



**RICH ENTERTAINMENT**  
GROUP

**SUMMER 2024 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 transition from spring into the vibrant summer season, we are excited to bring you a host of events and activities that promise fun and memorable experiences for the whole family. At Rich Entertainment Group (REG), we have something for everyone, from Broadway productions to culinary delights, sporting events, and beyond. Let's dive into the exciting happenings and special offers waiting for you this summer!

First and foremost, we are thrilled to announce that our latest Broadway production, *Water for Elephants*, has received an impressive seven Tony Award nominations! Kudos to Mindy in bringing this masterpiece to life, and a special thank you to Jenna Rich and her digital marketing team for their stellar promotional efforts. If you haven't seen it yet, now is the perfect time to book your tickets and witness this must-see production!

For our golf enthusiasts, Palm Beach National offers a summer treat from June to September: enjoy a free round of golf with a cart fee of just \$19. Plus, don't miss the opportunity to experience our new Toptracer range for free all year with the purchase of range balls. With our brand new clubhouse featuring a full-service bar and restaurant set to open this season, it's the perfect time to visit and enjoy the pristine greens.

In Islamorada, our culinary teams at Green Turtle Inn and Kaiyo Grill and Sushi recently took top honors at the prestigious Taste of Islamorada event. Our award-winning conch chowder is a testament to our commitment to quality and local flavors. Enjoy a culinary getaway and take advantage of a 15% discount on meals and a 30% discount on wine and liquor bottle purchases at The Nest. Remember, when you book with our Travel Team, travel service fees are waived for associates.

Baseball fans, get ready to cheer for the Buffalo Bisons as they take the field as 'Lucas de Buffalo' on July 25th, and September 6th. This special team identity celebrates Hispanic and Latino cultures in Western New York. Use our RPC associate link to purchase discounted tickets and join in the fun!

In Northwest Arkansas, the Naturals are in full swing with their 2024 season. From visiting local schools to hosting fundraisers, the team is deeply involved in the community. Back in March, the Northwest Arkansas Naturals hosted the Kansas City Royals in an exhibition game at Arvest Ballpark, which sold out almost immediately and brought a historic night of Major League Baseball to fans. The game featured the Royals' starting lineup, including several former Naturals stars like Salvador Perez and Bobby Witt Jr.

Join the West Virginia Black Bears for an exciting season starting June 4th, featuring special giveaways and fireworks. Associates can use coupon code RICH24 for 50% off walk-up ticket prices. Make the most of your visit to Morgantown with our guide, "Making the Most of Game Day." As a Rich's associate, remember to take advantage of waived travel service fees when you book with the Travel Team.

We are excited to introduce "Crafted by Rich Entertainment Group", our new catering division supporting events at Great Point Studio and beyond. From weddings to popular local spots like Outer Harbor and Canalside, our mobile kitchen is ready to serve you.

And don't forget to visit our friends at Frost Artisan Bakery, located right across the street

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# A message from Joe Segarra (continued)

from our main headquarters for delightful pastries and convenient grab-and-go cakes for any celebration. In more news, Frost Artisan Bakery has secured a new partnership with The Ridge restaurant in west Seneca, providing their signature desserts, including our beloved sponge candy cheesecake, flourless raspberry chocolate torte, and special cheesecake flavors of the month. Building on this success, we will also be expanding our menu offerings at The Ridge to include even more delicious dessert options, as well as providing custom desserts for private events held at the restaurant. Furthermore, we are excited to share that we will be providing custom cutout cookies and a variety of desserts to the Buffalo Bisons suites throughout the season.

As always, The Travel Team continues to offer a fantastic perk - waived travel service fees when booking with them! As a valued Rich's associate, I encourage you to take advantage of this benefit by visiting our wonderful properties, including the restaurants in Islamorada, our baseball teams in Northwest Arkansas and West Virginia, and our Golf course in Palm Beach. Not only will you enjoy a stress-free and unforgettable trip, but you'll also receive exclusive discounts as an associate. Continue reading below to learn more about how you can experience the best of REG hospitality.

Our new event space, Terminal B at the Outer Harbor, is now open! This state-of-the-art events

center has transformed a previously vacant structure into a vibrant outdoor space, offering stunning lake views and a canopied stage for various events and performances. With its flexible layout, Terminal B will host a range of activities, including the Outer Harbor Live Concert Series, not-for-profit events, and cultural organization gatherings. I am proud of our team's efforts to reclaim 7 acres of contaminated property and provide additional public access to this beautiful area. Join us this summer for the Outer Harbor Live concert series and other exciting events like the Pride Festival and the Canalside Children's Book Festival.

Finally, Glen Iris is open for the season! Enjoy dining at Caroline's Courtyard- reserve your spot now for an unforgettable evening. Celebrate Father's Day on June 16th, reservations available for Breakfast Buffet, Lunch and Dinner.

We look forward to seeing you at our events and venues this summer. Come out, enjoy the family-friendly activities, and make lasting memories with Rich Entertainment Group.

Sunny Regards,

Joe Segarra  
*President, Rich Entertainment Group, SVP Finance and Family Office, Rich Holdings*



## Theater Productions

REG is thrilled to announce that our latest Broadway production, [Water for Elephants](#), has received an impressive 7 Tony Award nominations! As a lead producer, Mindy played a key role in bringing this production to life. Additionally, a special thank you to Jenna Rich and the digital marketing agency for their outstanding work on promoting the show. If you haven't had the chance to see *Water for Elephants* yet, I highly recommend [booking your tickets](#) now - it's a must-see!

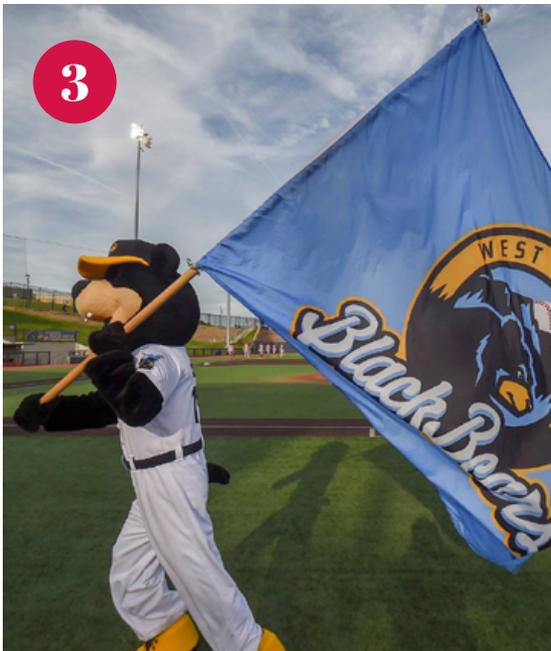


## Palm Beach National

Summer is here! As a valued RPC associate, we're excited to announce a special treat just for you. From June to September, enjoy a free round of golf with the purchase of a cart fee for just \$19 at [Palm Beach National](#). Plus, experience the thrill of our new Toptracer range for free all year round with the purchase of range balls (bucket sizes ranging from \$5 to \$20). Take advantage of these amazing deals and make the most of your summer!

Come visit REG's pristine golf course! As a Rich's associate, when you make your reservation through the Travel Team, you'll enjoy waived travel service fees.

Additionally, our brand new clubhouse is taking shape at Palm Beach National Golf Club, featuring a full-service bar and restaurant with state-of-the-art InRange technology. We're looking forward to a grand opening this upcoming season.



## West Virginia Black Bears

Join us in celebrating the start of an exciting season with the [West Virginia Black Bears](#) on June 4th! To kick things off in style, the team will be treating fans to a special branded magnet giveaway during the thrilling post-game fireworks show, generously sponsored by WVU Medicine. Associates can use coupon code RICH24 for 50% (\$8 tickets) off walk-up prices. [Purchase your discounted tickets here!](#)

As a valued Rich's associate, when you book with the Travel Team, you're entitled to waived travel service fees. For ideas on what to do when visiting Morgantown, check out REG's, "[Making the Most of Game Day: Things to Do in Morgantown, WV.](#)"



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## Buffalo Bisons

The lights at Sahlen Field will never shine brighter than for three games in 2024 when the [Buffalo Bisons](#) take the field as 'Luces de Buffalo,' a new alternate team identity developed in conjunction with the Hispanic Heritage Council of WNY to celebrate the history of and bring awareness to the many amazing Hispanic and Latino cultures living and thriving in Western New York. Luces de Buffalo, or 'Lights of Buffalo,' is part of Minor League Baseball's successful initiative '[Copa de la Diversión™](#)' ('Fun Cup™') that aims to embrace the culture and values that resonate most with team's local Hispanic/Latino communities. A new logo and jersey design featuring the Taino symbol for sun/light and elements celebrating the City of Buffalo and the 1901 Pan-American Exposition will be worn by the Luces de Buffalo team for their games on July 25 and September 6. Use the special RPC associate link to purchase discounted tickets and see the 'Luces de Buffalo' in action. [Claim Your Tickets Here!](#)

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## Northwest Arkansas Naturals

The [Northwest Arkansas Naturals](#) 2024 season is underway! The team kicked off their regular season on April 5th and will play 69 home games at Arvest Ballpark, concluding on September 15th. The Naturals have been busy in the community, visiting 21 local schools and organizations with their mascot "Strike the Sasquatch" and donating over \$10,000 in value to those organizations. Additionally, their in-park ticket fundraiser has raised over \$31,000 for local school and non-profit groups.

The Northwest Arkansas Naturals hosted the Kansas City Royals in an exhibition game at Arvest Ballpark on March 25th. The event sold-out almost immediately and provided a historic night for the Northwest Arkansas community as Major League Baseball came to Arvest Ballpark. It was a fantastic night for the fans as the Kansas City Royals had their starting lineup in uniform including many former prominent Naturals like Salvador Perez and Bobby Witt Jr. The Royals won the exhibition game by a 7-1 final.



# Florida Restaurants

We are delighted to share the exciting news that [Green Turtle Inn](#) and [Kaiyo Grill and Sushi](#) have recently achieved top honors at the prestigious Taste of Islamorada event, hosted by the esteemed Islamorada Chamber of Commerce during the vibrant “Island Days” celebration.

Our culinary experts astounded the judges with our renowned “Best Conch Chowder” dish, a beloved Keys classic crafted with tender conch meat sourced directly from the pristine waters of the Bahamas. The conch, a cherished symbol of the Caribbean, is federally protected in the Florida Keys, leading us to responsibly procure this delectable ingredient from the thriving Bahamian islands. It’s worth noting that natives of the Florida Keys are affectionately known as “Conchs,” further adding to the local significance of this culinary triumph. This esteemed accolade underscores our unwavering dedication to delivering unparalleled quality and celebrating the rich tapestry of local flavors.

Furthermore, we are thrilled to announce that our [catering services](#) will be extending our culinary excellence to several upcoming



fundraisers in Islamorada. Notably, we will be providing delectable food and beverage offerings for the esteemed “Swim for Alligator Lighthouse” event in September. This remarkable initiative aims to support area high school scholarship programs, aligning perfectly with our commitment to community engagement and making a meaningful difference in our beloved Islamorada.

Escape to the beautiful island of Islamorada! As a Rich’s associate take advantage of waived travel service fees when you book with the [Travel Team](#). Enjoy a culinary getaway at the Green Turtle Inn Restaurant, Kaiyo Grill and Sushi Bar and the Nest. Associates also receive 15% off their meals when dining at REG’s Green Turtle Inn Restaurant and Kaiyo Grill and Sushi Bar. Plus, 30% off wine and liquor bottle purchases at the [Nest](#).



## Canalside / Outer Harbor

We’re thrilled to announce the debut of Terminal B, our brand-new event space at the [Outer Harbor](#)! This stunning venue will be the hub of our exciting Outer Harbor Live concert series. Our inaugural show kicked off on May 24th and was a sold-out success. We’re also proud to introduce our new food and beverage partnership with Resurgence Brewing and Nick Charlaps Ice Cream at [Canalside](#). Looking ahead, we have a packed calendar of larger events lined up, including the Outer Harbor Live Concert Series, Pride Festival, Irish Festival, Asian Cultural Festival, Festival of India, Canalside Children’s Book Festival, and Touch a Truck. For more information on these and other exciting events, [visit our website](#).



# Campus Food Service / Frost / Powerhouse

CFS will soon launch a new catering division! "Crafted by Rich Entertainment Group," will support Great Point Studio, located across from our main headquarters with craft service catering. The mobile kitchen also has plans to be used at various events, including weddings, RPC associate events, and popular spots like Outer Harbor and Canalside. We're thrilled to bring this new service to REG and look forward to sharing more details in the coming weeks!"

Wedding season is in full effect, and we continue to be very busy with weddings at the [Powerhouse](#). Including hosting more than 2,000 event goes for the Buffalo Wedding Magazine Wedding Show.

Discover a delightful treat right across the street from our main headquarters at [Frost Artisan Bakery](#)! Whether you're planning a small gathering, a grand wedding, or simply celebrating life's little moments, Frost Artisan Bakery is here to



make your special day even sweeter. Indulge in their daily selection of freshly-prepared pastries, including cookies, tarts, tortes, cannolis, cupcakes, cheesecakes, and convenient grab-and-go cakes for any celebration. Plus, as a valued RPC associate, you can enjoy a sweet deal with 5% off your purchase. Visit Frost Artisan Bakery today and savor the sweetness of every moment!



## Glen Iris Inn

We're thrilled to announce that [Glen Iris](#) is now officially open for the season! Be sure to visit Caroline's Courtyard, where you can enjoy a lovely afternoon or evening out with friends and family. To secure your spot, make dining reservations through our website today.

Additionally, we're proud to be supporting the Autism Nature Trail in Letchworth State Park, as part of the Rich Family Foundation's initiative to create the nation's first ADA and ASD-compliant trail. Learn more about our involvement in REG's, "[Letchworth State Park Creates the Nation's First ADA and ASD Compliant Trail with Support from Rich Family Foundation](#)"



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## Bob Rich III – ROAR Logistics

### ROAR Logistics Achieves Industry Recognition: A Note from President Bob Rich III

Good Morning ROAR Crew,

I am excited to share with all of you some amazing recognition received around the company from our customers. Congratulations to each and every one of you for the outstanding accomplishments achieved by our associates from around the company in different divisions and locations. Your dedication, hard work, and commitment to excellence have once again differentiated ROAR Logistics from the competition.

First of all, let's give a round of applause to our SoCal office under the direction of Marc Sandoval for their exceptional achievement in being named the Intermodal Carrier of the Year by DHL. This prestigious recognition not only reflects the proficiency and reliability of our intermodal services but also underscores the trust and confidence that our partners like DHL place in us. Your unwavering dedication and commitment to delivering excellence sets a benchmark for the entire industry to aspire to.

Next, I would like to extend my congratulations to our international group under the direction of Donna Wzyzkowski for their remarkable feat in being recognized by customer Gamber Johnson with their Outstanding Achievement Award. This accolade is a testament to the relentless pursuit of excellence, innovation, and customer-centric approach embedded within the core of our operations. Your tireless efforts in exceeding customer expectations have not only earned us recognition but also fortified our reputation as a trusted logistics partner on a global scale. I also want to give a special shout out to Chris "Coach" Aquino for his hard work on this account. When I spoke to their President this morning, he couldn't say enough about Chris and his commitment to them.

Last but certainly not least, let's hear it for our Houston, TX office and their sales and operations

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## The Travel Team

Travel Team associates demonstrated their commitment to giving back by serving as Meal Makers at the Buffalo Ronald McDonald House. Every month, this vital program allows our team to prepare a warm and comforting dinner for the families who call the House home. The menu featured a delicious chicken divan, fresh Spring Salad, and savory rice, accompanied by a sweet assortment of cookies.

[The Travel Team](#) has you covered this summer season for all your travel needs. Whether you're flying near or far, be sure to use the trusted travel professionals to ensure your trip is stress free and unforgettable. As always, Rich's associates have all services fees waived. Take advantage of this perk and plan your dream summer vacation with The Travel Team today! Associates can view exclusive leisure/vacation travel offers on The Travel Team website or call 716.862.7731 to speak with a leisure advisor to plan your next trip.

## ROAR Logistics Achieves Industry Recognition: A Note from President Bob Rich III (continued)

teams under the direction of Aubrey Moreno for their commendation by their customer Kuraray for scoring exceptionally high on their customer scorecard. This commendation reaffirms our unwavering commitment to providing unparalleled customer service and satisfaction. Your diligence, attention to detail, and commitment to excellence have not gone unnoticed, and I am immensely proud of the "World Class" performance demonstrated by each member of the Houston team.

These remarkable achievements underscore the collective efforts, resilience, and dedication of our entire team towards a shared vision of excellence. They serve as a testament to our relentless pursuit of customer satisfaction and unwavering commitment to delivering unparalleled service at every touchpoint.

As we celebrate these milestones, let us also remember that, 20 years into our journey, the pursuit of the "Perfect Order" is ongoing. Let's continue to push the boundaries, challenge ourselves, and strive for excellence in everything we do. Together, we are redefining customer service by surpassing customer expectations and setting the standard of excellence in the logistics industry.

Once again, congratulations to all on these remarkable achievements! Let's continue to ROAR louder than the competition, united in our pursuit of excellence.

Keep Em Rollin'!

Bob III