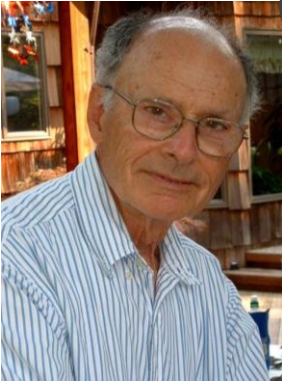


In loving memory,



Sam Rubin, founder of Baiting Hollow Farm Vineyard, passed away on Tuesday, May 13, 2014 at the age of 87, after a brave battle with a long-term illness. Sam, a World War II veteran, married Rhoda in 1948. In addition to his wife, he is survived by his son Richard, Rubin and his daughters Paula Geonie, Sharon Levine, Janet Tunis and Carolyn Rubin, as well as his 11 grandchildren and 15 great-grandchildren.

Although he grew up in Brooklyn surrounded by concrete, he lived for his summers in upstate New York where he could enjoy his true calling, the great outdoors. He was an avid believer in following one's dreams. Whether it was supporting his wife as she became one of the first female entrepreneurs in founding Weight Watchers of Suffolk, or purchasing and cultivating his own parcel of land, Sam pursued the American Dream with fervor. An avid naturalist for many decades, he pursued schooling on all aspects of agriculture, and became a passionate advocate of organic growing techniques. Soon one of the small parcels of land grew under Sam's watchful eye to become one of the highlights of the East End, Baiting Hollow Farm Vineyard.

Known for his heart of gold, Sam leaves behind many cherished friends, both human and equine, as Sam helped to found the Baiting Hollow Farm Horse Rescue. An agriculturist and animal lover, Sam spent his afternoons tending the fields and sneaking carrots to the horses.

Sam will be dearly missed by family, friends, and the numerous members of the community who were touched by his kindness.