight audiences of all ages.”

– Ed Flesch

THIS IS THE TIME OF YEAR WHEN I WRITE AN ARTICLE ABOUT OUR UPCOMING CHRISTMAS SHOW. I’LL LET YOU IN ON A LITTLE SECRET. I HAVEN’T WRITTEN IT YET.

Oh, I have plenty of great ideas that I am working on; medleys I’m planning to arrange; dance features that our choreographer Kate Swan and I are talking about; and stories I am imagining - to be told in song or dance. But I don’t want to tell you about any of my ideas for a couple of reasons.

First – it is very possible (highly likely) that these ideas will change and the things I’m working on now will not make it to the final show, having been replaced by even better ideas. And second – even if some of these ideas do make it into the show I don’t want you to know what it is you are going to see and hear until you see and hear it. Don’t you hate it when people tell you everything that is in a movie or a book before you see or read it? I know I do.

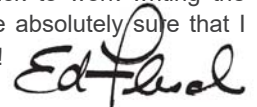
There are, however, certain rules that I follow in every show that I write. There will be a memorable and beautiful opening number. It may be up-tempo and pop sounding or it may be a sweeping choral offering but whichever way we go, it will be a number that will grab your attention and put you in the Christmas mood. The cast will be in gorgeous costumes and the setting and lights will be filled with joyful colors.

As important as the opening number is, the second number is even more important. Now that we have your attention we have to seal the deal with the second number. After that we have hopefully completely captured your minds and your imaginations.

The end of the first act will be reserved for a special performance piece that involves the full cast in a collection of song, story, and dance that will send you out at intermission with your hearts filled with Christmas joy. The second act will be structured in much the same way as the first act, leading up to our gorgeous live Nativity scene and our stirring John Rutter arrangement of “O Holy Night.”

I will make you a promise. I will uphold The Fireside’s commitment of honoring the traditions, the values, and the message of Christmas. This is what you expect and what we have always delivered. This is why The Fireside is the number one Christmas destination for tens of thousands of people from around the area and around the world. And you can be sure that A FIRESIDE CHRISTMAS 2016 will be all that and more.

Now I have to go back to work writing the show so that I can be absolutely sure that I will keep that promise!

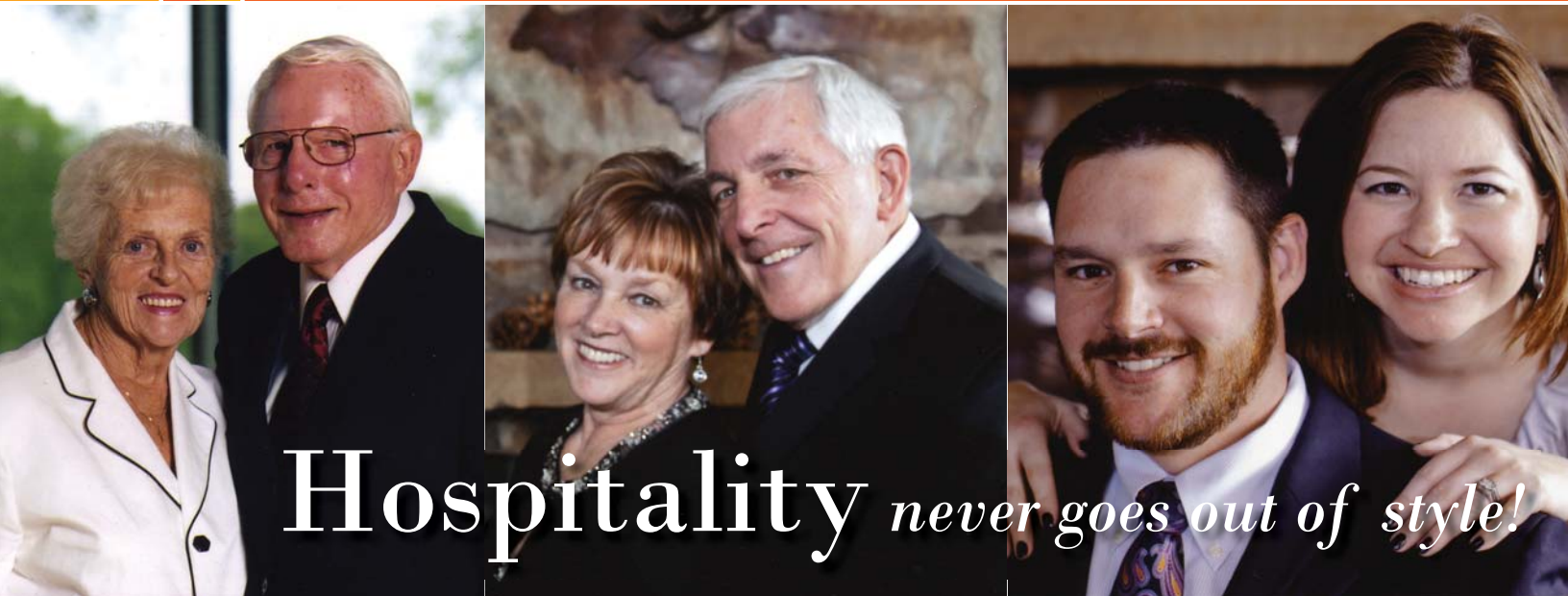


P2 THE MAGIC OF A FIRESIDE CHRISTMAS

P3 TRAVELING FROM WAUSAU WITH BEATRICE DOEDE

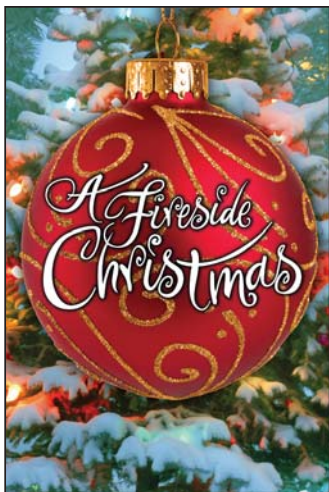
P5 INTRODUCING OUR 2017 SEASON!

P7 CHRISTMAS IN THE FIRESIDE GIFT SHOPS



Hospitality *never goes out of style!*

THE TRADITION OF “A FIRESIDE CHRISTMAS” GOES BACK TO 1993 WHEN WE HIRED PHILIP WM. MCKINLEY TO WRITE AND DIRECT AN ORIGINAL MUSICAL REVUE CELEBRATING THE SPIRIT OF CHRISTMAS. IT WAS PATTERNED, AT LEAST IN PART, AFTER THE TELEVISION SPECIALS CELEBRITY SINGERS SUCH AS ANDY WILLIAMS AND PERRY COMO USED TO DO. WE THOUGHT IT WAS AN IDEA WORTH TRYING.



We did not envision it would become a cherished tradition that's lasted over 20 years, but it has, thanks to you!

You and your travelers have embraced this tradition and we are grateful for your support. Mr. McKinley wrote a few more Christmas shows for us before venturing on to direct several editions of the Ringling Brothers Barnum & Bailey Circus and two shows on Broadway. Many of them, including this

year's, have been created by our own Artistic Director, Ed Flesch. Ed has a special gift for these original shows; knowing just how to mix medleys, bring new life to old stories, tell a time-honored tale through dance, and find cast members that astound us with their talent year after year.

Everyone has their favorite moments. Mine include his bringing to life such stories as “The Night Before Christmas,” “The Gift of the Magi,” “The Nutcracker,” and of course, the living Nativity. They include

solo and choral renditions of both popular Christmas tunes and classic hymns. Everyone's Christmas memories are both unique and special, just like these shows, which is why they're filled with such variety. Yet they each contain the living Nativity, where the true spirit of Christmas got it's start a lot more than 23 years ago. Enjoy!

Rich Flynn



Here's a few favorite scenes from past editions of A FIRESIDE CHRISTMAS.





“Our people just love to come,
and the actors and actresses
are always so good!”
– *Beatrice Doede*

**BEATRICE DOEDE BRINGS HER
GROUP FROM TRINITY LUTHERAN
CHURCH IN WAUSAU, WISCONSIN
TO SEVERAL SHOWS EACH YEAR.**

Beatrice Doede worked in banking for 32 years with experience in bookkeeping, real estate, and student loans. As a member of Trinity Lutheran Church in Wausau, WI, she and her husband enjoyed traveling with the group to The Fireside and other places around the Midwest. About 14 years ago when the current group leaders announced their retirement, Bea's husband quietly suggested to her, "Maybe we could do it." After giving it a bit more thought she volunteered and with Warren's help they've continued to bring tours here ever since. She works with the Lamers Tour & Travel staff to plan some of the events but takes care of the reservations, payments, and promotion on her own. Warren helps with escorting duties and whatever else needs doing as they make a terrific team.

In addition to seeing several Fireside shows each season, the Trinity group travels to Brewer games and other events including the upcoming Yakov Smirnoff show in Sheboygan. Overnight trips have included a couple nights in Chicago for a mansion tour and show at Tommy Gun's Garage, three days in Iowa's Amish country, and a four night tour on the ferry across Lake Michigan to visit the Ford Motor plant and Frankenmuth area. Overall they do five to six trips each year.

Bea promotes their tours largely through their church bulletins and sharing the schedule with the list of travelers from previous trips. Everyone is welcome, not just Trinity members, so they get people from throughout the community. She recently started asking for a \$20 deposit when people sign up which makes them more committed to the trip and less likely to forget they were interested. It makes more work for her, but has found it helps make the trips more successful. They also add fun activities like sharing boxes of Cracker Jacks on the way to a Brewers game and singing "Take Me Out To The Ballgame."

Extras that make her Fireside trips special include passing out ham and cheese sandwiches and bottles of water to go with the cookies provided by The Fireside for their trip home. They usually do that around Madison which is about an hour into the three hour ride. Just before arriving back in Wausau, they sing a prayer to the tune of "Edelweiss," something they continued from the previous leaders, which sounds like a wonderful end to their day.

Bea and her group are big fans of The Fireside's Christmas shows and her trip is already full for this December as is her trip to MILLION DOLLAR QUARTET in

September. She also enjoys anything Steve Watts is in and really enjoyed being treated to SISTER ACT at this year's Group Leader Appreciation Party.

Bea's schedule is pretty hectic but she believes that's what keeps her young. In addition to organizing the group tours, she takes water exercise classes, serves as the secretary for the VFW Auxiliary, helps at American Legion events, and reads at Head Start. A favorite activity is working the Trinity's Moms & Tots group. This is designed for young parents with more than one child for play time, story time, crafts, snack and either gym or outside play. Bea and the other volunteers take care of the babies (and help clean up from crafts and snack) so the parents can enjoy some one-on-one time with their older child. What a great idea! Bea enjoys getting to know the young families, and who wouldn't enjoy getting to cuddle the babies!

Just as Beatrice and Warren had help from the ladies they took over from, they are now looking for younger couples in the congregation who they can turn the program over to when they're ready to step down. This is something we encourage all groups to do and just one reason the Trinity program continues to be successful!

Meeting Your Group Sales Team - Julie Ankomeus



If you normally attend Fireside shows on a weekday matinee, you've probably not had the pleasure of meeting Julie Ankomeus, but our weekend group leaders know and love her for her friendly smile and excellent customer service. Julie has been with The Fireside for 17 years, including the last five or so with the group sales team. She's typically here on Friday nights, Saturdays and Sundays.

Julie grew up in Fort Atkinson and has fond memories of childhood visits to The Fireside before the theatre was added. She recalls listening to the popular local musical duo of Gugel and Bisbee play in the lounge and just how special it was to come here. She's also been at her full time "day job" for 18 years, "across the street" at Jones Dairy Farm where she is the International Sales & Marketing Coordinator. There she supports the international sales reps and is the customer contact for all international customers. She also handles the complex world of USDA export paperwork and is a special liaison for The Fireside's account. The delicious ham we carve on our buffets and all of the bacon, Canadian bacon and

sausage are premium Jones products. We recently began a partnership with their newly renovated retail store, the Jones Market, to carry several of our fresh breads on Fridays and Saturdays. (If you haven't stopped by the new Market you really should give it a try - many of our groups enjoy stopping there before or after attending a matinee.)

Julie likes to keep busy so when she thought about getting a second job all those years ago she naturally thought The Fireside would be a fun place to work. In fact, Rick Klopoc likes to joke with Philip Jones that while he might have her full time, The Fireside is her fun job. That has proven to be exactly right. "I'm an organized person," Julie said, "So I enjoy the challenge of organizing the package we prepare for each performance. Most of all, though, I love the people. I've gotten to know so many of them, especially season ticket holders and group leaders and consider them friends. They love to be recognized when they arrive and I prefer being up at the window to being on the phone." Julie also enjoys helping in the dining room or seating in the theatre for especially busy shows, knowing that familiarity with the rest of The Fireside Experience can only help her serve you better. She also serves on The Fireside's Green Team where we're working on initiatives that make the business more environmentally friendly and is quick to volunteer for the company's charitable projects like the Brewers Tailgate Party we had to benefit Rainbow Hospice of Jefferson County.

What shows stand out as favorites for someone with 17 plus years of history? Julie's favorites include all the live band revues, the New Year's Eve shows, and MARY POPPINS. She also enjoys getting to know the actors who like to stop in to visit the box office. "They're all such unique, wonderful people," she remarked.

While there's admittedly not much free time for anyone holding two jobs, somehow Julie manages to pack a lot of activities into the time she has. Swimming has been a lifetime love so besides going for a lap swim at least twice a week she teaches a water exercise class two nights a week. She has also taught adaptive aquatics for special needs swimmers and trained swim instructors. She loves to go for walks, serves on the city of Fort Atkinson's Park and Recreation Board, and is a graduate of the Fort Atkinson Chamber of Commerce Project Lead. Julie also enjoys spending time with her parents who still live in Fort Atkinson, and her siblings from Arizona when they're back in town. Their recent visit included, of course, an evening at The Fireside.

Reflecting on her career, Julie noted "I have the honor of working in the hometown



that I love for two respected family businesses, and they have both been amazing families to work for. I wouldn't change that for anything!" That's good to know, because we certainly feel fortunate to have her on our team.

Inside the Kitchen

with Chef Mike



It's hard to think about Christmas in July but we have to plan ahead to make sure everything's perfect for your visit. We'll start off the meal with a delicious and healthy mix of arugula and kale topped with fresh strawberries, mangoes, candied pecans, and feta cheese lightly dressed with a raspberry vinaigrette. Arugula is high in anti-oxidants which are very beneficial to the immune system and kale is a super-food with many health benefits.

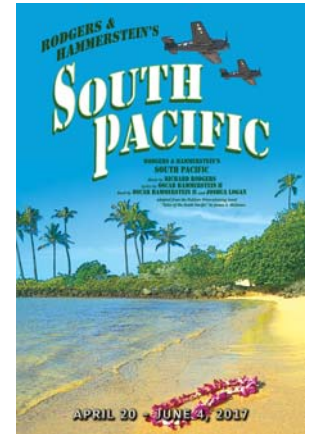
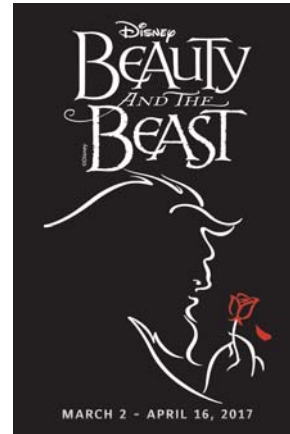
The featured main course for A FIRESIDE CHRISTMAS includes our Boneless Beef Short Rib. We use Certified Angus Beef which is a very select grade, only 8% of beef qualifies and must meet ten science based criteria. The ribs are slowly braised in beef stock with red wine. Along with the Short Rib will be a Boneless Chicken Breast on an Irish Mustard Sauce topped with Corned Beef, Caramelized Leeks, and Jarlsberg Swiss Cheese. Sides include Whipped Acorn Squash sweetened with Maple Syrup and Brown Sugar, and Fresh Green String Beans.

Now for the grand finale - a trilogy of our housemade cheesecakes! Enjoy Key Lime, Bailey's Irish Cream, and Malted Milk made with the Tiger Butter (peanut butter and chocolate) candy offered at our bakery. It's like "visions of sugar plums" and I've worked up an appetite just writing it up. YUMM!!

Michael Scott
Executive Chef

ENTERTAINMENT NEWS!

OUR 2017 SEASON



Come Early for Additional Savings | Book Early for the Best Seats

\$64.95 plus tax for groups of 18 or more.

Save over \$12 per person off individual prices when you book these Premier dates.

SHOWS:

MAMMA MIA!
BEAUTY AND THE BEAST
SOUTH PACIFIC
BACK TO THE 50'S
CHURCH BASEMENT LADIES
ELVIS LIVES
MIRACLE ON 34TH STREET

Premier Discount Dates:

December 29, 2016 - January 4 - 22, 2017
March 2 - 26, 2017
April 20 - May 14, 2017
June 8 - July 2, 2017
July 27 - August 20, 2017
September 14 - October 8, 2017
November 2 - 26, 2017

Show descriptions are available at www.firesidetheatre.com under "2017 Season." Menus will be available later this summer. If you need logos, poster art, or other marketing material let us know and we'll get you whatever we can. Look for the complete 2017 Marketing Catalog in September once we have everything available.

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 seems odd to be talking about Christmas, but then it is unusual to be going back and forth between booking 2016 and 2017 all at the same time. There is nothing else like our traditional Christmas revue and we still have some great seating left. In case you haven't noticed yet, we will not be offering the revue in 2017, so book for 2016 while you can. Another quick change from the snow to the rain... SINGIN' IN THE RAIN will be a once in a lifetime Fireside event as we create rain on stage. Haven't booked yet? You know who to call. The Fireside can do anything!

REMODELING UPDATE: How do you like the changes so far? If you haven't taken a look yet, go into the area to the left of the stream and be amazed. This is only the beginning. What a wonderful, magical place is being created. Changes will continue so keep your eyes open.

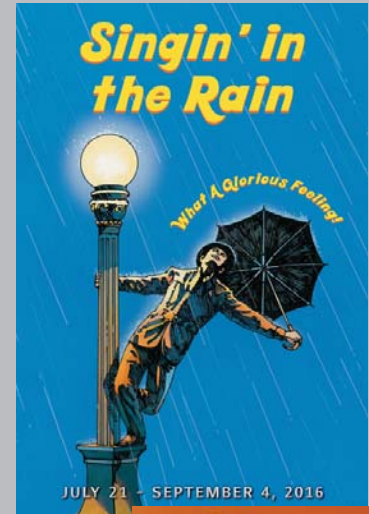
2017 bookings are coming in fast so it looks to be a fabulous year and we thank you in advance. Some questions have come up so hope this helps.

- Contracts will be sent out in the next 4-6 weeks so don't fret if you haven't seen them yet. If you would like a confirmation in writing let me know and I will send you a list of the dates you booked confirming your theatre seating requests for each.
- New Year's Eve menus and prices are in the works. This year's show will be MAMMA MIA! which opens on December 29, 2016. Let us know if you would like to be added to the waiting list and we'll share that info as soon as it's available.
- As usual, menus and individual show brochures will be available early fall but we can process some marketing material for you using the show logo from marketing, just let us know what you need. Menus will be posted online and brochures will be mailed as soon as they are ready.

Next year's Group Leader Appreciation Party will be held on Saturday, April 22nd. All you need are trips to two different shows in the 2016 season with 41 or more guests each. If you're currently only booked for one, you really should think about adding a second one just to be able to attend this event. Seating is still available for SINGIN' IN THE RAIN, MILLION DOLLAR QUARTET and A FIRESIDE CHRISTMAS! We'd love to have you join us!

Box Office and Sales Manager

SEATING STILL AVAILABLE!



Order promotional material from the "Groups" page at www.firesidetheatre.com.



Lights, Glitter, Color . . . Christmas!

FOR MANY PEOPLE, PREPARING YOUR HOME FOR THE HOLIDAYS IS ONE OF THE GREATEST JOYS OF THE YEAR. YOU GET TO BRING OUT THE FAVORITE DECORATIONS, CHERISHED COLLECTIONS, AND FAMILY HEIRLOOMS THAT CREATE YOUR HOME'S "LOOK" FOR THE HOLIDAY SEASON. MIXING IN A FEW NEW PIECES EACH YEAR KEEPS THAT LOOK FRESH AND HELPS IT EVOLVE OVER TIME JUST LIKE YOU DO, GETTING BETTER WITH EACH PASSING YEAR.

Town Square and Down on the Farm are two of the new looks we'll be featuring this Christmas in The Fireside Gift Shops. Town Square is a bit more formal while the Farmhouse look will take many of us back to our rural Wisconsin childhoods. Both include the bright warm reds we all love at Christmastime.



Cardinals continue to be a favorite theme for wall prints, ornaments, linens, dishes and so much more. A nice feature of cardinal pieces is that they can stay out all winter, or come out in January when you put your Christmas decor away.

Pieces that light up, flicker, glitter or glow are sure to be favorites this year and those terrific light up wall prints now come in small sizes to hang on your tree! By the time you visit us for A FIREIDE CHRISTMAS our shops will be completely decked out. Have a look around, and picture yourself at home, curled up in your favorite chair in your warm Snoozie slippers, with the crackle and scent of a Woodwick candle next to a twinkling wall print while your shiny, sparkling Christmas tree fills your home with a happy glow. Merry Christmas, everyone!



*A Fireside
Christmas*

**SAVE NOW! CALL 800-477-9505
WWW.FIRESIDETHEATRE.COM**

Visit early to get the best discount!

- In addition to the Featured Menu, try our Sunday Brunch, Thursday Evening Signature Buffet or five course dinner on Saturday nights.
- Groups of 18 or more are \$67.95 (Sat. Evening \$71.95) plus tax.
- Save an additional \$3.00 per person when you book a performance from November 3 - 27, 2016.
- Ask about our Incentive plan for Wednesday & Thursday matinees.
- Arrive at 10:30 a.m. for Matinees, 2:30 p.m. for the Sunday Midday, 5:15 p.m. for Thursday and select Friday Evenings and 4:45 p.m. for Saturday Evening.

A FIRESIDE CHRISTMAS

Featured Menu November 3 - December 23, 2016

Wednesday through Saturday Matinees, Friday and Saturday Evenings, and Sunday Midday

Winter Wonderland Salad

Strawberries, Mangoes, Candied Pecans, and Feta Cheese on Arugula and Kale glazed with a Raspberry Vinaigrette

Freshly Baked Breads from our Artisan Bakery

Beef and Bird

Boneless Beef Short Rib slowly braised in a Red Wine Beef Stock. Accompanied by Chicken Waterford, a skinless Chicken Breast, dipped in buttermilk and egg, lightly breaded, sautéed, topped with Corned Beef, Caramelized Leeks, and Jarlsberg Swiss Cheese on an Irish Mustard Sauce. Served with Whipped Acorn Squash sweetened with Maple Syrup and Brown Sugar and Fresh Green String Beans.

Trilogy of Cheesecakes

Three favorite flavors of our light and creamy homemade Cheesecakes:
Bailey's Irish Cream, Key Lime, and Malted Milk Tiger Butter.

Coffee, Tea and Milk