firefly grill

LIFE AIN'T NO LASER BEAM

ZZZZING!
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Perception

Reality

College Choice, Job, Career, Family, Success, Retirement

College Choice, Challenge, New People, Career, Relocated, Success, Degree Change, Opportunity, Family, Roadblock, Unforeseen Event, Retirement
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DREAM BIG
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It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better.

The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.

— Theodore Roosevelt
**Our mission:** Firefly is here to nourish and care for people so that they feel they are coming home.

Here is how we live it everyday.

**Our Guests** - We go to extraordinary lengths to care for our customers. We strive to exceed their expectations on every visit. We value strong relationships and emotional connection by being honest, open and willing to help in any way we can.

**Our Team** – We are greater than a team, we are a family of caring restaurant folk who watch out for and trust one another. We know that great ideas come from the front lines, the job of our leaders is to listen to the team and to serve them. We always treat each other with respect and dignity; we hold each other to that standard. Together, we strive to create a place where our team members can flourish and succeed to their highest potential.

**Our Community** - It's where our heart is, we love our community. We seek to impact it in remarkable ways because we are so grateful for the amazing ways it impacts us; we succeed together. People propose, wed, celebrate anniversaries and their lives with us, they become part of the firefly story, this effect is transcendent, we live for it.

**Our Food** - Is made from the best stuff on earth! We are so passionate about our ingredients that we grow many ourselves. The remainder are hand selected locally or sourced from artisan farmers, foragers and fishermen who care for them as deeply as we do. Our philosophy is simple; source the best ingredients possible and stay out of their way.

**Our Home** – The kitchen is the heart of the Campbell house which is why we created an expedition kitchen so customers can see all of the love and hard work that goes into our dishes. Firefly’s vision is a sustainable one; the frame of the building is recycled steel, all of the barn wood is reclaimed as is much of our furniture, the pond irrigates our gardens which greatly reduce our carbon footprint along with all the trash that comes with packaging food, we compost, are constantly upgrading our energy efficiency and NEVER use chemical fertilizers or pesticides in our garden.
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Index of Annual per Person Food Away-from-Home Expenditures
(inflation-adjusted)

Source: US Department of Labor Consumer Expenditure Survey & White Hutchinson Leisure & Learning Group
With Facebook alone we’ve reached over 2,003,323 DIFFERENT PEOPLE in the course of 1 year! Our Facebook Posts have been seen over 4,165,109 times.
We’ve served over 80,000 people from over 30 states and 18 countries in 2014.
Tracking over 10% growth for this year.
Employs 60 people.
Expanded firefly garden.
Firefly farmacy.
Destination weddings.
Nuts & Bolts:

- Create your Mission and Vision
- Attract people to your tribe
- Assemble a great team
  - Conduct backdoor references through social media
- Structure deal – many options
- Secure financing
- Spending money in important places to ensure success
- Practice Shame resilience
• Of every 10 people asking about Effingham attractions, I would say 7 are asking about Firefly Grill
• Articles in
  • Chicago Tribune
  • Bon Appetite
  • Southwest Air
  • River Front Times
  • Feast
  • Midwest Magazine
  • Gourmetriese
Google eCity: Effingham, IL

Organic Reach

We are less than 500 likes away from reaching our next GOAL of 10,000 likes. Share this status to win! We will be giving away (2) prizes.

One prize for a lucky person who shares this and one prize for our 10,000 like!

Ready, Set, Share!

12,164 people reached

Like · Comment · Share

Abby Finley, Marie Spencer, Todd Burrell and 245 others like this.  Most Relevant

440 shares

Derek Trent Shared
Unlike · Reply · 1 · 15 hrs

Misty Bauguss Ervin Shared!
Unlike · Reply · 1 · 15 hrs

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