



Melinda R. Rich

Vice Chairman, Rich Products Corporation
President, Rich Entertainment Group



As Vice Chairman and a Managing Shareholder of Rich Products Corporation, Mindy Rich shares responsibility for oversight, governance and the overall vision and strategic direction for Rich Products Corporation. Mindy joined the company in 1985 and has proceeded to work in various roles as part of the leadership team including Executive Vice President of Innovation where she expanded the breadth and accelerated the pace of product development in support of Rich's long-term growth strategies. She has also focused on the development and nurturing of Rich's award-winning organizational culture and work/life programs.

Mindy serves on the corporate Board of Directors for Rich Products Corporation and as Chairperson for the Board's Finance and Audit Committee and Compensation Committee. In addition, Mindy serves as President of Rich Entertainment Group, responsible for overseeing the organization's baseball, theater, restaurant and travel interests including:

Baseball Operations

- Buffalo Bisons of the International League, Triple-A affiliate of the Toronto Blue Jays.
- Northwest Arkansas Naturals of the Texas League, Double-A affiliate of the Kansas City Royals.
- West Virginia Black Bears of the New York-Penn League (2015 Champions), Single-A affiliate of the Pittsburgh Pirates.

Theatrical Productions

In association with Grove Entertainment, REG is currently producing the acclaimed revival of CATS on Broadway. *Escape to Margaritaville*, a new musical featuring the songs of Jimmy Buffet, premiered at the La Jolla Playhouse in May 2017 and opens in New Orleans before traveling to Houston and Chicago in advance of its Broadway premier in spring 2018. After a successful Broadway debut, *On Your Feet!* joins REG's touring productions including *The Sound of Music* and *Dirty Dancing*.

Dining

- Buffalo, New York-based: Rich's Catering and Special Events; Cookie Patisserie & Bakery; and Pettibones Grille at Coca Cola Field.

- Other locations: The Glen Iris Inn, Letchworth State Park, NY; the Green Turtle Restaurant, Kaiyo Grill and Sushi, and Green Turtle Wine & Spirits Shop in Islamorada, FL; and Palm Beach National Golf & Country Club, Palm Beach, FL.

Travel

- The Travel Team -- one of the largest travel management companies in the United States.

Mindy serves on the corporate Board of Directors for M&T Bank Corporation; serves on the Board of Directors of Grove Entertainment; and serves on the Research and Education Committee for the Cleveland Clinic Board of Trustees. Mindy is a Trustee, Member of the Executive Committee and Co-chair of the Marketing Committee for the Rock and Roll Hall of Fame + Museum. Mindy is also a member of the Culinary Institute of America's Committee on Trusteeship and Trustee Emeriti. She is active in a wide range of charitable activities, including being a founder of Western New York United Against Drug and Alcohol Abuse and fundraising for the Cystic Fibrosis Foundation.

In 1986, Mindy and her husband, Bob Rich, Jr., founded Western New York United Against Drug and Alcohol Abuse, a nonprofit organization dedicated to fighting substance abuse and educating children throughout Western New York. Mindy and Bob continue to serve as Chairpersons Emeritus for this important local organization.

Among other charitable activities, Mindy is especially focused on fundraising geared toward finding a cure for cystic fibrosis. Mindy and Bob founded and chair the annual Greater Niagara BassEye Celebrity Challenge that has raised more than \$1.3 million for cystic fibrosis research.

Over the years, Mindy has received numerous awards and honors for her work, including the Women's Foodservice Forum Trailblazer Award (2010) and the Distinguished Fellow Award (2015) from Cleveland Clinic's 1921 Society.
