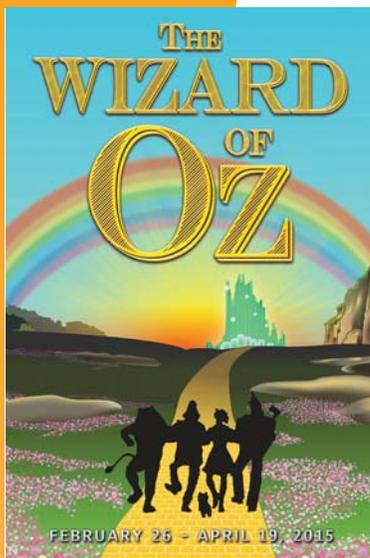


Follow the Yellow Brick Road to The Fireside!



"Little did I know when I was five that I would one day bring my favorite song to life. I can't wait. Neither should you!"

– Ed Flesch, Artistic Director

WHEN I WAS VERY LITTLE I HAD AN OLD RECORD PLAYER AND A PILE OF CHILDREN'S RECORDS. THEY WERE MULTI-COLORED AND THEY DIDN'T HAVE A FLIP SIDE. I REMEMBER ONE BRIGHT YELLOW RECORD AS MY FAVORITE WHICH I WOULD PLAY AGAIN AND AGAIN. IT WAS THE FIRST SONG I EVER LEARNED. I WOULD TURN ON THE RECORD PLAYER, PUT THE RECORD ON THE TURNTABLE, LIFT THE ARM AND PLACE IT ON THE SPINNING RECORD, AND LISTEN RAPTUROUSLY AS THE MUSIC BLARED OUT: *WE'RE OFF TO SEE THE WIZARD, THE WONDERFUL WIZARD OF OZ*. I WAS FIVE YEARS OLD.

No wonder that THE WIZARD OF OZ has always held a special place in my heart – and I am not alone. Ever since L. Frank Baum wrote the original book THE WONDERFUL WIZARD OF OZ in 1900 more than ten generations of children and adults have fallen in love with the enchanting tale of young Dorothy Gale, a Kansas farm girl, who is whisked away to the magic land of Oz where, with the help of a scarecrow, a tin man, and a less than courageous lion, she vanquishes evil and finds her way home.

To say that it is a popular story is a gross understatement. Besides the original book there have been 12 more Oz books written by Baum, 20 more written by other authors, a highly successful Broadway musical version which ran for over a year in 1902 and toured throughout the nation, and, of course, the iconic 1939 film version starring Judy Garland which

made us all want to visit that land "Over the Rainbow".

Now that beloved movie musical comes to life on The Fireside stage. We've got it all – the characters, the songs, the dances (Including one dance number – "The Jitterbug" - that was filmed but cut out of the final film.) Finally, we've got one thing all those other versions don't have – Fireside magic.

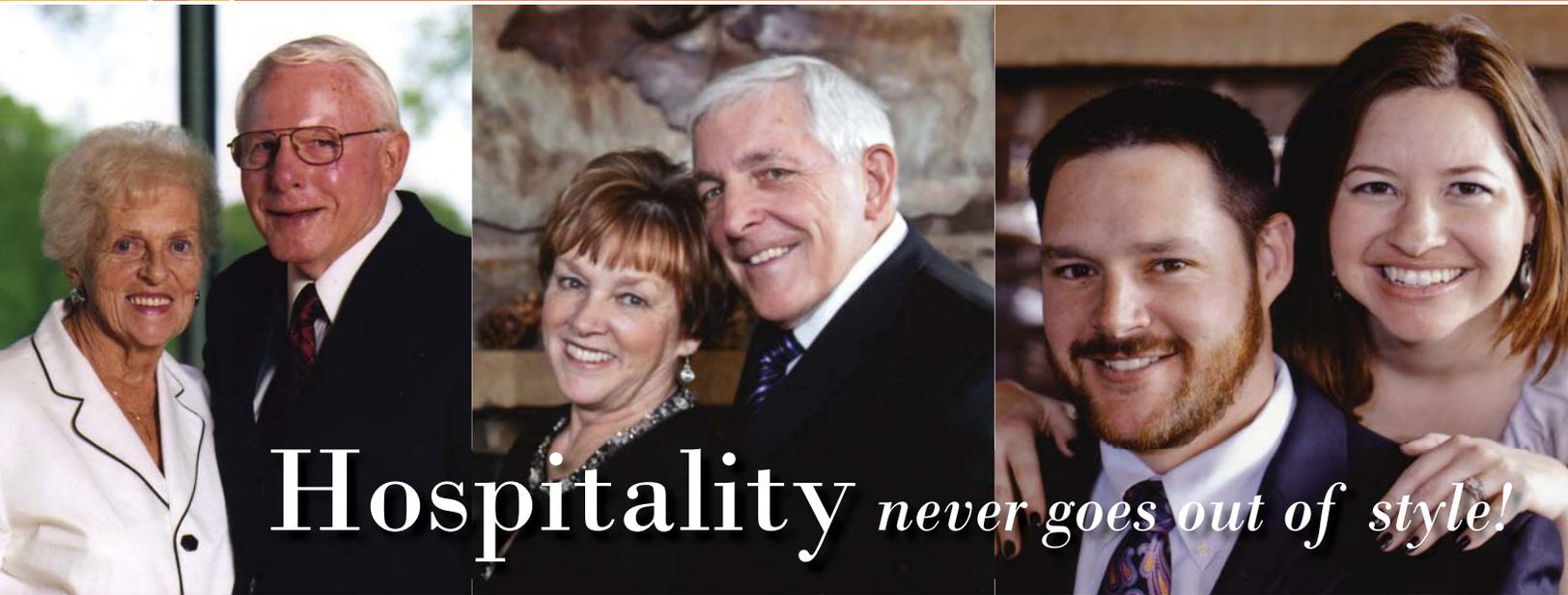
I'm heading to New York as soon as I open the Christmas show to find the perfect cast; and I'm discussing with my creative team how to get a tornado, munchkins, flying monkeys, and the rest on our stage to create a dazzling production of THE WIZARD OF OZ as only The Fireside can. Little did I know when I was five that I would one day bring my favorite song to life. I can't wait. Neither should you.

P2 JUST FOLLOW THE YELLOW BRICK ROAD!

P3 MEET THE DYNAMO BEHIND SUN CITY HUNTLEY!

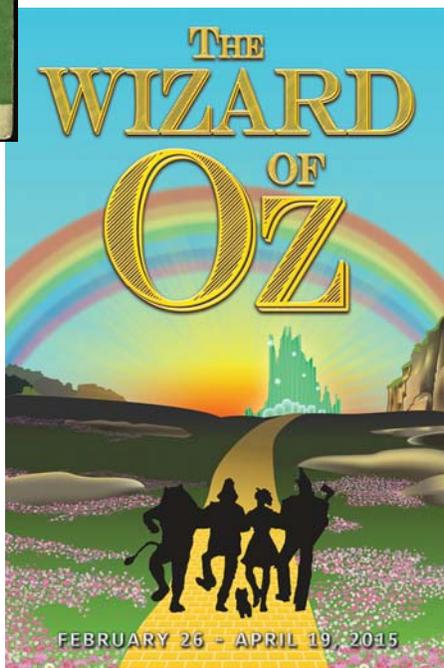
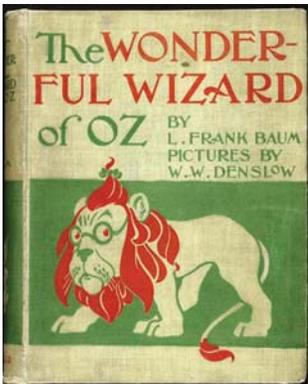
P4 BEHIND THE SCENES WITH JEAN FLYNN

P7 YOUR HOME FOR WIZARD OF OZ MEMORABILIA



Hospitality *never goes out of style!*

FRANK BAUM'S ORIGINAL CHILDREN'S NOVEL WAS PUBLISHED IN 1900 AND THE INITIAL PRINTING OF 10,000 COPIES SOLD OUT SO QUICKLY THEY FOLLOWED WITH 15,000 MORE WHICH WERE GONE IN ANOTHER MONTH. BY 1938, EVEN BEFORE THE 1939 MOVIE, ONE MILLION COPIES HAD BEEN SOLD. YOU PROBABLY KNEW THERE WAS A BOOK, BUT DID YOU KNOW THE BROADWAY PRODUCTION DATES BACK TO 1902?



The success of the 2011 London production by Andrew Lloyd Webber and Tim Rice along with Director Jeremy Sams, as well as the wildly popular production of WICKED, have overshadowed the earlier version produced in 1902 by Frank Baum, himself. That one premiered in Chicago, then ran on Broadway for 293 performances

followed by a six year national tour. The letters Mr. Baum received from hundreds of delighted children prompted him to write more books, another little known fact. But what most people around today know best is the movie - a technological marvel of its day that was MGM's most expensive production to date employing the use of Technicolor and special effects. Annual telecasts of the film began in 1956 made it

the most watched motion picture in history. It's also consistently rated among the top ten best films of all time.

So why now, after all these years, have we finally decided to present this true American classic? Just for you! It's a favorite of multiple generations; the perfect show for a grandparents, school or any tour; filled with great songs like "We're Off To See the Wizard," "If I Only Had a Brain" and "Over the Rainbow;" and we just felt it's time. We hope you'll join us for this classic tale of young Dorothy Gale of Kansas who, like so many girls of her age, dreams frequently of what lies over the rainbow. You'll travel through Munchkinland and on to the Emerald City as Dorothy and her friends, with the help of Glinda the Good Witch of the West, find their way home to Auntie Em and Uncle Henry, who love her. The endings don't get any better than that. We'll see you next Spring at the end of the yellow brick road!

Ruby Flynn



Learning from each other

“The key to any excellent program is to provide a meaningful experience!”
– Cynthia O’Connor

CYNTHIA O’CONNOR (THIRD FROM THE RIGHT AND SHOWN WITH HER TEAM) HAS BEEN SENDING GROUPS FROM SUN CITY HUNTLEY FOR OVER 12 YEARS . . . AND A WHOLE LOT MORE!

By more, we mean she does an awful lot more than just coordinate bus trips. We also mean more than 12 years since she held previous positions with the Village of Oak Park and the Dundee Township Park District which also visited The Fireside.

Huntley, Illinois is about 1.5 hours south of Fort Atkinson just off I-90 on IL 47. Among its population of 25,000 are the 9,500 residents of Sun City Huntley, a Del Webb active adult lifestyle retirement community. They consider themselves the premier community of its kind in the Midwest and looking at the list of amenities that includes a championship golf course, three pools, six tennis courts, a state-of-the-art wood shop, fitness center, reading room with computer lab, man-made lake, bike and walking trail, and more - it would be hard to disagree! They also have their own monthly magazine, 45 clubs, at least 75 bus trips per year, a ballroom hosting such events as tribute shows from Las Vegas, a theatre group, a concert band, a choir, an outdoor concert series, and 200 continuing education classes to choose from each year. Most of these things are at least in part managed by or contributed to by Cynthia O’Connor.

With a degree in Recreation / Therapeutic Emphasis from Southern Illinois University,

Cynthia has a solid background in running recreation programs for older adults. Sun City’s minimum age requirement is 55 and they are truly a community of active adults. Having grown from 200 homes when she started there to nearly 5,500 now it’s safe to say she’s had a hand in this community’s growth. While she is a paid employee of Firstservice Residential, she works with teams of volunteers that do everything from help plan the bus trips to helping with new resident orientations to home delivery of the magazine. Cynthia and six others, some of whom are part time, run the activity, community life and marketing end of what is essentially a small city! The only thing they don’t do is run their bus trips overnight. They find enough great one-day activities within the region including several trips to The Fireside each season, downtown Chicago, Iowa, and the recent Cranberry Fest in Warrens, Wisconsin.

Her bus tour volunteer committee meets monthly to chose events, determine schedules, plan itineraries and see how trips are selling. Their goal is a full coach for each event. They have a rotation schedule for the volunteers to serve as escorts, too since it’s pretty tough for Cynthia to get a day away from the office to come along. We’re glad she’s at least been able to attend one of our Annual

Group Leader Appreciation Events - she even won the drawing for a grand prize clock at the 2013 Party.



Cynthia’s job is “never boring,” filed with a lot of variety, and fun as she gets to work with a very diverse group of residents. “They’re a very enthusiastic and giving group of people, and they have a lot of energy!,” she remarked. She also has some great advice for anyone offering travel and activity programs. “The key to any excellent program is to provide a meaningful experience. Be as accommodating as possible. Educate them about the experience so they know what to expect. From the time you first publicize the event to registration to the ride home, you want the whole experience to be as great as possible.” Definitely a winning philosophy - thanks, Cynthia for all you do. You’re an inspiration!

The Lure of Travel Led Jean Flynn to The Fireside!



Jean Flynn, Group Sales Manager extraordinaire, loves to travel and works hard at getting you to travel here but her own route to The Fireside was anything but

direct. Born and raised in Janesville, she graduated from UW-Stevens Point with a degree in English and returned to Janesville where she managed a book store for ten years. The lure of travel led to a tour company job that was supposed to be in sales but she ended up with a crash course in escorting on a six day trip to Washington, D.C. The trip included a visit to an Emergency Room to be treated for extreme motion sickness and the driver, John Gorski, later became her husband!

The next travel company she worked for was Van Galder where she also worked sales and did some "emergency" escorting. The lure of the West led her and John to strike out on their own to manage a satellite office for a new company. They got as far as Grand Island, Nebraska and spent three years there before heading back to Madison. There Jean managed Grayline's

city tour and convention business before the lure of Wisconsin Dells became too great to pass up. Who wouldn't want to work for the "Water Park Capital of the World!" Jean did a lot of traveling for the Dells doing trade shows across the country. Those were the years she really got to know our former Sales Director, June Brandow. After six years with the Wisconsin Dells CVB and a couple on her own selling real estate, when June went looking for her own replacement and asked Jean if she was interested, the lure of The Fireside was a pretty easy sell. "It's like the cherry on the top of a sundae," said Jean. "It doesn't get any better than this! My dream job had finally come my way. It was such an honor to step into one of the shoes of my long time mentor that I felt like I'd won an award!"

Jean has found The Fireside to be the perfect place to care for our long time motorcoach customers, expand group sales into the baby boom generation which includes smaller groups coming in cars, reach out to the corporate market, and bring new technology into play as far as how we communicate with and serve our group leaders. She especially loves seeing everyone at our Annual Group Leader Appreciation Event since you can't beat that face to face connection and getting to say "thank you" in such a great way. As for the rest of her job? "It's never boring, that's for sure," she remarked. "I've enjoyed

learning about the restaurant business and the theatre world, and of course shopping in our fabulous shops and eating our wonderful food. It's even our go-to place for holiday dinners with my mother now - Easter, Mother's Day, and Thanksgiving are all spent dining at The Fireside!"

Having worked for several family owned businesses over her career Jean was comfortable with that aspect of The Fireside from the beginning. She prefers that feeling of really being a part of an organization rather than just being a small cog in a big machine. In her spare time she's also a reader, (she accepts tips on mystery series specifically) and is the proud mother of five. Hazel, Cuddles, Pepper, Sassy and Cutie Flynn-Gorski range in age from 2.5 to nine and were all rescues except their first. Oh



- they're birds - in case you were wondering about the interesting names! Four are Green Cheek Conures and Cuddles is a Quaker Parrot.



Inside the Kitchen

with Chef Mike



The Fireside will once again be serving a new entrée for the featured menu for THE WIZARD OF OZ - Chicken Oskar. Ours is a variation on the traditional Veal Oscar, which was named for Sweden's King Oscar II and featured veal topped with crabmeat, asparagus and bernaise sauce. It was said to be a rich dish, fit for a king!

The skinless chicken breast will be lightly grilled on our open flame broilers to give it some color and a different flavor than what you have experienced with our other chicken entrées that have been breaded or battered. The chicken will then be cooked in a convection steamer to retain that flavor and keep it moist. We top the finished Chicken Breast with Fresh Asparagus and Hollandaise Sauce and the final ingredient - a lightly sautéed Butterflied Gulf Shrimp placed on top to finish it off. A very yummy dish and fit for you, our treasured guests!!!!

Accompanying this new treat will be our popular Cream of Shiitake Mushroom Soup. Save room for our Golden Pineapple Cake for dessert, accompanied by House-Made Salted Caramel Ice Cream. We've been testing and perfecting the Salted Caramel Ice Cream recently and I can tell you it's been a big hit with the staff! It will make its official debut served with a slice of Apple Pie as one of three dessert choices on our Thanksgiving Buffet. Yummm!!

Michael Scott
Executive Chef

ENTERTAINMENT TIPS & NEWS

Jackie's Journal



Jackie Brisko
Director of Audience
Development

When I travel for The Fireside, I have the great opportunity to visit different areas of the country and they all have their own special climate, culture, fun, friendly people and beauty, but I'm always ready to return to Wisconsin - because as you know, "there's no place like home," which brings me to our second show of 2015 - the amazing classic story THE WIZARD OF OZ. It runs from February 26th through April 19th - just in time to get rid of the winter doldrums and bring in spring with some magical fun.

Every time I think of THE WIZARD OF OZ the first song that comes to mind is "Over the Rainbow," which won an Academy Award for Best Original Song. To me rainbows symbolize hope, promise and beauty no matter where you see one. Just look at this great photo taken earlier this year at The Fireside. A double rainbow over the Flame of Friendship - guiding you here to see one of our fantastic musicals and revues. BEAUTIFUL!



It's said that there is a pot of gold at the end of a rainbow. I'm not sure of that but I can tell you that the gold you will find is the wonderful Fireside production of THE WIZARD OF OZ. It's a play for people of all ages - delighting over ten generations starting with the children's book and then the Hollywood movie. So gather your groups together and get ready to go down the yellow brick road with Dorothy, Toto, the Scarecrow, Cowardly Lion and the Tin Man taking you on a musical fantasy adventure. It's one you won't want to miss so if you haven't booked yet, give Group Sales a call.

See you at The Fireside.

Jackie

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.

Who doesn't love THE WIZARD OF OZ?

I can still sing the songs and perform the Yellow Brick Road dance with great enthusiasm if not skill. How many Halloweens did we or someone in our family dress the part of Dorothy or her pals? It made redheads very popular (too bad I was a natural blonde in those days) and emerald green everyone's favorite color. The show is timeless for adults and youth alike. Join us to relive those special moments – especially that tornado done long before current computer graphics that remains the scariest twister ever. Bring your children or grandchildren and introduce them to the wonders of Oz, up close and personal instead of on



a flat TV screen. Besides, don't you want to know how we create a tornado on stage? Why should you come? Because, because, because, because, because . . . because of the wonderful things he does!



Housekeeping Notes: If your group comes in short, the boxed meal for that guest will be brought to your coach or to the box office if you came in cars, but any leftover containers are always your responsibility to pick up after the show. Sometimes a reminder helps us all!

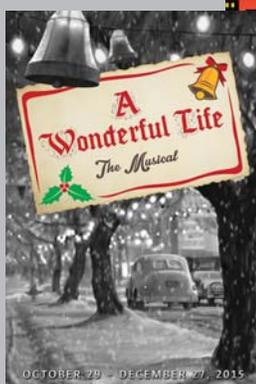
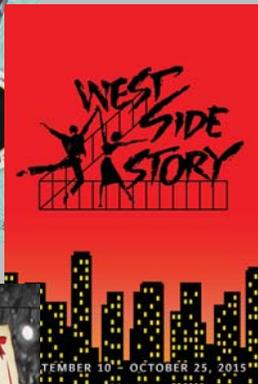
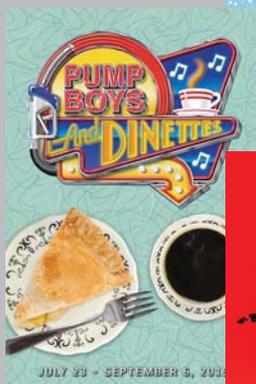
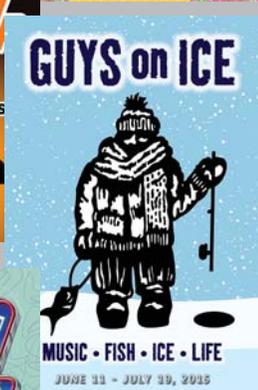
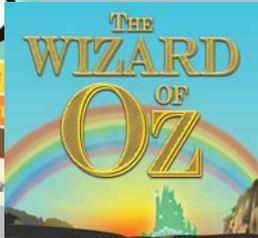
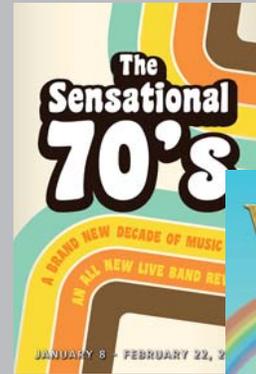
The 2015 Marketing Catalog along with all the show brochures will be mailed to all groups currently booked for a 2015 production plus it's available online. The featured menus are also online. (You should check out our redesigned web site!) If you're booked for a Saturday evening I can email you a sample menu for your five course dinner.

Our bakery team is expanding not only into Artisan Breads but we've added Pinwheels, Danish, and a featured Cupcake for every show. Don't forget to take a look and shop early before all the favorites are gone. The Danish can be purchased individually!

For the Tech Savvy: Try **Road Ninja** - a must-have app for traveling with a group. This iOS and Android app lets you search nearby restaurants, gas stations, and destinations AND gives you pricing information so you can make quick decisions on the fly or when a "Plan B" is needed.

*"If you are happy inside, notify your face.
Express your joy outwardly. It is contagious."
-- Ted Bravos, International
Tour Management Institute*

Jean Lyons
Group Sales Manager



You can find an order form for 2015 promotional material on the "Groups" page of our web site.



Wizard of Oz Memorabilia Available Here!

LONG BEFORE THE WIZARD OF OZ WAS SCHEDULED FOR OUR 2015 SEASON, THE FIRESIDE GIFT SHOPS WERE AN EXCELLENT SOURCE FOR MOVIE THEMED MERCHANDISE. IN FACT, WIZARD OF OZ COLLECTIBLES ARE AMONG THE MOST POPULAR ENTERTAINMENT RELATED ITEMS AVAILABLE -- AND WE'VE GOT AN AMAZING SELECTION!

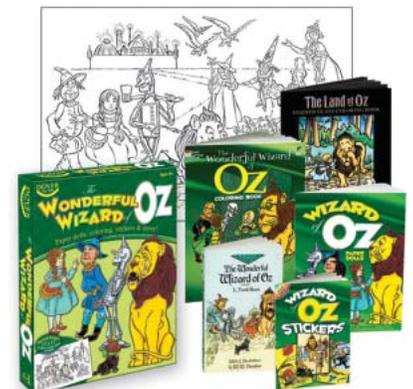


Being consistently ranked among the top ten best films of all time certainly adds to the popularity of THE WIZARD OF OZ collectibles. It also has a wide appeal across all age groups and continues to gain followers as new generations fall in love with Dorothy and the Lion, Scarecrow and Tin Man. We often see ourselves in one or the other of these characters and identify with Dorothy's longing for home.

- Puzzles
- Monopoly
- Books
- Mugs
- Coasters
- Picture Frames
- Musicals
- Figurines
- Jewelry Boxes
- Lunch Tins
- Water Globes



Share the magic of THE WIZARD OF OZ with the children in your life with a full selection of activity, coloring, sticker and story books. We'll even have paper dolls and a "fun kit" that has a little bit of everything. Great for keeping them entertained at the table and on the way home!





THE WIZARD OF OZ

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 \$65.95 (Sat. Evening \$69.95) plus tax.
- Save an additional \$3.00 per person when you book a performance from February 26 - March 22, 2015.
- Ask about our Incentive plan for Wednesday & Thursday matinees.
- Arrive at 10:30 a.m. for Matinees, 2:30 p.m. for Sunday Midday and 5:00 p.m. for Thursday and Saturday Evenings.
- See complete show listings online.

THE WIZARD OF OZ

Featured Menu February 26 - April 19, 2015

Served Wednesday through Saturday Matinees, Saturday Evening and Sunday Midday

Cream of Shiitake Mushroom Soup flavored with Spanish Sherry

Freshly Baked Breads from The Fireside Ovens

Chicken Oskar

Skinless Breast of Chicken, lightly grilled, poached with steam, topped with Fresh Asparagus, Hollandaise Sauce and crowned with a Butterflied Gulf Shrimp.
Served with Garlic Parmesan Orzo and Escaloped Tomatoes.

Golden Pineapple Cake

Yellow Cake crowned with Caramelized Fresh Pineapple accompanied by House-Made Salted Caramel Ice Cream.

Coffee, Tea and Milk