



JUNE 2018
VOL. 10, NO. 1

Tuesday-Saturday 10am – 5pm
Sundays 12pm – 3pm

(715) 798-5001

42785 US Highway 63 • Cable, WI 54821

lj@fireflytradingcompany.com

www.fireflytradingcompany.com



WELCOME BACK!

We have lots of new in the store for you and coming to the shop and gallery all summer long. Hope you enjoy the new lines of clothing and jewelry. You know us, there is not much back stock so if you try it on and you love it, well most things we cannot get again. They are made to order. And we are still offering our “tops and bottoms” card discount every time you reach \$100.00 in regular price clothing purchases. We give you a little thank-you discount. Otherwise, our summer sale will start August 1.

FIRST ART SHOW OF '18

Fresh Air, plein air painting, is about leaving the four walls of your studio behind and experiencing painting and drawing in the outdoors. The practice goes back for centuries but was truly made into an art form by the French Impressionists. Their desire to paint light and its changing, ephemeral qualities, coupled with the creation of transportable paint tubes and the box easel—the precursor to the plein air easels of today—allowed artists the freedom to paint “en plein air,” which is the French expression for “in the open air.”

Sketches allow painters to improve the overall design of a painting and quickly capture color notes in the landscape. A fresh air painter can also use photographs to help design a painting, though they usually come into play after the artist has left the outdoor painting site for the comforts of the studio. An artist often utilizes photographs to capture details—like the particular texture of grass or the shape of a river bend—but most painters stay away from using photographs for color and value indicators.

Today, plein air painting is a flourishing trend in our art world. Artists come together for “paint out” excursions, workshops devoted to the practice occur all year-round. Painters are finding that plein air painting is as rewarding and powerful an experience as it was for the first plein air painters all those years ago. Be part of the experience, Painting in the Fresh Air, paint or watch , both will bring you a special joy.



MARK YOUR CALENDARS! THESE ARE VERY SPECIAL ART EVENTS.

- Painting Demonstration with **Sara Qualey** on **Friday, July 6 from 1 - 3**; Reception at 5:00!
- Painting Demonstration with **Katherine Parfet** on **Friday, August 4 from 1 – 3**; Reception at 5:00!

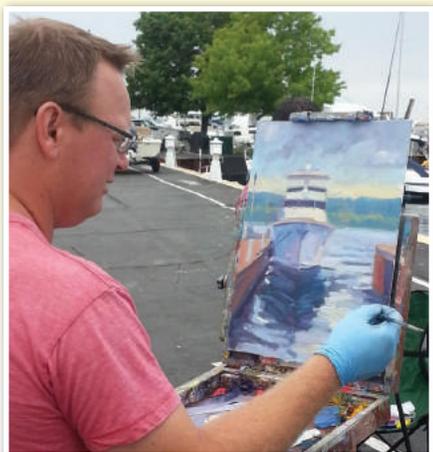
PLEIN AIR ART CLASS!

“FRESH AIR” PAINTING with Stephen Wysocki

Firefly is hosting a Plein Air painting class on

Monday, June 18, 2018

- At the Menzel farm near Hayward; 9 – 5
- Registration: \$70.00 includes class fee, farm fresh lunch, refreshments throughout the day.
- Two recognition awards given. Private reception. All mediums are welcome to come and paint.
- Email lj@fireflytradingcompany.com to reserve your place. Limited participation!



HAPPY BIRTHDAY FIREFLY!

Sweet Sixteen. Kind of amazing from my perspective. I would never have guessed that I would still be getting ready for a new season. Especially because I tried to retire 3 years ago or so. Probably will try that again soon. My wishes for the store this year? Great times, super sales, healthy and happy people... I hope you will be part of all of that.



WHIMSY ROSE

Whimsy Rose is a new line at Firefly and an interesting new concept in partnership between a clothing manufacturer and a store. This line of tops and dresses is made in St. Louis using a process called sublimation. This process allows the designers to print on each piece one at a time. As a result, each piece is slightly different and backs and sleeves can have their own design variations. Kind of a gazillion possibilities. Really nice fabric and several "cuts" and so we will be experimenting with the styles to see what women like best at Firefly.

And here is what is really interesting.... When you find a top you love, you can order another print for yourself online. I know, sounds funny coming from a brick and mortar store, doesn't it? When you order directly from Whimsy Rose, you will be asked which store is your store? Well, Firefly Trading Company, of course! Then (believe it or not) we get credit for that sale. It is just like you purchased it from the Cable store. Seriously, this is innovative thinking in the fashion industry. They want to do this because they know their success is based on women being able to try on their creations. And thanks to the group of women who were shopping here and told me about great tops they purchased in Minneapolis. I like to follow-up on recommendations... and this is where it led me. Cool!



"BREATHING IT IN" PLEIN AIR ART SHOW AT FIREFLY

May 23 – June 31, 2018

Works by Stephen Wysocki, Paula Gustafson, James Miller, Joanne Meierhofer, and Carol Holmblad
Gallery Event: Painting demonstration with **Stephen Wysocki on Sunday, June 17 from 12 – 3**

I love to watch painters paint! Please come and join us!

**Gallery Reception:
Sunday,
June 17 from
3 – 5; ALL
WELCOME!**



FOOD IS FUEL!! BRENDA BRUESKE, D.C. CABLE CHIROPRACTIC CLINIC

As summer draws closer and we change out our closets from winter to summer, most people start thinking about their weight and how their summer clothes will fit! For many of us, food is enjoyment and entertainment. If you want to get that winter weight off, it is time to think of food as fuel!! You are what you eat! The key to weight loss is putting healthy fuel in and make the body go to the fat stores for the energy it needs. If you put a lot of sugar or carbohydrates in, the body will use some of it and store the rest. What we really need is a small amount of fruit (treat it like dessert), vegetables (raw is the best), and lean organic proteins (fish, chicken, wild game). Our bodies do not digest grains or dairy very well and add too many carbohydrates to your diet. Once your summer clothes fit great, you can add in some of your entertainment items, but not on a daily basis. Turn your passion for food into a challenge for health!!

VEGGIE QUINOA BOWL

- Saute or roast your favorite vegetables
- Cooked Quinoa
- Homemade vinaigrette dressing (oil, vinegar)

Eat hot or cold for a healthy lunch or side dish



(715) 798-5001 • 42785 US Highway 63 • Cable, WI 54821
lj@fireflytradingcompany.com • www.fireflytradingcompany.com

