

Travel agent honored for cancer campaign

BY SHANI McMANUS
JOURNAL STAFF WRITER

At 36, West Palm Beach resident Stacy Small, has raised more money for the Leukemia & Lymphoma Society than any other woman in the country. And in recognition for her successful, one-woman fundraising campaign, which brought in nearly \$90,000, she was recently honored by the organization as "National Woman of the Year."

President of her own West Palm Beach travel agency, Elite Travel by Stacy, Small raised much of the money through TripsforCancer.com, an online, luxury travel auction site she crafted in partnership with more than

50 worldwide luxury hotels and travel companies. Packaging lavish vacations at hotels all over the world during April and May, the site gave people an opportunity to bid on trips valued from \$1,000-\$15,000. Small also sold \$100 raffle tickets online to win 12 days in Hawaii, in addition to organizing fund-raising parties in Palm Beach.

Originally from Rochester, N.Y., Small was a communications major at Syracuse University, graduating in 1991. A former *Travel Agent Magazine* senior editor and founding editorial director of *Elite Traveler Magazine*, Small has written for scores of other travel magazines, including



Stacy Small

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Conde Nast Traveler, National Geographic Traveler, and Travel and Leisure.

Small grew up with a traditional Jewish background, and went to a

JCC-sponsored summer camp each year – and has "finally found a nice Jewish guy to settle down with."

Jewish Journal: Why did you get involved in raising funds for the Leukemia & Lymphoma Society?

Stacy Small: Because I had a lot of friends who lost people to cancer, or are going through the battle. Both my parents had cancer; my mom is a cancer survivor. And my boyfriend's younger brother died at a young age, due to cancer.

JJ: I can understand why this is so important to you.

SS: I'm very passionate about this. It's tied

to my feeling that there's way too many people stricken with cancer. And I have an easier time asking for money when I'm so involved. If my mother hadn't been diagnosed when she was, she probably wouldn't be here today. Today, we've seen a lot of progress.

JJ: Tell me about your family. Do they live in Florida?

SS: No. I have one younger sister, Marcy. My parents live in Rhode Island, but are planning to move here. My dad was the president of a temple in Rhode Island, but he had to relinquish it, due to cancer.

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JJ: How did it feel to be named Woman of the Year?

SS: It was very exciting – but it was secondary to the money being raised.

JJ: How did you get the big, luxury hotels to come on board for your Trips for Cancer project?

SS: I write a column for a monthly magazine, and I did a column about trying to raise money for cancer, and many said they were in-

spired to help. A lot of hotels can't contribute to every cause, so I was thrilled that they donated to mine.

JJ: What are your future goals?

SS: To continue to raise money for cancer research, and do it in a fun way. My boyfriend, Donald Gorback, and I are very involved in Doggie Mansions, a new company that makes custom luxury dog homes. It's our pet project. We're dog lovers.

For more information, contact Stacy Small at 561-681-3355.

goals he has for Temple Beth Zion, the hallmark of Kieffer's rabbinate is "relevance," he says.

"My goal is to have a Jewish community that is close to each other and prays with one another," he says. "I also hope to

If you know someone who might be considered a mensch, contact reporter Shari McManus at 561-596-5639 or e-mail smcmanus@tribune.com.

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