



RICH ENTERTAINMENT
GROUP

FALL/WINTER 2025 HIGHLIGHTS

A message from Joe Segarra

President of Rich Entertainment Group, and Senior Vice President of Finance and Family Office for Rich Holdings, Inc.

As the leaves change and the air turns crisp, our focus shifts from the buzz of summer concerts and the final cheers of baseball season into a new chapter filled with momentum. Fall and winter bring more than just cooler temperatures—they bring fresh energy, new opportunities, and moments that remind us why we love what we do. From the continued success of our REG teams on the field and stage, to the return of ice skating and festive celebrations at Canalside, this season is all about connection, celebration, and growth. It's a time to reflect on what we've accomplished, embrace what's ahead, and keep showing the world the vibrant spirit of Buffalo through every event we proudly host.



What an extraordinary year it has been for our team and our guests alike. **Letchworth State Park was crowned the #1 State Park in the United States by USA Today**—a national honor that continues to shine a spotlight on the incredible beauty and adventure found here. This acclaim caught the attention of *A Taste of New York*

on NY1, which featured the Glen Iris Inn as the ultimate fall getaway. Our culinary events—Brews & BBQ, Brunch & Buy Local, and Wine Pairings—welcomed nearly 400 guests, showcasing creativity and community.

We are thrilled to celebrate the worldwide premiere of [Looking Through Water](#), a **beautifully crafted and deeply moving film inspired by Bob Rich's novel**. Congratulations to Bob for bringing this heartfelt story from page to screen with such vision, passion, and authenticity. Featuring a remarkable cast including Cameron Douglas, Michael Stahl-David, Walker Scobell, two-time Academy Award winner Michael Douglas, and Emmy-nominated David Morse, the film represents an extraordinary milestone for our Senior Chairman and Rich Entertainment Group. I encourage everyone to experience this inspiring and captivating story, now available for streaming on Amazon, Apple, DirecTV, and more.

This year, Rich Entertainment Group has taken on an exciting new challenge—supporting the growing film industry right here in Western New York. **Rich's Catering and Special Events** is currently wrapping up our fifth movie out of a planned twenty for the Great American Family channel. With each production spanning twelve intense shooting days and growing in size—from crews of 30 early on to as many as 50 today—our culinary and operations teams are working with remarkable adaptability. We are also thrilled to serve well-known talent like Danika McKeller—and Mario Lopez this fall. The constantly shifting call times, daily menu adjustments, and varied dietary needs require seamless teamwork, and I want to acknowledge the tremendous



A message from Joe Segarra (continued)

dedication and leadership of Chef Will Kreiner and our trained culinary crew—including Chefs Adam Ratka and Dillon Ralph—alongside our entire support team: Steven Kijanka, Tracy Betancourt, Jennifer Fischer, Tori Stipanovich, and Michael Cacciotti. I look forward with great confidence to the continued role our organization will play in elevating each production through exceptional on-set catering—delivering the quality, consistency, and hospitality that showcases the very best of Western New York on a national stage.

Internationally, we opened **Freelands Hampshire**, a historic estate along the River Test a stone’s throw from our business in Andover and an hour just outside London, England. The estate features a pool with jet currents, Jacuzzi, sauna, steam room, gym, and treatment rooms with access to specialists offering fitness, wellness, and beauty services.

In the world of baseball, our **Northwest Arkansas Naturals** saw impressive growth in attendance and revenue, increasing total fan attendance by 6,000. Congratulations to the **West Virginia Black Bears** on an outstanding championship victory—an achievement built on discipline, heart, and unwavering commitment. In Buffalo, nearly 500,000 fans visited Sahlen Field, enjoying **Bisons baseball** and events like Buffalo Wing Fest, Taste of Country, and the Micah Hyde Charity Softball Game with the Buffalo Bills.



The Buffalo Bisons in collaboration with REG launched a series of cross-promotional first pitch events. These events saw fabulous engagement with our subsidiaries: Roar Logistics, Rich’s Catering and Special Events, and The Travel Team. Together, we celebrated a day full of associate appreciation, fantastic giveaways, and family fun! All three sponsored games scored as one of the most highly attended games of the season.

The baseball season came to a thrilling close as the Bison’s MLB affiliate The Toronto Blue Jays, reached the World Series for the first time since 1993. Vladimir Guerrero Jr., who played 30 games in Buffalo with the Herd in 2018, was named the ALCS MVP. Many former Bisons players have appeared in at least one game for the Blue Jays this World Series. Former Bisons on the Blue Jays 2025 World Series roster are:

Pitchers

Shane Bieber
Braydon Fisher
Mason Fluharty
Eric Lauer
Brendon Little
Max Scherzer
Trey Yesavage

Infielders

Bo Bichette
Ernie Clement
Andres Gimenez
Vlad Guerrero Jr.
Isiah Kiner-Falefa

Outfielders

Addison Barger
Nathan Lukes
Davis Schnieder
George Springer
Dalton Varsho

Catchers

Alejandro Kirk
Tyler Heineman

As an ardent baseball fan and a supporter of the Bison’s MLB affiliate team, I had the privilege of attending Game 7 of the World Series only to watch them lose to the reigning World Champion Los Angeles Dodgers.

Congratulations to **Mike Buczkowski, President of Rich Baseball Operations**, on his induction into the Greater Buffalo Sports Hall of Fame. This honor is a well-deserved recognition of Mike’s remarkable 39-year career with the Bisons and his lasting impact on Western New York sports. From his record-setting tenure as Bisons General Manager to his leadership across the Bisons,



A message from Joe Segarra (continued)

the Northwest Arkansas Naturals, and the West Virginia Black Bears, Mike's dedication and vision have elevated our organization at every level. I invite you to learn more about Mike's impressive career through this [link](#). We congratulate Mike on this well-earned honor and thank him for his outstanding leadership and dedication to our community and the game of baseball.

I, once again, want to congratulate **Jon Dandes on his upcoming retirement**. After 40 years of dedication to Rich's and Rich Entertainment Group, Jon will retire in December. The breadth of Jon's incredible impact on our baseball, catering and entertainment businesses is matched only by the depth of his commitment to the betterment of the Western New York community. It is impossible to adequately reflect the highlights of his extensive career in a few sentences, so I encourage you to explore more [here](#). Please join me in celebrating Jon's outstanding career and thanking him for his many contributions to our success.

On November 21, 2025, we'll officially kick off the season with the grand opening of the **Ice at Canalside**, complete with a festive ceremony and the dazzling lighting of the site. This year promises more ways than ever to celebrate winter together, with Fundraiser Skates on Thursdays, Festive Fridays, and Special Event Saturdays filling the calendar. Pre-sale tickets are already live for public skating, curling, and even our popular heated igloos, ready to provide cozy moments with friends and family.

I am filled with enthusiasm and anticipation for the future of our highly successful **ROAR Logistics**. ROAR's upcoming relocation to 1120 Niagara Street signals a powerful new chapter driven by exceptional growth and post-pandemic success. Taking over the historic 32,000-square-foot Oliver Gear building allows ROAR to preserve a piece of Buffalo's heritage while creating modern space that reflects ROAR's innovative and energetic culture. I look forward to watching this ambitious project come to life as ROAR prepares to join us

on campus over the next 12 to 18 months.

Looking ahead to 2026, we anticipate exciting developments including the **Palm Beach National Golf Club** clubhouse opening, [Cosmic Baseball](#) at **Sahlen Field**, and expanded wedding offerings at **Glen Iris Inn**. These initiatives, along with our continued dedication to excellence in all our endeavors, set the stage for a remarkable year ahead.

We look forward to sharing these exciting developments with you and continuing our journey of bringing friends and families together through unique and memorable experiences.

– **Joe Segarra**





Rich Entertainment Group

Bob Rich's Novel Hits the Silver Screen

On September 3, [Looking Through Water](#), a film based on [Bob Rich's novel](#), made its worldwide premiere with openings in New York, Los Angeles, and of course, Buffalo, at the historic North Park theatre. Presented in association with Rich Entertainment Group and starring Cameron Douglas, Michael Stahl-David, Walker Scobell, two-time Academy Award winner, Michael Douglas, and Emmy nominated, David Morse, *Looking Through Water* crosses generations tied together in past and present through the love of fly fishing. Beautifully filmed in Massachusetts, Mexico and Belize, the film tells a story of healing, forgiveness, and second chances. While not autobiographical, to watch the film is to learn a little bit more about Bob and the themes he cares most about: family, trust, hope, and happiness. Reel in this captivating tale which is now streaming on Amazon, Apple, Direct TV and more!



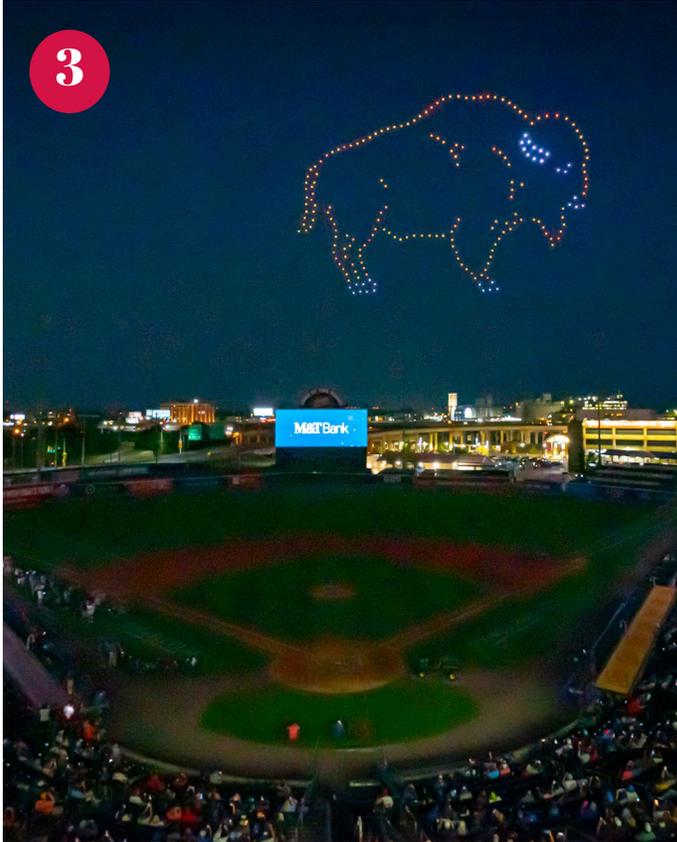
ROAR Logistics

ROAR on the Move: Growth and Success Drives Need for New Headquarters

In September, ROAR announced plans to relocate its headquarters to 1120 Niagara Street, just south of Rich's WHQ campus, within the next 12 to 18 months. Having outgrown their existing location, the move is a reflection of ROAR's overwhelming success and rapid growth post pandemic. The relocation will see ROAR take over the historic 32,000 square-foot Oliver Gear building, originally established in 1892. The building has ample space for ROAR's growing team and the hip, trendy vibe that Bob Rich III was seeking to complement ROAR's dynamic culture. The renovation will preserve the building's character while introducing modern amenities. Currently, the team is fine-tuning office designs while architects and construction partners work to secure permits and sub-contractors. The new space will accommodate ROAR's existing workforce of 90 associates, with room to double operations and customer support functions, supporting future growth across dispatch, operations, and customer service. The project represents a significant investment in ROAR's continued expansion and Rich's commitment to the Niagara Street neighborhood. Stay tuned for updates as the transformation takes shape and the countdown to move-in begins.



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Buffalo Bisons

Another Season of Bisons Baseball Wraps Up in Style

Another exciting season of Buffalo Bisons baseball is officially in the books! This summer, nearly half a million fans packed Sahlen Field to enjoy thrilling games, lively promotions, and standout non-gameday events like the Micah Hyde Charity Softball Game, WYRK's Taste of Country Concert, and the return of the National Buffalo Wing Festival. A true highlight came on August 2nd with the team's first-ever postgame Drone Show, "A Night at the Ballpark," where 200 drones lit up the sky with animations of fan favorites like Buster, Conehead, Celery, and The Earl of Bud. The show's grand finale featured Bills QB Josh Allen soaring over the scoreboard as fans sang along to "Shout"—a perfect MVP ending to an unforgettable night.

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The Northwest Arkansas Naturals

Naturals Fundraising Program Breaks Records in 2025

The Northwest Arkansas Naturals' ticket fundraising program continues to make a meaningful impact across the region. In the 2025 season alone, a record-breaking 229 schools and non-profits participated, helping raise over \$160,000—the highest amount ever generated in a single season. Over the past decade, the program has contributed more than \$1.2 million to local community organizations, reinforcing the Naturals' commitment to giving back and supporting those who support them.



Canalside

Ice at Canalside Returns November 21

Canalside is gearing up for another exciting winter season with the grand opening of the Ice at Canalside on November 21, 2025, featuring a festive opening ceremony and site lighting. This year's lineup includes Fundraiser Skates on Thursdays, Festive Fridays, and Special Event Saturdays, with a [full calendar of events available starting November 1](#).

[Pre-sale tickets are on sale now](#) for public skating, curling, and cozy igloo reservations. In a special partnership with Buffalo Public Schools, 46,000 free skate passes will be distributed to students and faculty for the 2025–2026 season, running through February 22, 2026.

Fall Fest Brings Autumn Fun to Canalside

The Buffalo Waterfront held the second annual Fall Festival at Canalside, attracting 2,000 visitors for a lively day of family-friendly entertainment. Organized in collaboration with Canalside's holding company, Rich Entertainment Group, the event was a resounding success increasing

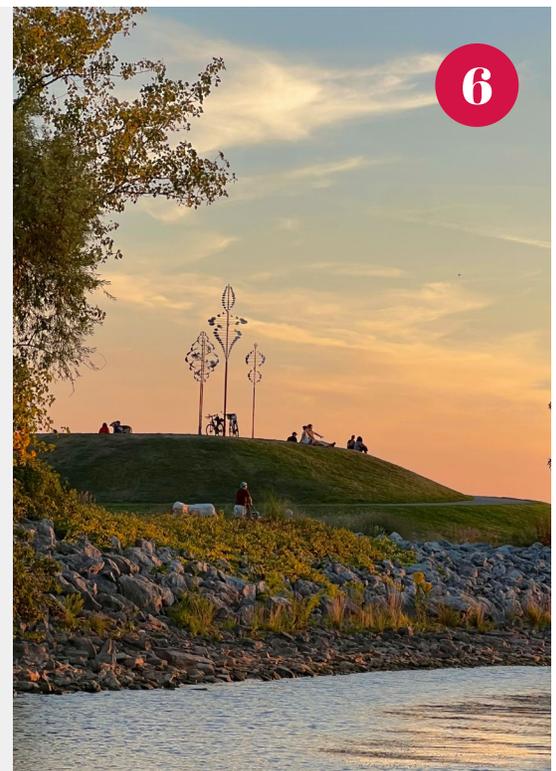


attendance fourfold compared to last year and creating lasting memories for all who attended. The festival featured a range of generous giveaways from various REG brands to boost engagement and spotlighted Frost's on-site product offerings. Guests enjoyed seasonal favorites, including pumpkin decorating, a bounce house, a petting zoo, and a variety of local vendors and activities—all part of a free celebration that welcomed the community to enjoy the best of fall at the Buffalo Waterfront. Thank you to everyone who joined us and made this event a memorable one.

Outer Harbor / Buffalo Waterfront

Outer Harbor Celebrates a Season of Growth and Entertainment

The Buffalo Waterfront marked a major milestone with the re-opening of Wilkeson Pointe following a yearlong renovation. The revitalized public space now features a Mexi-Cali themed restaurant, Buffalo's first Park Golf course, kayak and bike rentals, a new event lawn, and volleyball courts—offering something for everyone. The season also saw the successful wrap-up of the Seneca Casino's Outer Harbor Concert Series on October 10, which expanded from 12 to 22 shows and doubled attendance year-over-year. National performing artists included T-Pain, Megan Moroney, Gavin Adcock, Turnstile, Mariah the Scientist, and the Buffalo Philharmonic Orchestra helped make this the biggest concert season yet.





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Glen Iris Inn

Glen Iris Inn Shines in Award-Winning Spotlight

Letchworth State Park was crowned the [#1 State Park in the United States by USA Today](#), earning national recognition for its breathtaking scenery and outdoor experiences. This acclaim caught the attention of [A Taste of New York – NY1 News](#), an award-winning lifestyle program that showcases the best of dining, travel, and luxury living across the state. The show featured the Glen Iris Inn as the ultimate fall getaway, highlighting its charm and appeal as a premier destination nestled in the heart of “The Grand Canyon of the East.”

Glen Iris Inn Serves Up a Season of Culinary Creativity

This fall, the Glen Iris Inn launched a vibrant lineup of culinary events that drew nearly 400 guests to its scenic setting. Highlights included Brews & BBQ, featuring an upscale menu paired with local beers and ciders alongside live music; Brunch & Buy Local, a celebration of regional flavors and artisan vendors; and the Wine Pairings at Glen Iris series, offering intimate tastings with small plates and Kendall Jackson Family Wines. A special shoutout goes to the Glen Iris team—especially Executive Chef Richard Robinson and Food & Beverage Manager Molly Smith—for their outstanding collaboration and execution of these new events while managing a bustling restaurant and hotel season.

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Sophisticated. Stylish. Spacious.

The Atrium at Rich's is one of Buffalo's most distinctive event venues. Modern architecture meets historic charm in this refurbished, awe-inspiring space designed for dining and dancing. The venue's commanding centerpiece is its three-story fireplace built from reclaimed 19th-century Chicago brick.

WHITE GLOVE SERVICE

Seamless Planning & Flawless Execution

Rich's Catering & Special Events serves as your exclusive partner for all event planning, on-site coordination, and catering at The Atrium. Our concierge approach to service also extends to trusted vendor partnerships for décor, lighting, sound, and more, ensuring a cohesive, stress-free experience.



Event Styles & Setups

- > Wedding with ceremony
- > Wedding with ceremonies over 200 guests
- > Wedding without ceremony
- > Cocktail reception
- > Gala with silent auction
- > Gala without silent auction
- > Proms with dance floor in middle
- > Proms with dance floor by fireplace

Guest Capacities

- *No minimum guest count required
- > Events with dance floor: up to 350 guests
- > Events without dance floor: up to 500 guests
- > Cocktail reception: up to 1,000 guests

Amenities

- > Attentive service and staffing on the day of the event
- > Separate suite for pre-event preparation and light refreshments
- > Complimentary on-site parking
- > High-speed internet access
- > Fully accessible, ADA-compliant facilities
- > Convenient location just off the I-190, minutes from downtown
- > Close to several restaurants and bars

Rich's Catering & Special Events

Rich's Catering & Special Events Rebrands the Atrium

The Atrium at Rich's will release a new standalone brand, including a logo and website, later this year, mirroring sister brand The Powerhouse by Rich Entertainment Group. Previously, The Atrium operated as part of Rich's Catering & Special Events; this strategic change will make it easier for couples, corporations and nonprofit organizations to get to know the downtown venue! The new logo reflects the sophistication and style of the venue, with an elegant font as the focal point. The new website includes optimized copy across a strategic sitemap for search engine success.



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The Travel Team

Travel Team Associate Supports Historic Honor Flight in Washington, D.C.

In October, Christine Hall—a dedicated associate from The Travel Team—traveled to Washington, D.C. as a volunteer with the Buffalo Niagara Honor Flight. Her mission: to support the organization's first-ever all-women's flight, honoring 35 female veterans from Western New York.

These remarkable women, many of whom served in Vietnam, Korea, and the Cold War, were flown to the nation's capital to visit the memorials and monuments that commemorate their service. Christine's involvement reflects The Travel Team's ongoing commitment to giving back and supporting causes that matter deeply to our community.

Her volunteer work not only helped ensure the trip ran smoothly but also brought warmth and gratitude to a group of veterans whose stories

deserve to be heard and celebrated. We're proud to recognize Christine's efforts and the values she represents—service, compassion, and community.

Travel Team Earns Prestigious Virtuoso Chairman's Award

Congratulations to the Travel Team for receiving the Virtuoso Chairman's Award, a distinguished honor recognizing high-performing travel companies across the global Virtuoso network. This exclusive, invitation-only recognition celebrates the most productive and engaged agency leaders and provides a unique opportunity for Agency Management from around the world to connect, collaborate on industry trends, and share best practices for engaging today's travelers. The award highlights the team's exceptional performance and leadership in the travel industry.



The Green Turtle Inn / Kaiyo Grill & Sushi / The Nest BBQ & Sports Bar / GT Catering

Florida Restaurant Group: Service with a Purpose

[Green Turtle Catering](#) delivers large-scale hospitality to two marquee events that raise awareness and funds to preserve a community landmark and its traditions, while driving revenue during the off-season in Florida Keys. In September, swimmers from around the globe participated in the [Swim for Alligator Lighthouse](#), an eight-mile race on open water. The Green Turtle team fueled the celebration and hundreds of hungry swimmers at an awards dinner, positioning REG brands at the center of the community buzz. And, Green Turtle will deliver the full dining experience for more than 200 guests at the [Reignite the Light Gala](#) in November, an annual event that raises vital funds to ensure the 150-year-old beacon, an iconic piece of cultural and natural history, and its surrounding reef remain intact. The event features elevated menus that blend local flavor with fine dining and seamless execution of service under tents and seaside cabanas. Congratulations to the team at Green Turtle Catering for their commitment to feeding a community, creating memorable experiences, and helping protect a lighthouse that has stood watch over Islamorada for generations.



Frost

Sweet Success at Frost Artisan Bakery

Frost Artisan Bakery continues to rise with the addition of its popular cupcake bar, driving steady month-over-month sales growth. Behind the scenes, a talented team—Shannon, Sara, and Jenn—bring passion and creativity to every custom cake, cookie, and flavor innovation. Their dedication to Frost's success shines through in everything they do. The bakery is open Wednesday–Friday from 8 AM to 4 PM and Saturday from 8 AM to 2 PM, with sweet treats also available at Dolly's Tuesday–Thursday. Holiday menus are coming soon and will be posted on social media and in Dolly's. Orders can be placed by email, phone, or in-store.

