

RECIPE OF *Success*

By: Janette Tucker

ON AIR & IN THE KITCHEN FOR A GREAT CAUSE

STACEY SIMMS, co-host of Charlotte's Morning News on News Talk 1110 WBT, has an impressive resume: award-winning TV anchor, talk radio personality, author and charity leader. However it is her warm smile, her honesty, her ability to balance her professional persona with her role as a mother and her sophisticated sense of humor that makes her so charming. Stacey has found this equilibrium by not taking herself too seriously, as exhibited in the title of her newest book, *I Can't Cook, But I Know Someone Who Can*.

Stacey, who is originally from Yorktown Heights, NY, moved to the Lake Norman area with her family in 1999. They fell in love with Davidson because of the great community, the schools, the weather and golf. And even though she's not a native Carolinian, many of you might recognize Stacey—she was the health reporter on WBT Channel 3 and an anchor from 1999 until September of 2002, when she moved to Charlotte's Morning News on News Talk. WBT is not her first radio gig, however; she actually had her first radio job while a senior at Syracuse University; she then

worked at WSYR radio, which she followed with her first TV job in Utica, NY.

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One of the challenges that Stacey shared about her job is the early morning hours: "I've woken up at 3:30 in the morning for 10 of the last 13 years!" The schedule for radio

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is a challenge but Stacey loves it because of her listeners, who she describes as "smart and demanding," which requires that she be prepared, informed and engaged.

Another part of Stacey's charm is her passion for her favorite charities. "I'm on the boards of the Juvenile Diabetes Research Foundation (JDRF) and the United Service Organization (USO). My family is also part of the Lake Norman Jewish Congregation. My husband, Slade, is president of the congregation." Stacey joked that every date that she and her husband go on seems to be at a charity function. She dedicates much of her free time to these foundations and many other charity events as a celebrity personality.

Stacey's biggest effort is currently her support of the JDRF through the sales and publication of her book. After her son, Benny, was diagnosed with Type 1 (juvenile) diabetes she wanted to do something to

help raise money and get the word out about the disease. She shared, "I was watching the Food Network one day and a chef was talking about how no one teaches people how to cook anymore. Through the radio station and my husband's work, we know a lot of chefs and restaurateurs and we're always joking about how terrible I am in the kitchen. I thought, 'I should see if anybody would help me learn to cook.' Within five minutes, the whole concept came to me fully formed, including the title." Stacey has convinced some of the best restaurants and chefs in town to share their favorite recipes and advice for the book.

Stacey is donating all the profits from the sales of her book to JDRF. The first big donation from sales of her book will be at the JDRF Celebrity Classic Golf Tournament on June 9th at Piper Glen. Coach John Fox, who wrote the forward for the book, is the celebrity chair. Stacey extends the invitation,

"Come play with us! More info at jdrf.org/charlotte."

Stacey is a very dedicated mother and her son's experiences have been a challenge that her family is making into a truly proactive way to inspire and help others. As for where she finds her own inspiration, Stacey doesn't have to look far. First, she turns to her mother, noting that "Without a doubt, my mom is my role model, my biggest cheerleader and my inspiration." And then there's Slade, who Stacey describes as "pretty amazing," adding "he's incredibly supportive, too, and together we make our crazy kids-jobs-life balancing act work."

Stacey's motto and philosophy for life is, "Don't be afraid to ask. If you're always worried about hearing 'no,' you'll never get the chance to hear 'yes.'" She not only believes this but lives it everyday. 🙏



FOR MORE INFORMATION ABOUT HOW YOU CAN SUPPORT STACEY'S EFFORTS

FOR JDRF, PLEASE CHECK OUT HER BOOK AT WWW.STACEYSIMMS.COM