

LETTER FROM THE EDITOR



It's Not Farewell

After a long and rewarding journey with Bryn Mawr Communications (BMC), it is with mixed emotions that I share my resignation as Editor-in-Chief of *CRST* and *CRST Global*. This message is not a farewell; it's a note of thanks.

BMC has been an integral part of my life for the past 19 years—not merely a step in my career but a family and a nurturing ground for both personal and professional growth. The company has significantly shaped my life's path by showing me the joys of networking and collaboration, presenting various challenges for me to learn from, and giving me the opportunity to develop a skill set that I can be truly proud of.

I remember meeting David Cox for the first time at Bucks County Coffee in Manayunk, Pennsylvania, about 2 years after he and Adam Krafczek founded BMC. At the time, I was working for a competitor, in my first year out of college, and had been recommended for an editorial position on a new BMC publication. Arriving at the coffee shop—business suit on and palms sweating—I met David, who strolled in casually dressed and with a welcoming smile. I was self-conscious over my attire for what appeared to be a more casual interview than I had anticipated, but David's warmth quickly put me at ease. Within the first few minutes of our conversation, I was convinced that BMC would be a great company to work for, and I was grateful for David's willingness to take a chance on a young editor, offering me the position on the spot.

I couldn't have been more right about BMC's company culture or David. These 19 years have been joyful, and I will never forget the camaraderie of my colleagues. I am immensely grateful for the opportunities and experiences I've had here, and I am especially appreciative of the support and mentorship David has provided through the years—even after I disclosed my resignation. His support and mentorship are invaluable.

I extend my thanks to the countless individuals I've had the pleasure of working with at BMC (too numerous to list here). The company's familial spirit and collaborative ethos across its platforms and brands are nothing short of remarkable. The collective dedication to support one another and deliver the best content and products possible is evident in everything we do.

The decision to step down as Editor-in-Chief of *CRST* was not made lightly. Yet, it feels like the right moment for me to bet on myself—as David did on me years ago. I look forward to ongoing collaboration with *CRST* and BMC while reclaiming much desired family time. My kids are now entering the age of school sports, music concerts, and other after-school activities, making work-life balance increasingly challenging. Though I hesitate to add *Mom's taxi* to my résumé, I fear it's inescapable.

I am leaving BMC with a heart full of gratitude and the fondest memories. It has been a privilege to be a part of the BMC organization, to work under David's leadership, and to contribute to the company's growth. Serving as Editor-in-Chief of *CRST* has been an honor, paving the way to countless memorable connections with our editorial board, the industry, and our readers. My heartfelt thanks go to the entire BMC family for their unwavering dedication, professionalism, cheerfulness, and, most importantly, friendship. ■

—LAURA STRAUB
Editor-in-Chief, CRST/CRST Global