

# The Flame

SEPT. 2019

A NEWSLETTER DEDICATED TO GROUPS, ORGANIZATIONS AND FRIENDS



“... some of the hottest music and dancing you’ll ever see on our stage.”

– Ed Flesch

The  
**FireSide**  
Dinner Theatre

## AH, HA, HA, HA, STAYIN’ ALIVE, STAYIN’ ALIVE

In 1976 a British writer by the name of Nik Cohn wrote an article in NEW YORK MAGAZINE called “Tribal Rites of the New Saturday Night.” It was about the new world of disco and how an entire sub-culture was being formed by New York City teenagers – filling up dance clubs in their flashy clothes and dancing under flashing lights and mirror balls.

The following year Paramount Pictures released a feature film celebrating those teenagers and popularizing the fast growing disco revolution with its symphony orchestrated music and its elaborate and exciting choreography. The movie, SATURDAY NIGHT FEVER, was a sensation! Pretty soon disco became the dominant music of the late 70’s and early 80’s. Everyone was listening and dancing to it.

(I’ll bet some of you even have a white suit or a disco dress stuffed in the back of your closet.)

Of course it was inevitable that this wildly popular film would find its way to the stage. The 1998 London premier was followed by a Broadway opening in 2000. The musical ran for over 500 performances on Broadway and then toured and played in regional theatres across the nation.

Now, starting on New Year’s Eve, this terrific show will find a home on the Fireside stage and I’m really excited about bringing it to you.

The show has all the great music from the Bee Gees like “Staying Alive,” “You Should be Dancing,” “Fever,” and “How Deep is Your Love,” It also will feature spectacular dancing and the moving, romantic story of Tony Manero, a Brooklyn teen who seeks to escape his dreary life amid the pulse and beat of disco. It’ll all be there – the sights, the sounds, the moves, the costumes, and of course the mirror ball!

What better way to escape the cold, gray days of winter than with some of the hottest music and dancing you’ll ever see on our stage.

*Ed Flesch*





## HOSPITALITY NEVER GOES OUT OF STYLE!

The Broadway mega-musical SATURDAY NIGHT FEVER, based on the popular 1977 film, has been referred to as a "one-of-a-kind miracle in song, dance, and simplicity." For some, the classic film came to define the 1970's. Now the stage version's own unique blend of poignancy and perpetual optimism - coupled with the brilliance of the Bee Gees score and breathtaking choreography - is bound to dazzle and delight you!

The movie was based on a New York Magazine article which described the lives of working-class Italian-Americans in Bay Ridge, Brooklyn in 1976, who lived for their nights when they danced at the local disco, 2001 Odyssey. It was a time when America was still reeling from Vietnam, Watergate, the gas crisis, and an economic depression and we needed something to bolster our spirits. This movie brought happiness and self-confidence to a whole generation of young people, complete with white suits and platform shoes!

At the heart of this lavish musical lies a very simple story about basic human longings - about a guy wanting to go out with the girl of his dreams and live up to his own simple dreams for himself. People want to get out and do something more with their lives, it's a story that goes on year after year in villages, small towns, and big cities everywhere in the world.

So come January and February of 2020, to borrow the title from just one of the many blockbuster songs, "You Should Be Dancing!"

*Rick Flynn*







## Ways To Enhance Your Visit To Fort Atkinson

### LEARNING FROM EACH OTHER

You know how there are certain things you always like to do when you're entertaining guests from out of town? Like take them to your favorite restaurant for dinner or take in the gorgeous scenery at your nearest State Park? Here in Fort Atkinson there are several things we locals like to share with our guests and we want to make sure you know about them, too. Since the #1 attraction to share in Fort Atkinson is The Fireside, here are a few more things you can consider adding to your Fireside trips, or even use to add a whole extra day in Fort Atkinson.

Just up the road along Janesville Avenue you'll find the NASCO Catalog Outlet Store. Fort Atkinson was the original headquarters for the National Agricultural and Science Company and is a treasure trove of unique educational and agricultural items. Besides what you'll find in the store, whatever you see in their catalog can be plucked from the adjoining warehouse. That includes everything from early childhood education and professional artist supplies to farm and ranch grooming products.

One block further to the north lies another unexpected "treasure trove" but this one includes bacon! The Jones Market is a retail outlet for the delicious Jones products the company has been making here since the 1830's. You'll find some of the products we use on our Sunday Brunch such as their Cherrywood Smoked Bacon, Hickory Smoked Ham, Maple Sausage Links, Canadian Bacon,



and a whole lot more. The size of the market was tripled a few years ago making them better able to serve tour groups. Three coaches at a time is about their limit, though, so be sure to call ahead to let them know you're stopping by. That way they'll have enough samples ready (yum!) and staff to serve you. Then your coach driver can swing by before the show gets out to pick up your group's packages.

In the spirit of Fort Atkinson's "Love Where You Live" campaign, we invite you to explore our favorite places.

Our final suggestion today is another treasure trove - this one of historical artifacts from the area's local history and Wisconsin's dairy history. The Hoard Historical Museum and National Dairy Shrine can be found at 401 Whitewater Avenue. Centered around the Victorian era home of former Wisconsin governor W.D. Hoard (also known as the father of American dairying), you can enjoy self-guided tours of the Hoard House, Mysteries of the Mounds exhibit, the Lincoln Era Library, and the National Dairy Shrine Museum. The museum staff recommends allowing at least an hour and making a reservation in advance. Although there is no formal charge to visit them, donations are gratefully accepted. In addition to their permanent exhibits, temporary additions include local art shows, displays recognizing prominent area residents, and special traveling exhibits. For more on these ideas or others, just ask your group sales representative.

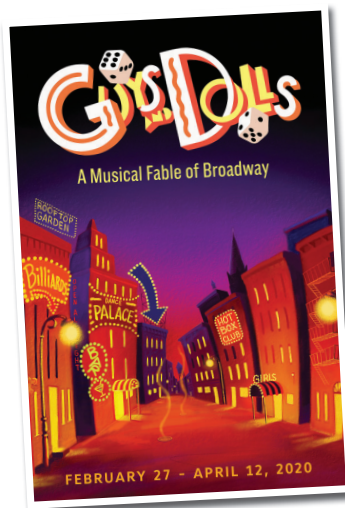


# CHOOSE YOUR SHOWS

## THE FIRESIDE'S 2020 SEASON OF FAVORITES!



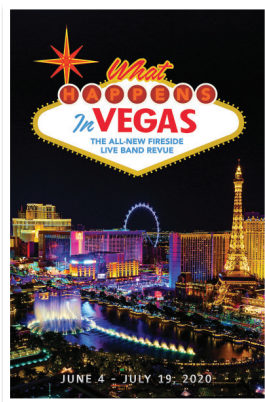
Based on the popular film and told through the eyes of a talented, streetwise kid from Brooklyn who attempts to escape his dead-end life through dancing, this energetic musical explores relationships on and off the dance floor with humor, conflict, style and unforgettable swagger. Powered by the chart-breaking hits of the Bee Gees, the pulsating score includes "Stayin' Alive," "If I Can't Have You," "How Deep is Your Love," "Boogie Shoes," and "Disco Inferno."



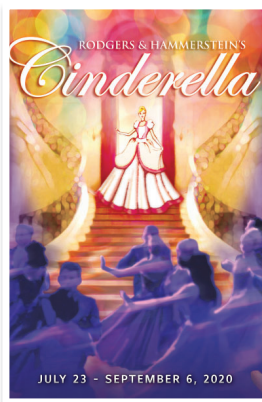
This colorful and hilarious adaptation of Damon Runyon's beloved stories features some of the most unforgettable characters ever to walk across a stage such as Sky Masterson, Liver Lips Louie, Nicely-Nicely Johnson, Nathan Detroit, Miss Adelaide, Society Max, and Big Jule. Its fabulous musical score includes such memorable songs as "Luck Be A Lady," "If I Were A Bell," "A Bushel And A Peck," and the show-stopping hit "Sit Down, You're Rockin' The Boat."



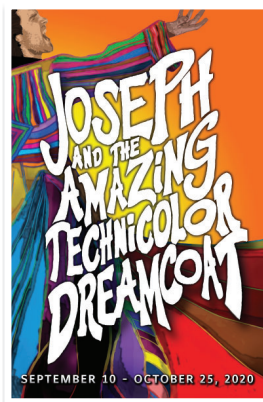
In this installment of Church Basement Ladies it's 1960 and a reformation is underway. Through it all, Beverly, Mrs. Snustad, Mavis, Karin, and Pastor are "bulwarks never failing" standing strong in their faith and friendships with crazy antics, great songs, and more lessons reluctantly learned.



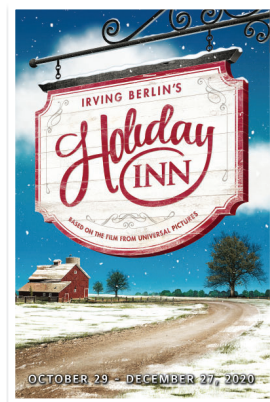
Just about every great entertainer has dazzled audiences in Las Vegas showrooms over the last 70 years. Now The Fireside will pay tribute to many of those legendary performers from the early years to today in an all new live band show featuring Steve Watts and the celebrated Fireside Band.



From Broadway's greatest composing team comes this live stage musical adaptation of one of the world's most enduring love stories. CINDERELLA is certain to delight the child in all of us. Whether you're eight or eighty you'll be captivated by its humor, its romance, its beauty, and its great music.



Using music from pop/rock to country to musical comedy this sparkling show follows young Joseph as he faces adversity and triumphs through his dreams and his strong, unwavering faith. One of Broadway's shining stars, including the unforgettable classics "Any Dream Will Do" and "Close Every Door."



Based on the classic film starring Bing Crosby and Fred Astaire, Irving Berlin's HOLIDAY INN celebrates holidays around the year. This joyous musical features thrilling dance numbers, laugh-out-loud comedy and a parade of hits including "Blue Skies," "Easter Parade," "White Christmas," and more.

## 2020 CHRISTIAN CONCERTS COMING SOON!





Hi everyone! Hope you are all doing well. I would like to tell you about the menu for SATURDAY NIGHT FEVER. The Fireside kitchen crew will be preparing a new salad for you. It's a mix of Napa Cabbage, Bok Choy, Red and Green Peppers, Carrots, and Cilantro. The mix is tossed with our house made Sweet and Sour Dressing, Diced Chicken, Cashews, and then topped with Fried Rice Noodles. We've all tested it here and think you're really going to like it!

We will also be introducing a new entrée, Marinated Roast Pork Tenderloin topped with a Plum Sauce and served with Parmesan Risotto and Roasted Broccoli and Cauliflower. Roasting the vegetables gives them a different flavor profile than your regular steamed or sautéed broccoli or cauliflower. Again, we think you're really going to like this new meal!

Dessert features our ever-popular Pecan Turtle Ball Sundae. This is our House Made Vanilla Bean Custard rolled in Roasted Pecans, served on Hot Fudge, and striped with Caramel. It's garnished with an Almond Lace Wand drizzled with more Chocolate. Wow, what a meal, I can hardly wait for you to try it. Be sure to let me know what you think!

Yumm!!! Yumm!!!

*Michael Scott*

Executive Chef



SEE  
WHAT'S  
COOKING

## FEATURED MENU

*Served Wednesday, Thursday and Saturday Matinees,  
Saturday Evenings\* and Sunday MIDDAY*

### Asian Salad

An Asian Vegetable Mix with Chicken, Cashews, and Sweet Sour Dressing topped with Fried Rice Noodles

### *Freshly Baked Breads from our Artisan Bakery*

### Roast Pork Tenderloin

Sliced and crowned with Plum Sauce. Served with Parmesan Risotto and Roasted Broccoli and Cauliflower.

### Pecan Turtle Ball Sundae

Homemade Vanilla Bean Custard rolled in Roasted Ground Pecans served on Chocolate Sauce and striped with Caramel. Garnished with an Almond Lace Wand drizzled with Chocolate.

### *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. Pecan Turtle Ball Sundae 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 Fresh Fruit Smoothie. We'll be carving Corned Beef Brisket 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. Pecan Turtle Ball Sundae for dessert plus coffee, tea and milk are included.

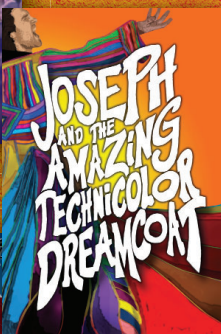
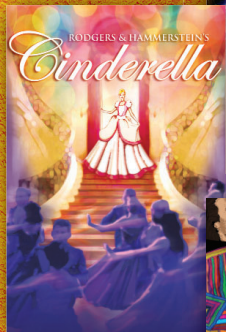
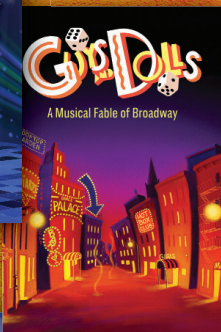
**\*Saturday Evening's menu also includes an Appetizer course.**

**New Year's Eve performances feature several different menu choices including Steak & Lobster, please ask a Group Sales representative for more information.**



# 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.



## JEAN'S CORNER



What do you all think of the amazing 2020 season? Fantastic isn't it? Each of them with the potential of a sell out for your buses. Have Fun Selling!

For personal help with any of your bookings, call me at 800-477-9505 or email [groupsales@firesidetheatre.com](mailto:groupsales@firesidetheatre.com).

You may have noticed the 2020 Group Rate has increased by a couple of dollars. We hope you understand that we, along with everyone, are experiencing price hikes from every direction. Our goal is to provide the best value possible while maintaining The Fireside Experience that keeps you coming back.

The 2020 Season show brochures, including menus, will be available by the end of September. Once they're ready, we will be mailing or emailing all the groups with a 2020 booking and post them to our website. Artwork is available now, let us know if you need that before you get your promo order form.

If you've already booked for 2020, you should have received an email or mailing confirming your dates but if you haven't, please contact Group Sales. How we process contracts with our new software is being improved to avoid excess verbiage and duplication. For our groups booking every year we will be sending the contract only without attachment or cover letter. Most of you know the policies by heart but there will be a short policy reminder to review before you sign. Your signature is still required along with your deposit within 10 days of receipt.

With all the excitement of 2020 being announced, please don't forget that 2019 is NOT over yet. BUDDY starts September 5 followed by A CHRISTMAS STORY opening October 31, 2019. All you need is 18 or more people to take advantage of the substantial Group Savings. You may come by cars or vans, not only motorcoaches.



Email [GroupSales@firesidetheatre.com](mailto:GroupSales@firesidetheatre.com) or call 800-477-9505 asking for Group Sales for more info . . . OR TO BOOK!

Safe travels,

A handwritten signature in cursive script.

Box Office and Sales Manager  
[groupsales@firesidetheatre.com](mailto:groupsales@firesidetheatre.com)



## GIFT SHOP SPOTLIGHT



### Celebrating the Work of Artist Dean Crouser

Dean Crouser's distinctively vibrant watercolor artwork adds the beauty of nature to a wide variety of home decor items. We are proud to carry many pieces featuring his songbird art. He is a true master of watercolor and making everyday objects stunningly full of life. He tries to keep his work simple, saying "I am always striving to say the most with the least and like to keep my work loose and spontaneous."



We've carried Dean's work before on products from mugs, plates, clocks, and vases, to beautiful wall art from Demdaco. Now we're pleased to add his new line in DaydreamHQ's Wile E. Wood Signature Series. This pine pallet wall art digitizes the artwork and sprays it directly into the grain of the wood using the latest in UV protected ink technology. The result is stunning! They're all weather indoor/outdoor art pieces made in the Pacific Northwest.

All of Dean's pieces feature his vibrant, nature-inspired artwork. He loved to draw and color as a child and received a watercolor painting set when he was 10. "It was the best gift I ever received," Dean wrote. "There is a natural beauty to watercolor that has always intrigued me. It mixes, it bleeds, it interacts with other colors and has a life of its own. It's magic." Be sure to check out these beautiful pieces next time you're here. You'll find most of them in our Garden Shop.







THE FIRESIDE, INC.  
1131 JANESVILLE AVENUE  
P.O. BOX 7  
FORT ATKINSON, WI 53538

SEPTEMBER 2019  
*The Flame*

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**CONTACT US  
TODAY AND SAVE!**

**CALL 800-477-9505**

**EMAIL [groupsales@firesidetheatre.com](mailto:groupsales@firesidetheatre.com)**

**ONLINE [FiresideTheatre.com](http://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 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 2020 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 SATURDAY NIGHT FEVER from January 2 - 26, 2020.
- 2020 Premier Group Rate is \$72.24 (\$68.95 tax exempt) per person.
- The four-course Saturday Night Group rate in 2020 is \$80.13 (\$75.95 tax exempt) per person. For rates on optional entrée selections call Group Sales.
- 2020 Premier Saturday Night Group Rate is \$76.96 (\$72.95 tax exempt) per person.
- 2020 Youth Group Rates for ages 14 and under with the youth meal are offered at \$52.70 (\$49.95 tax exempt) per youth.
- 2020 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.