

ELITE TRAVEL INTERNATIONAL

the quarterly

Issue 2 • Q2, 2018

AUTHENTICITY ABOVE ALL

Stacy Small & Wendy Burk share the inspiring story of their humble beginnings, brave moments, and ongoing journeys

ETI HOT LIST

What are our advisors obsessing over?

- GET TO KNOW THE ETI TEAM
- EXCLUSIVE PERKS: YOU CAN'T VIP YOURSELF
- POST WITH #ELITECADENCE & WIN!

Presented by:

ELITE
TRAVEL INTERNATIONAL

POWERED BY CADENCE®

You are both running your travel businesses from La Jolla, CA. What are your backgrounds?

Stacy: I'm from Rochester, in upstate New York. Since college, I've lived/worked in DC, Palm Beach, NYC, LA, Maui and since January, my new favorite hometown of La Jolla, California. I've always known that I'm meant to be a west coaster!

Wendy: I grew up in Michigan and headed to Hawaii (a long story), and then moved to San Diego, CA in 1989, and in 1995 I started Cadence.

What path brought you to travel?

Stacy: I am a journalist at heart/by education and fell into a career post-college as a travel writer/magazine editor. I caught the global luxury travel bug at age 22 when sent on my first real assignment to Necker Island! I will always be a writer and have books in progress about my worldwide adventures, but changing lives by helping others travel and see the world is what makes me happiest.

Wendy: In the very beginning, my travel experiences were road trips, with all the siblings and cousins packed into the car. We did annual trips at winter break to Hawaii. I knew there was more to discover, and once I began to see it all, I could not get enough. The University of Hawaii had a hospitality program, so I left Michigan as soon as I graduated high school at 17. I had to get a legal guardian on Maui, who I still connect with today!

What was your BIG brave moment?

Stacy: Deciding to be an "agent at home" back in 2005 before it was really a thing followed by launching my own agency that organically attracted others wanting to do the same was huge. Using social media as a key tool to spread the word about my passion that I'd turned into a business was a big turning point, and winning the "Most Innovative Advisor" award from Virtuoso in 2013 confirmed I was doing exactly what I was meant to do. Partnering with Cadence in 2017 to give my 32-person team a bigger, stronger, better platform was another huge moment for my business.

Wendy: Creating the Host Agency business model out of necessity- it did not exist 20+ years ago. I noticed that so many independent advisors (outside sales personnel) had no home or resources, and I wanted to create that community. I wasn't interested in asking anyone to conform to my business. I believe agents and agencies should be able to put their own brands first without having to compromise. While it's different than what others are doing, different is good. In a sea of competition, we are dolphins, not sharks.

What are some things you are proud of outside of travel?

Stacy: So many wonderful personal moments have happened over the past few years. For a very long time, I was known as @elitetravelgal in the digital world and was pioneering the usage of social media as a client nurturing tool. This past year, I changed my social media handle to @stacyhopesmall and have been focusing my energy on letting my personal brand shine. I use my platform to spread messages of joy and authenticity... there is a passion project brewing there, and I'm also very proud to be writing a memoir. I also enjoy raising money for the Breast Cancer Research Foundation and rescuing dogs!

Wendy: I have become incredibly invested in painting. It is my happy place. I've started attending San Diego's art walks to talk to the local artists and am collecting pieces that are meaningful to me. Now when I travel, I see myself appreciating art even more, and it's so wonderful that the way you see the world can have so many layers, even if you think you've done it all.



Passion led us here

Two successful travel business owners on their humble beginnings, brave moments, and ongoing journeys

Stacy Small
CEO & Founder of Elite Travel International

Wendy Burk
CEO & Founder of Cadence Travel, Inc.



When did you two first meet?

Stacy: At the Four Seasons Preferred Partners meeting in Toronto in 2013, Wendy complimented me on my Ferragamo bag that I had actually just purchased for the trip. She wanted to know where I got it, and it was an instant spark of connection between two like-minded, spiritual purse-loving businesswomen!

Wendy: That's true- it was this fabulous stone-colored slouchy Ferragamo bag, the perfect travel accessory! We started a conversation and started what would become this authentic partnership. We learned that the same things matter to us, and I loved that we aligned so well.

How does the ETI and Cadence partnership work?

Stacy: I like to say ETI is "powered by Cadence." They have earned a long list of preferred partnerships with the luxury travel brands we sell most, and Cadence is also a National Account of Virtuoso. Our differentiator is the level of access we provide to our clients, so this partnership only increased that access.

Wendy: We are also available for customized support so that Stacy and her team can focus on their passion: selling travel. They can lean on the Cadence advisor support team for accounting, education, networking opportunities and more without having to absorb into the Cadence brand. Stacy built a brand she should be very proud of, and she deserves to shine.

What do you think is special about each other?

Stacy: Wendy is a really spot on gift giver! She is so good at paying attention and listening to someone, and she'll surprise you with something you didn't even know she picked up on. I love how she's built such a culture of thoughtfulness. I call her my "work mama" as she plays so many roles in my life, she's become one of closest friends, most trusted advisors and is wiser/more experienced at both life and business so the best gift she gives me is her ear and her presence, even when she's super busy!

Wendy: If you ever get the opportunity to have a conversation with Stacy face-to-face, you will appreciate how inviting and down to earth she is. She sees and appreciates so much around her (which is why I've loved watching her discover La Jolla bit by bit!), and always has an authentic smile on her face. She has shown me new places in my own zip code!

What is your favorite travel trend right now?

Stacy: I love how many of my super busy and high-profile clients are making time to plan incredibly special family trips as a way to stay connected to the people who mean the most to them... and that they are trusting us to execute these experiences for them!

Wendy: I love the idea of harmonizing all of a client's senses to immerse them in a new culture and create meaningful experiences... like hiking the alps or cooking with the local herbs or meeting with the local artisans.

What's next for your travel businesses?

Stacy: Finding the right people to represent ETI is the perfect way to stay relevant in this industry, so I am always on the lookout for talented advisors with a passion for travel who can deliver on our brand promise.

Wendy: We are going to continuously increase our value by remaining nimble and listening. Whether it is creating stronger partnerships with our travel brands or adding to our list of support services for agencies, we know we were meant to help agencies remain true to themselves. Travel is an industry for real people who value real relationships.

THE TOP 5 OF 2018

with perks, of course

DESTINATIONS

on our hot list

- South Africa
- Japan
- Iceland
- Australia
- Italy

HOTEL BRANDS

we're obsessing over

- Pendry Hotels
- Mandarin Oriental Hotels
- Aman Resorts
- Four Seasons Hotels
- Rosewood Hotels

TRAVEL TRENDS

we can't ignore

- Destination Wellness
- Authenticity
- Culinary focused
- Multi-Generational
- Babymoon

TRAVEL PERKS

because you can't VIP yourself

- Complimentary upgrades
- VIP status
- Customized amenities
- Flexible check-in / check-out
- Additional resort credits

CRUISE LINES

wowing us right now

- Windstar Yachts
- Ponant Cruises
- Regent Seven Seas Cruises
- Seabourn Cruises
- Lindblad Expeditions

TRAVEL PRODUCTS

we can't travel without

- BOSE headphones
- Tieks Flats
- White + Warren Cashmere Travel Wrap
- Manduka Eko Superlite Travel Yoga Mat
- Kiehl's Travel Spray

EXPERIENCES

that will change your life

- Private access tours
- Authentic classes / tastings
- VIP dining packages
- Authentic guided tours
- Family friendly excursions

TOUR BRANDS

impressing us

- Ultimate Jet Vacations
- DuVine Cycling Co.
- Perfetto Traveler
- Seasonz Travel
- Journey Mexico

TRAVEL SERVICES

making our lives easier

- Luggage Free: door-to-door delivery
- Tile: suitcase finder
- Axus: itinerary manager
- Duolingo: language learning game
- Cool Cousin: curated city walks

Lucky girl!

After our last issue, @haileyelizer commented that this travel photo gives her amazing memories of her first vacation with her husband! Hailey will enjoy a \$250 gift certificate toward Luggage Free, our favorite door-to-door luggage service. Learn more at luggagefree.com.



ENGAGE WITH US AND WIN!

#elitcadence

Instagram photo contest

Win a S'well water bottle

S'well and Marriott International's eco-conscious brand Element Hotels are setting out to inspire travelers to live an active, hydrated lifestyle — all while doing what they can to make a positive impact on the environment. By offering reusable — and covetable — S'well products in all Element Hotels across the the country, guests have the opportunity to stay hydrated while choosing to consume less plastic.

Together, we hope to help everyone make mindful choices for the environment and themselves throughout the year.

To say thank you for helping us spread the news about our ETI and Cadence partnership, we want to give you a chance to win your own fancy S'well water bottle. Share your favorite Instagram travel photo with us to enter our contest!

Interested in learning more? Visit <https://www.swellbottle.com/stories/element>.

How to enter:

1. Follow @EliteStyleFile and @CadenceTravel on Instagram. We'll follow you back so we can see your submission!
2. On Instagram, comment #elitcadence on your favorite travel photo and describe what made your extraordinary moment worth documenting. You can upload a new one, or comment on an old one.
3. There is no limit to your submissions! Contest ends on July 31, 2018 at midnight.
4. Our favorite submission will be selected by ETI staff by July 31, 2018 and published in our Quarter 3 issue of Elite Travel International Quarterly, as well as regrammed on our Instagram!

Terms & Conditions:

Family, friends, and clients of Elite Travel International are all welcome to enter. Travel advisors and travel partners of Elite International International are excluded.

LET US VIP YOU

Hotel Benefits:

- Complimentary next category upgrades*
- Flexible check-in and late check-out*
- Free daily breakfast for two
- Up to \$100 in resort credits**
- Access to exclusive promotions like free extra nights and savings
- Personal welcomes and gifts upon arrival
- Spa treatment extensions and savings***

*When available, but guaranteed at specific properties

**For full resort or spa or dining, varies per property

***Select properties only

Cruise Benefits:

- Onboard host to facilitate your needs*
- Private "welcome aboard" cocktail reception*
- Exclusive complimentary shore excursion*
- Access to exclusive promotions like shipboard credits, reduced deposits or complimentary spa, dining or beverage packages

*Benefits available on Virtuoso Voyages

Vacation Package Benefits:

- Access to exclusive promotions like extraordinary savings, additional nights or complimentary add-ons

“

From San Francisco to Sydney, from Costa Rica to Croatia and all parts in between, our family has always received the best service from Stacy, her team and her worldwide network. We are welcomed warmly wherever we go because of Stacy's strong network of partners around the globe. We rely on and trust Stacy to help make our family memories special. I feel we receive truly personalized service from a friend that has taken the time to get to know our family and what works for us.

”

CIPORA HERMAN
Former CFO, San Francisco 49ers



ADVISOR SPOTLIGHT

Diane Sherer

Location: Los Angeles, CA

Specialty: Family Travel & Romantic Getaways

What is the first thing you do when you arrive a luxury hotel?

Before I was a travel advisor, it was change rooms. Now I don't have to. But that's one of the things that makes me good at my job... I understand that everyone wants their vacation to be perfect and I do everything I can to make sure that when my clients check in to their hotel room, they feel welcomed and wowed. And then no one has to change rooms!

Which one destination would you visit every single month if you could?

Italy. No brainer.

What do you do to stay healthy while you're on the road?

Honestly, I don't. I stay healthy when I'm not on the road by eating well, practicing hot yoga and pilates, and getting as much sleep as I can. When I'm on the road, all bets are off. I am all about sampling the local cuisine, checking out the craft cocktail scene, going to a late-night market, having at least one of everything at the breakfast buffet, and getting up early to see the sunrise. I will sacrifice sleep any time for the experience. To me, experience, happiness, and living life to the fullest is the ultimate expression of being healthy. That said, I do walk a ton when traveling and prefer to do that more than take any other form of transportation, so that helps, but usually not enough. I battle the same 5 pounds after every trip... just in time for the next one!

ADVISOR SPOTLIGHT

McLean Robbins

Location: Washington, DC

Specialty: Honeymoons & Millennial Travel

When was the definitive moment you knew travel was the career for you?

I knew travel was my career from 2007 on, when I was working as a freelance reporter in DC. I covered the opening of The Jefferson for The Washingtonian, our local magazine, and when I arrived to embroidered in-room pajamas, I knew I'd found my calling. From there, I was hooked, and have been writing about travel ever since. I've written for more than two dozen national and regional magazines including Robb Report, BRIDES and Forbes Travel Guide. I joined ETI in 2016 as a way to give people the same experiences I'd had as a journalist -- and to help ensure they got the same level of VIP service!

Which destination is next on your list?

Scotland - they just launched a direct flight from DC!

What is your favorite travel book and why?

How to Be Married by Jo Piazza. In the first year of her marriage, she traveled to 20 countries and five continents learning about what marriage means in a variety of cultures. I always send it to new clients a gift, and this is often tucked in the box of goodies for my honeymooners!





ADVISOR SPOTLIGHT

Willow Kalatchi

Location: Malibu, CA

Specialty: Unique Experiences & Adventures

What was the most wow-worthy experience you designed for a client?

Wow moments are so unique to the individual- that is where the challenge and fun of being a travel designer lies. For some, it's the adrenaline rush of a daredevil helicopter ride through the narrow canyons of the Zambezi river, just meters over the rushing water. For others, it's the intimacy of helping care for orphaned elephants or the satisfaction of climbing to the highest dune in Sossusvlei Namibia...

How many stamps are on your passport?

52. There are some repeats, but the list is growing!

What type of traveler would you say you are?

Passionate... I love tapping into new rhythms- I find the best me when I am traveling.

What is the first thing you do when you arrive a luxury hotel?

Check the view!

ADVISOR SPOTLIGHT

Betsy Berman

Location: Westport, CT

Specialty: Family Adventures

Do you remember your first plane ride?

Oddly, I have a clear memory of my first international flight. I must have been about five years old and we were headed to Venezuela on Viasa Airlines. There were rows of seats facing backwards so my family was in a foursome and I was sitting on the floor playing board games with my brother.

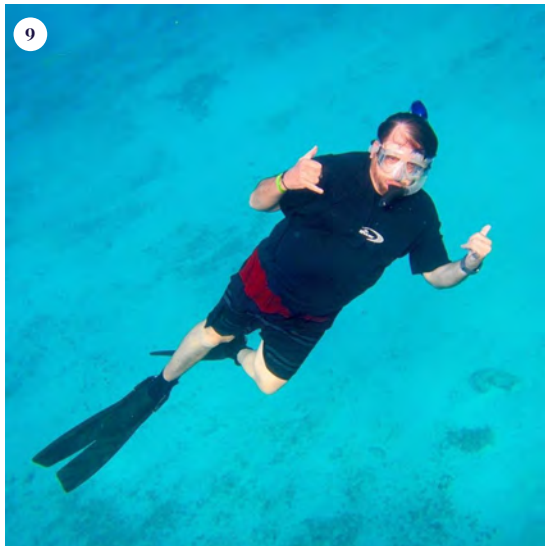
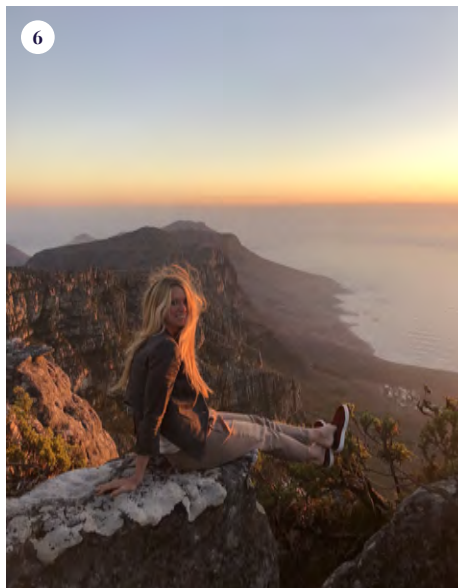
What was the most wow-worthy experience you designed for a client?

I had a client come up with a "bucket list" trip for his wife's 50th birthday. The first stop was Cuba, and from there on to British Columbia for heli-skiing, crossing two experiences off of her long list! The trip was full of surprises including secretly arranging for her friends to join them along the way. The husband even packed and shipped his wife's clothes to both locations!

What type of traveler would you say you are?

I love a mix of high and mid-range. For example, last fall we mixed in a few nights at Amangiri with a few nights of glamping in Zion National Park. I usually prefer more boutique options.





Where we've been lately

The ETI team's adventures, from left to right, top to bottom:

1. Melissa Gelman Genet, Stacy Small and Diane Sherer at the Beverly Hills Hotel for the annual Dorchester Collection Diamond Club dinner, June 2018
2. Alyson Nash in Annandale, New Zealand, March 2018
3. Josh Geller at the PyeongChang Olympic Winter Games in South Korea, February 2018
4. Diane Sherer strolling through Jerusalem on a family trip to Israel, June 2018
5. Juliana Shallcross and Andrea Strahl at LE Miami, June 2018
6. Willow Kalatchi at Cape Town's Table Mountain on the last night of ILTM Africa, April 2018
7. Julie Boller on Mustique Island pictured with the legendary Basil Charles, January 2018
8. Stacy Small in Tuscany with Salvatore Ferragamo Jr. at his Il Borro Estate winery, March 2018
9. Andy Pells snorkeling at Ambergris Caye, Belize, January 2018

TRAVEL EXPERTS worldwide



La Jolla, CA
Stacy Small
Amy Porche
Janelle Ruhumuliza

Denver, CO
Becca Blond

Chicago, IL
Kelly Clements

Boston, MA
Lisa Matte

Greenwich, CT
Betsy Berman

Millburn, NJ
Alyson Nash

Hudson, NY
Erica Gragg

New York, NY
Andrea Strahl

Westchester County, NY
Diane Widenbaum

Washington, D.C.
McLean Robbins

Palm Beach, FL
Britney Hankin

Atlanta, GA
Andrea Watson
Julie Boller

Punta Mita, Mexico
Sabine Emberson

San Francisco Bay Area, CA
Carolyn Bird

Ojai, CA
Sarah G. Morrow

Los Angeles, CA
Diane Sherer
Jennifer Spooner
Josh Geller
Juliana Shallcross
Kelsey S. Nagie
Melissa Gelman Genet
Sharon Hendeles
Stephanie Conchuratt

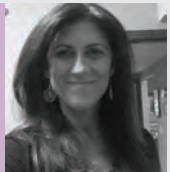
Malibu, CA
Willow Kalatchi

Maui, HI
Andy Pells

Hong Kong, China
Vivian Sun

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ETI ADVISOR DIRECTORY

<p>CEO + FOUNDER</p>  <p>STACY SMALL <i>La Jolla, CA</i></p> <p>SPECIALTY: <i>Matching elite travelers to lifechanging global experiences</i></p> <p>📷 🐦 📌</p>	 <p>BETSY BERMAN <i>Westport, CT</i></p> <p>SPECIALTY: <i>Family Adventures</i></p> <p>📷 🐦 📌</p>	 <p>JENNIFER SPOONER <i>Los Angeles, CA</i></p> <p>SPECIALTY: <i>Wellness Travel</i></p> <p>📷 📌</p>	 <p>MCCLEAN ROBBINS <i>Washington, DC</i></p> <p>SPECIALTY: <i>Honeymoons & Millennial Travel</i></p> <p>📷 🐦 📌</p>
<p>COO</p>  <p>ALYSON NASH <i>Millburn, NJ</i></p> <p>SPECIALTY: <i>Honeymoons, Multi-Generational, & Light Adventure</i></p> <p>📷 🐦 📌</p>	 <p>BRITNEY HANKIN <i>Palm Beach, FL</i></p> <p>SPECIALTY: <i>Honeymoon, Minimoon, Group Planning</i></p> <p>📷 📌</p>	 <p>JOSH GELLER <i>Los Angeles, CA</i></p> <p>SPECIALTY: <i>Adventure Travel & Family Travel</i></p> <p>📷 🐦 📌</p>	 <p>MELISSA GELMAN GENET <i>Los Angeles, CA</i></p> <p>SPECIALTY: <i>Honeymoons, Beach Vacations & Family Travel</i></p> <p>📷 🐦 📌</p>
 <p>AMY PORCHE <i>La Jolla, CA</i></p> <p>SPECIALTY: <i>Family Adventures & Foodie Travel</i></p> <p>📌</p>	 <p>CAROLYN BIRD <i>San Francisco Bay Area, CA</i></p> <p>SPECIALTY: <i>Beach & Mountains</i></p> <p>📷</p>	 <p>JULIANA SHALLCROSS <i>Los Angeles, CA</i></p> <p>SPECIALTY: <i>Family Travel</i></p> <p>📷 🐦 📌</p>	 <p>SABINE EMBERSON <i>Punta Mita, Mexico</i></p> <p>SPECIALTY: <i>Family Travel & Retired Couples</i></p> <p>📷 📌</p>
 <p>ANDREA STRAHL <i>New York, NY</i></p> <p>SPECIALTY: <i>Family, Culinary, Culture</i></p> <p>📷 🐦 📌</p>	 <p>DIANE SHERER <i>Los Angeles, CA</i></p> <p>SPECIALTY: <i>Family Travel, Food Travel, & Romantic Getaways</i></p> <p>📷 📌</p>	 <p>JULIE BOLLER <i>Atlanta, GA</i></p> <p>SPECIALTY: <i>Family Travel, Romantic Getaways, & Beach Destinations</i></p> <p>📷</p>	 <p>SARAH G. MORROW <i>Ojai, CA</i></p> <p>SPECIALTY: <i>Wellness Travel, Asia</i></p> <p>📷</p>
 <p>ANDREA WATSON <i>Atlanta, GA</i></p> <p>SPECIALTY: <i>Beach Destinations & Family Travel</i></p> <p>📷 📌</p>	 <p>DIANE WEIDENBAUM <i>Westchester County, NY</i></p> <p>SPECIALTY: <i>Luxury & Family Travel</i></p> <p>📷 🐦 📌</p>	 <p>KELLY CLEMENTS <i>Chicago, IL</i></p> <p>SPECIALTY: <i>Family Bucket List Trips, Couples</i></p> <p>📷 🐦 📌</p>	 <p>SHARON HENDELES <i>Los Angeles, CA</i></p> <p>SPECIALTY: <i>Wellness, Couples, & Family Travel</i></p> <p>📷 📌</p>
 <p>ANDY PELLIS <i>Maui, HI</i></p> <p>SPECIALTY: <i>Cruises, Adventure Travel & Pacific Islands</i></p> <p>📌</p>	 <p>ERICA GRAGG <i>Hudson, NY</i></p> <p>SPECIALTY: <i>Wellness Travel & Experience Based Group Travel</i></p> <p>📷 📌</p>	 <p>KELSEY S. NAGIE <i>Los Angeles, CA</i></p> <p>SPECIALTY: <i>Group Travel & Honeymoons</i></p> <p>📷 🐦 📌</p>	 <p>STEPHANIE CONCHURATT <i>Los Angeles, CA</i></p> <p>SPECIALTY: <i>Luxury Travel, Family Travel, & Beach Vacations</i></p> <p>🐦 📌</p>
 <p>BECCA BLOND <i>Denver, CO</i></p> <p>SPECIALTY: <i>Africa, Adventure, Honeymoon</i></p> <p>📷 🐦 📌</p>	 <p>JANELLE RUHUMULIZA <i>La Jolla, CA</i></p> <p>SPECIALTY: <i>Honeymoons, African Safari, & Groups</i></p> <p>📷 🐦 📌</p>	 <p>LISA MATTE <i>Boston, MA</i></p> <p>SPECIALTY: <i>Experiential, Wellness, Couples</i></p> <p>📷 🐦 📌</p>	 <p>WILLOW KALATCHI <i>Malibu, CA</i></p> <p>SPECIALTY: <i>Unique Luxury Experiences & Adventures</i></p> <p>📷</p>

We love referrals. If you know a talented travel advisor or a passionate traveler in need of one, please send them our way! Contact: info@elitetravelinternational.com

“experience is the new luxury”

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SPECIALISTS IN THE ART OF TRAVEL