

**BY:** Senator MAYER

**HONORING** Adam, Sybil, Erika, and Jacqueline Strum of Wine Enthusiast Companies upon the occasion of their designation for special recognition by UJA Westchester at its Business and Professional Division Annual Spring Dinner

**WHEREAS,** From time to time this Legislative Body takes note of certain extraordinary individuals and organizations it wishes to recognize for their valued contributions to the success and progress of society and publicly acknowledge their endeavors which have enhanced the basic humanity among us all; and

**WHEREAS,** This Legislative Body is justly proud to honor Adam, Sybil, Erika, and Jacqueline Strum of Wine Enthusiast Companies upon the occasion of their designation for special recognition by UJA Westchester at its Business and Professional Division Annual Spring Dinner, to be celebrated at Brae Burn Country Club on Tuesday, April 29, 2025; and

**WHEREAS,** UJA Westchester operates as part of the UJA-Federation of New York, which is dedicated to caring for Jews everywhere and New Yorkers of all backgrounds, responding to crises both locally and globally, and shaping the Jewish future; in Westchester County, UJA supports a network of nonprofits that play significant roles in the Jewish community and the broader social service landscape; and

**WHEREAS,** By funding and collaborating with such nonprofit organizations, UJA Westchester works to strengthen Jewish life, provide essential services to those in need, and foster a vibrant, inclusive community within Westchester County; and

**WHEREAS,** Adam Strum, together with his wife, Sybil, demonstrated remarkable innovation and entrepreneurial spirit by founding Wine Enthusiast Companies in 1979, inspired by the simple yet impactful idea of marketing a corkscrew through direct mail, which led to the successful launch of the Wine Enthusiast mail-order catalog; and

**WHEREAS,** Adam and Sybil Strum's dedication to the wine industry and commitment to excellence led to the establishment of the "Wine Enthusiast" magazine in 1988, which has since evolved into an award-winning print publication and comprehensive online resource, providing essential information, insightful wine news, emerging food trends, and over 25,000 expert ratings and reviews annually; and

**WHEREAS,** Sybil Strum, a trailblazing entrepreneur and dedicated philanthropist, has served as Chief Brand Officer since co-founding Wine Enthusiast Companies, guiding the company's vision while also leading its charitable arm, the Wine Enthusiast Foundation, which supports vital causes including health, the environment, gender equality, the arts, and crisis relief for the wine and food industries; and

**WHEREAS**, Sybil Strum's unwavering commitment to community empowerment and leadership is demonstrated through her long-standing membership of over 15 years in the Committee of 200, her involvement with The Women's Forum of New York, and her role as a founding member of the Jacob Burns Film Center, where she advocates for underserved children to explore the power of visual storytelling through educational classes and community sponsorships, reflecting her passion for both social impact and artistic expression; and

**WHEREAS**, Erika Strum Silberstein, a dynamic and innovative leader, serves as president of the Commerce division at Wine Enthusiast Companies, a Certified B Corporation founded by her parents in 1979, where she has dedicated 16 years to driving revenue growth and fostering positive change through a customer-centric approach rooted in empathy and data-driven strategies, including expertise in Search Engine Optimization, email marketing, user experience, and social media; and

**WHEREAS**, Further, Erika Strum Silberstein exemplifies a commitment to community and social responsibility by volunteering through UJA women-in-business functions and food drives, and supporting impactful local initiatives alongside the Wine Enthusiast team, such as Feeding Westchester and the SPCA of Westchester; with her passion for both professional and personal growth, this committed honoree holds a Master of Business Administration degree from New York University Stern, a WSET Level 3 wine certification, and maintains a strong connection to her faith by keeping a kosher home while raising her children, who attend SAR Academy in Riverdale; and

**WHEREAS**, Jacqueline Strum, a visionary leader and accomplished entrepreneur, serves as president of the Media division at Wine Enthusiast Companies, where she has made significant contributions by managing corporate public relations strategy and revitalizing consumer and industry events, including the premier Wine Star Awards gala, an annual event that selects a charity partner to receive a portion of net proceeds, demonstrating her commitment to philanthropy and community impact; and

**WHEREAS**, Jacqueline Strum's dedication to innovation and growth is evidenced by her experience outside the family business, where she gained valuable expertise in publishing and digital media before returning to found ThirstyNest, the first registry of wine and spirits tailored for the modern couple, and subsequently taking on the role of associate publisher of Wine Enthusiast Media, where she spearheaded digital product development, multi-channel media initiatives, and the label sales division while fostering a dynamic and inclusive team culture; and

**WHEREAS**, This family of dedicated individuals who hold the shared values of community service, philanthropy, and excellence in business and career endeavors, has justly earned the recognition of this great State and UJA Westchester, meriting endless wishes of success for all their future endeavors; and

**WHEREAS**, It is the sense of this Legislative Body that when

organizations of such noble aims and accomplishments are brought to our attention, they should be recognized and applauded by all the citizens of this great Empire State; now, therefore, be it

**RESOLVED,** That this Legislative Body pause in its deliberations to honor Adam, Sybil, Erika, and Jacqueline Strum of Wine Enthusiast Companies upon the occasion of their designation for special recognition

by UJA Westchester at its Business and Professional Division Annual Spring Dinner; and be it further

**RESOLVED,** That copies of this Resolution, suitably engrossed, be transmitted to Adam, Sybil, Erika, and Jacqueline Strum.