



### A message from Joe Segarra, President of Rich Entertainment Group, and Senior Vice President of Finance and Family Office for Rich Holdings, Inc.

As I reflect on 2022, nearly every entity in our portfolio performed well in the fourth quarter, fueling our strong financial results to close out the year. Beyond the numbers, we have felt and experienced the re-emergence from the pandemic as our travel and catering businesses were bustling over the last quarter. Further proof that people are ready to return to active travel, sport, and social life were the outstanding end-of-year reports from Palm Beach National, which is on pace to have another record year.

We had a December to remember in Buffalo when the devastating blizzard paralyzed the city and wiped out the most highly anticipated and busiest season at the Waterfront. The silver lining of this severe weather event was that our associates enjoyed the unexpected gift of being safe at home

with their loved ones during the holidays. Opening this quarter, Frost Artisan Bakery at 1197 Niagara Street is our completely reimaged boutique bakery. Please join me in congratulating Pastry Chef Jasmine Hidalgo on the successful opening. Read on to learn more about our newest REG business.

Looking ahead to 2023, I eagerly anticipate a more robust return to "normal" and some exciting news and events across our businesses. Stay tuned for upcoming activities at the Ballpark, Buffalo Waterfront, Dolly's Café, and so much more. Finally, congratulations to Bob Rich III and the ROAR team for their many successes as they celebrate their 20th anniversary later this year. I am very excited about what the future has in store for them as they embark on their next 20 years.



## 1 Glen Iris Inn

Winter is an extraordinary time to visit Glen Iris Inn and explore the majestic waterfalls as they rush and tumble through the frosty seasonal air. Book your stay at one of the Inn's [rental homes](#) and enjoy a special BOGO promotion through March. Spring will mark the opening of Caroline's Courtyard, the new outdoor dining area. Join us on the patio beginning in May!

This year, Glen Iris is proudly participating in Literacy West. This non-profit organization helps strengthen literate communities throughout all of New York State through technical assistance, training, and advocacy for adult literacy. Glen Iris will donate food, time, and training on running a food truck to train at-risk people in the restaurant and hospitality industry.



## 2

### Buffalo Bisons

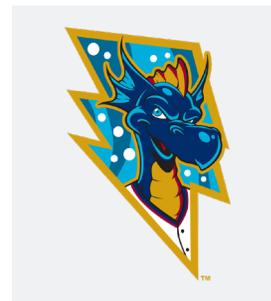
The Herd recently unveiled a new logo designed by Marvel animators specifically for the next installment of the popular [Marvel's Defenders of the Diamond](#) series in 2023 (May 19 and September 9 at Sahlen Field). In 2022, the Bisons joined more than 90 minor league baseball teams in collaboration with Marvel comics. With numerous shipments nationwide, the new 'Marvel-inspired' Bisons logo is the best-selling Marvel logo in the minor league baseball program for hats and apparel. The Bisons are working to incorporate the new logo in specialty on-field jerseys for this season and fan merchandise. The Defenders of the Diamond Games are just part of a jam-packed promotional schedule for the team, now available at [Bisons.com](#).

## 3

### Northwest Arkansas Naturals

The first pitch will be thrown at Arvest Ballpark on April 6. Fans will enjoy exciting promotional events throughout the 2023 regular season featuring 17 firework displays, five collectible bobblehead giveaways, and a special firework show for the Fourth of July home game.

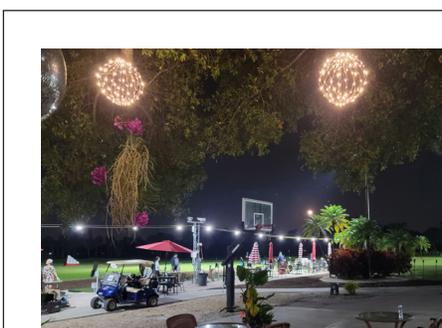
Congratulations to Dustin Dethlefs, Senior Director of Marketing, and Morgan Helmer, Senior Director of Retail, Licensing, and Event Experience, who were both recently promoted to their current positions. Shawn Murnin will broadcast on-field action to fans as the new 'Voice of the Naturals' for the upcoming season.



## 4

### West Virginia Black Bears

The Black Bears stepped up to the plate to combat hunger in the greater Morgantown community with "The Bear Necessities for a Good Cause," a month-long food drive throughout February to benefit Pantry Plus More, a non-profit organization that provides non-perishable food items and other essential products to public school children and their families with an in-school pantry. Their in-school pantries are in eleven elementary and middle schools, serving hundreds of families in Monongalia County. The Bears organized four drop-off events at partner organizations, and donors received ticket vouchers and discounts at participating locations. Everyone who participated in the food drive was entered into a raffle for 2023 season tickets, merchandise, memorabilia, and more. You can read more about the food drive, the first of many community events planned for the Black Bears' 2023 season, [here](#).



## 5

### Palm Beach National

Sales continue to exceed our expectations on the National's new state-of-the-art driving range featuring Toptracer ball tracking technology and illuminated nighttime golf with virtual experiences. The Toptracer technology inspired the Smash Golf Tour, which gives golfers of all skill levels a shot at a fun and fair competition. The club continues to tee up monthly Glow in the Dark Golf events, transforming the back nine holes into a laser light experience featuring a 2-person scramble under the stars with glow balls. Efforts to make Palm Beach National a premier golf destination are paying dividends, as the club is enjoying an impressive 90+% recommendation rating on Golf Advisor.

The National's Pops and Jr Youth Foundation continue to deliver on its promise to create a world of opportunity by introducing golf to kids through free, twice-weekly clinics for youth ages 3-17.



# 6

## Catering Food Service



On the heels of a very successful year in 2022, the Catering team will kick off this year's wedding season with an extraordinary showcase event at the Powerhouse on April 30 in partnership with Buffalo Wedding Magazine. The team will share its success with the Buffalo community by sponsoring another breast cancer awareness yoga event at The Powerhouse in partnership with Buffalo Rehab and Rosewell Park and by sponsoring Buffalo Spree's Best of WNY event to benefit Feedmore of WNY.

Long-time team member Erin Rozak transitioned to a new role as the Powerhouse Administrative Assistant & Content Creator for CFS after working for 15 years in various capacities with the Catering & Special Events team.



# 7

## Frost Artisan Bakery

Frost is the newest addition to the REG family. Opening on February 8 at 1197 Niagara Street in Buffalo, NY, Frost offers custom homemade specialty celebration cakes and desserts for all of life's memorable moments, including freshly made tarts, cakes, pastries, danishes, scones, cinnamon rolls, homemade brownies, and artisan cookies. Like so many of the delectable products you'll find in their bakery case, Frost is starting from scratch with a new team, new menu, and new name. Check them out on [Facebook](#), [Instagram](#), and in-store for mouth-watering monthly specials. And get to know Chef Jasmine and her vision for the bakery in a [recent interview](#). Some of you may even recognize Jasmine from her days working in Dolly's Café in the late 2000s. Please welcome Jasmine and her extraordinary talents back to Rich's!

# 8

## Green Turtle Inn Restaurant



In honor of the iconic Islamorada restaurant's 75th anniversary, the team at Green Turtle Inn Restaurant chose to pay it forward by raffling off a gift basket with proceeds to benefit relief efforts for victims of Hurricane Ian, which devastated Florida's west coast in late September 2022. Later this year, the annual Baptist Health Foundation Cocktail Party will be hosted and catered by the Green Turtle to thank the donors who support Baptist Health's mission of excellence in healthcare, technological and equipment advancements, cutting-edge research, and education for their medical staff.

Terry Nickels, Senior Manager and Financial Analyst, recently celebrated her 20th year with Rich's. Terry moved to Islamorada from Cleveland in 1985 and began working for Rich's restaurants, Green Turtle and Kaiyo Grill, in 2002. While her primary responsibilities include accounting and human resources, Terry supports all areas of the business. She's a leader and team player and doesn't hesitate to bus a table when the restaurant is booming. Some of Terry's greatest memories at the Green Turtle are when Guy Fieri filmed Diners, Drive-Ins and Dives, and when Jimmy Buffet regaled patrons with tropical tunes for two nights. Congratulations, Terry, on your impressive 20-year milestone with the company. Here's to many more successful years ahead!



# 9

## Buffalo Waterfront

The Ice at Canalside has seen a strong resurgence after the Blizzard of '22. A staggering 14,000 visitors enjoyed the rink throughout January. The waterfront rink has hosted a Pride Skate to benefit the Pride Center of WNY and a fundraiser for the American Heart Association that raised \$1,200 in honor of injured Buffalo Bill's player Damar Hamlin. The [Backyard Classic](#) pond hockey tournament returned to Canalside on February 4th and 5th, and all proceeds support the Oishei Children's Hospital.

In partnership with ROAR Logistics, the Ice at Canalside hosted a series of Community Skate programs where families from the YMCA could attend a learn-to-skate class free of charge and enjoy a day on the ice.

Lace up and enjoy all kinds of winter fun, including public ice skating, curling, ice bikes, and ice bumper cars, as well as these promotional campaigns through the end of February with special [hours of operation](#) during the last week of February:

- Wednesday - [Paula's and a Pint Night](#)
- Thursday - [College Night](#)
- Friday - [Theme Night](#)



# 10

## ROAR Logistics

The team at ROAR continued on its successful journey by closing out 2022 with both record sales and profit. To support their continued growth, ROAR is focused on attracting talented sales and operations associates through targeted marketing campaigns emphasizing the unique attributes that make ROAR a great place to work. A new quarterly video will support internal communication efforts to share business results, priorities, associate accomplishments, and other relevant news and information.

This winter, ROAR is sponsoring a community skating program at Canalside, giving more Western New Yorkers the opportunity to enjoy seasonal activities that promote health, wellness, family, and fun.

# 11

## The Travel Team

The Travel Team is now a member of Virtuoso®, a leader in luxury experiential travel, unlocking a world of exclusive access, rarified travel experiences, and unparalleled value to clients. TTT advisors now have direct access to thousands of the world's finest hotels, resorts, spas, cruise lines, airlines, tour operators, and premier destinations. Don't forget that service fees are waived for Rich's associates. Call [TTT](#) today to begin planning at 716-862-7731.



Leisure & Luxury Travel Specialist, Christine Hall is a volunteer travel coordinator for [Buffalo-Niagara Honor Flight](#). This organization takes veterans to the Washington, DC, memorials erected in their honor. Mission #13 will be traveling with 45 veteran heroes from WWII, and the Korean and Vietnam wars, living in the seven counties of Western New York; Potter, McKean, Erie, and Warren Counties of Pennsylvania; and Southern Ontario, Canada. Rich's Better our Communities Council sponsored one veteran on this mission and others in the past. Let's give these veterans a welcome they deserve! Join the Welcome Home Event at Buffalo Niagara International Airport on Saturday, April 15, around 10:30 pm. Wear red, white & blue, bring *Welcome Home* signs, and proceed to the upper-level arrivals exit.