



RICH ENTERTAINMENT  
GROUP

SPRING/SUMMER 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 we welcome the vibrant energy of spring and look forward to the warmth of summer, Rich Entertainment Group is excited to share a lineup of upcoming events that will bring us together and create lasting memories.

First, thank you to all of you who took the time to provide open and honest feedback on the recent Engagement Survey. Your survey participation demonstrates your commitment and helps us understand what we're doing well and where we have room to improve. The insights you've shared will play a crucial role in shaping our future decisions and initiatives. Together, we'll continue to foster a culture of growth, collaboration, and continuous improvement. Thank you for your ongoing dedication and for being a vital part of our journey forward.

As we reflect on our recent milestones, I want to take a moment to express my heartfelt appreciation for the extraordinary efforts of the Rich's Catering & Special Events team in making this year's Founder's Day events and our 80th anniversary truly remarkable. Your meticulous coordination and expertise in managing the logistics, along with the seamless recovery for each event, demonstrate the tremendous commitment and passion that define our team. I am immensely proud of all of you and grateful for your unwavering dedication to excellence.

A new baseball season is underway for the Rich Baseball Organization and is jam-packed with family-friendly events. Please mark your calendars to celebrate Opening Day at Sahlen Field on **Friday, March 28, at 2:05 p.m.**, as the

Herd faces off against their closest rivals, the Rochester Red Wings. Opening Day for the Northwest Arkansas Naturals is set for Tuesday, April 8th, and Tuesday, June 10th, for the West Virginia Black Bears.

Cheer on your colleagues from ROAR Logistics, Rich's Catering and Special Events, and The Travel Team as they make for an exciting summer lined with special promotional events and fabulous giveaways with special First Pitch events at a Bison Baseball game! Join us on **June 29th** for a chance to win a top-notch Pickleball Paddle generously sponsored by ROAR Logistics. Celebrate the spirit of summer on **July 18th** with our Christmas in July event, featuring a charming Snow Globe giveaway courtesy of Rich's Catering and Special Events. Finally, don't miss out on **August 19th**, when you can snag a stylish Leather Luggage Tag sponsored by the Travel Team. Be sure to participate in these fun events and take home some fantastic prizes!

I want to congratulate, Bob Rich III and the entire ROAR organization for being honored as the NASTC Best Broker of the Year in 2024. This remarkable achievement is a testament to ROAR Logistics' evolution into a world-class logistics company, where they set new standards for excellence through superior customer service, innovative technology, and a keen focus on their clients' unique needs. With an impressive average of 1,700 shipments each week, this team is truly raising the bar in the logistics industry. I eagerly anticipate the exciting future ahead as ROAR continues to achieve greater successes and growth in the years to come!

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## A message from Joe Segarra (continued)

I am thrilled to celebrate the remarkable achievements of our Canalside team this winter season. We witnessed a 15% increase in attendance at the Ice at Canalside, surpassing 50,000 visitors for the first time since 2021—an exciting milestone! Our expanded events and programming not only enriched the experience but also garnered significant media attention, resulting in three times more broadcast coverage compared to last year. The success of our family-friendly activities is evident in the impressive participation numbers: 2,348 riders on ice bumper cars, 2,574 curlers, 2,876 bookings for igloos, and a 63% increase in ice bike riders with 814 participants. These achievements reflect our commitment to creating a vibrant and engaging community and highlight the growing interest in winter activities. Thank you all for your hard work and dedication in making this season a success!

To our 500+ associates at Rich Entertainment Group, thank you for your unwavering dedication and exceptional hard work. Your passion and commitment are the driving forces behind our continued success, and I am truly excited about the incredible heights we will reach together. To our valued Rich's Food Group associates, thank you for your continued support of our REG business. Together, let's make this summer season one to remember!

Stay tuned for exciting updates on Engage, as well as new developments coming your way.

– **Joe Segarra**



## ROAR Logistics

ROAR Logistics has been honored with the title of NASTC Best Broker of the Year for 2024! This remarkable achievement is particularly special as it marks the second time the company has received this prestigious award, making ROAR the only second freight broker in history to do so, following their first win in 2018. The award was presented on November 7 at the Omni Hotel in Nashville, with ROAR's CEO and Founder, Robert E. Rich III, along with Lee Vento and Kevin Pifer, proudly representing the company at the ceremony. "A huge thank you to our dedicated team and loyal clients for making achievements like this possible. We look forward to even greater success and continued growth in the years ahead!" said Bob Rich III, Founder and CEO, ROAR Logistics.



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## Buffalo Bisons

If you missed the chance to grab your complimentary Opening Day tickets at Founder's Day, there's good news! You can [claim your complimentary tickets here!](#)

Buffalo-based associates can receive up to two FREE Bisons Baseball tickets to celebrate the beloved holiday of Opening Day at Sahlen Field on Friday, March 28, at 2:05 p.m., as the Herd faces off against their closest rivals, the Rochester Red Wings.

Additionally, to keep the family fun going throughout the season, RPC associates can enjoy a 36% discount (equivalent to \$8 OFF a \$22 ticket) on all Bisons Single-Game tickets, including for events like the team's Star Wars Night (May 31), Father's Day game (June 15), 'The Natural' celebration night (July 19) and their postgame Drone Show (August 2) as part of Women in Sports Night. Check out the team's entire [2025 Promotional Schedule here](#), and then access your discounted tickets for any of the team's 75 home games [through this link](#).

A big thank you to all the RPC associates who participated in the 'Hit a Home Run with CoPilot' competition for this year's Founder's Day. Your creativity and innovation really came through as associates used the great AI tools at their disposal to create alternate identities for the Bisons like the 'Buffalo Exchange,' 'Electric City Titans,' and 'Queen City Cup & Char!' But your favorite as voted on at Founder's Day was Bryan Moscato's 'Buffalo Thundersnow!' Congrats Bryan and good luck with your Ceremonial First Pitch at a Bisons game this season!



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## West Virginia Black Bears

The Black Bears, who moved from Jamestown, New York, in 2015, will celebrate their 10th anniversary season this year at Kendrick Family Ballpark. The team's home opener is set for Tuesday, June 10th.

Congratulations to manager David Carpenter on being named the new manager of the Jacksonville Jumbo Shrimp! In his two seasons with the Bears, the West Virginia native led the team to an 81-66 record and an MLB Draft League title in 2023. We're sad to see you go, but we're happy to watch you succeed. Good luck in Triple-A, Carp!





# The Northwest Arkansas Naturals

Professional baseball in Northwest Arkansas is arriving soon as the Northwest Arkansas Naturals will host the Frisco RoughRiders (Double-A Texas Rangers) on Tuesday, April 8th at 7:05 p.m. for Opening Night at Arvest Ballpark. The team begins the season on the road in Tulsa on Friday, April 4th. The 2025 schedule consists of 69 home games and is packed full of fun as it features 18 post-game fireworks shows – including a home game on the Fourth of July – and popular theme nights like: Peanuts Night, Harry Potter Night, Star Wars Night, and Growlin’ Chickens Weekend.

Arvest Ballpark, home of the Northwest Arkansas Naturals, will be receiving some facility improvements for the 2025 season. As part of the Naturals partnership with the City of Springdale, the club will be expanding the ballpark netting to each of the foul poles, adding new carpet, flooring, and lights to the home clubhouse, repairing some areas of the ballpark canopy as

well as pressure washing the exterior stone of the ballpark.

The Northwest Arkansas Naturals would like to highlight some internal promotions as well as a new addition to the full-time staff. **Adam Annaratone** was recently promoted to Game Day Production Manager after serving as the club’s Creative Services Coordinator since 2017. **Tucker Crumpler** was also recently promoted to Marketing Coordinator after serving as an Account Executive since being hired following the 2024 season. Tucker first started with the organization as a Game Day Intern in 2023 then was a Marketing Seasonal Intern in 2024 before joining the full-time staff. In addition to these promotions, **Alex Kern** was hired as an Account Executive in February. Alex was a Marketing Seasonal Intern with the Naturals in 2024 having worked for Delaware North’s Patina Restaurant Group prior to that.

# Glen Iris Inn

Glen Iris is excited to announce its reopening for the season on Thursday, May 1st! Reserve your spot for our special Spring package, featuring a \$99 dining room credit each night for accommodations available from Opening Day through June 20th, Monday to Thursday. Don’t miss out on the vibrant activities at Glen Iris, including the delightful Brunch & Buy event on August 24th, showcasing brunch reservations and a charming market with local vendors; our Brews & BBQ event on July 20th, featuring live music, local cider and craft beer, and a delectable upscale Southern BBQ menu; and a series of exquisite small plate and wine pairing events throughout the spring and summer. [Make your reservations now!](#)





# Canalside / Outer Harbor

Wilkeson Pointe will be re-opening on Memorial Day Weekend after a State funded redevelopment project that includes a new food and beverage concept, event lawn, expanded parking, and a park golf course. In addition, kayak and bike rentals, fitness classes, the beach, and volleyball courts will return as well.

Canalside will host the Bicentennial Celebration of the Erie Canal with summer-long historical programming, art installations, and special events.



The Buffalo Waterfront will host a series of philanthropic 5ks and fundraisers as well as hosting the Spring Sweep with the Buffalo Niagara Waterkeeper. Shows include the Barenaked Ladies, Wallows, Megan Moroney, Simple Plan, and many more! [All events can be found here.](#)

# The Travel Team

The Travel Team’s associate-focused private website is dedicated to the [Rich’s Travel Program](#). The Rich’s microsite provides a wealth of information on all things travel, including the Rich’s corporate travel program details, Rich’s preferred suppliers, FAQs, and details on how The Travel Team supports Rich’s meeting planners. In addition, the site contains the latest exclusive vacation offers and access to a self-service vacation site that leverages The Travel Team and Rich’s negotiated rates and deals. You can also access the private website via the new EnRich Café Travel Page.



THE TRAVEL TEAM



## THE CRISIS24 HORIZON

This platform offers critical pre-travel insights, including real-time safety risks for global destinations, travel advisories, health and safety tips, and a 24/7/365 emergency hotline— ensuring your safety is always our priority. To get started, log in to the Crisis24 Horizon platform by visiting the Rich’s Travel Program private website, exclusively for Rich’s associates. Here, you can find instructions on accessing both the desktop and mobile versions of Crisis24 Horizon and recorded training sessions to guide you through the platform’s features.

You can also find a link to the Rich’s Travel Program website through the redesigned [“Travel Hub”](#) page on Enrich Café (located under Find It > Get Help/ Resources). Once logged in, you can access a comprehensive dashboard with up-to-date travel security information, offering an intuitive and seamless experience. This tool is available to all traveling associates of Rich’s and Rich Entertainment Group (REG) within the United States and Canada.

