



Mindy 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's. She has specifically focused on the development and nurturing of Rich's award-winning organizational culture and work/life programs while also serving as the company's leading champion of global innovation projects in support of Rich's long term growth strategies.

Mindy is chairperson for Rich's Board's Finance and Audit Committee, and serves as a member of the board of directors of Rich Products Canada Corporation Ltd.

In addition, Mindy serves as President of Rich Entertainment Group, responsible for overseeing the organization's baseball, entertainment and travel interests including:

Baseball Operations

- The Buffalo Bisons of the International League, Triple-A affiliate of the New York Mets
- Northwest Arkansas Naturals of the Texas League, Double-A affiliate of the Kansas City Royals
- Jamestown Jammers of the New York Penn League, Single A affiliate of the Florida Marlins

Entertainment

- Buffalo, NY-based:
 - B.R. Guest, Ltd. including FanFare concessions
 - Dessert Builders
 - Pettibones Grille
 - Rich Renaissance Niagara Conference Center and Catering
 - Rich's Red Brick Market
- Other locations:
 - The Glen Iris Inn, Letchworth State Park, NY
 - Green Turtle and Kaiyo, Restaurants, Islamorada, FL
 - Palm Beach National Golf & Country Club, Palm Beach, FL

Travel

- The Travel Team -- one of the largest travel management companies in the US with offices in the following locations:
 - Buffalo, NY (Travel Team headquarters operations)
 - Albany, NY
 - Jamestown, NY
 - Erie, PA
 - Tampa & Tarpon Springs, FL
 - Niagara Falls, Ontario (Canada)

Mindy serves on the corporate board of directors for **Rich Products Corporation**, the **M&T Bank Corporation**, and the **Manufacturers and Traders Trust Company**. She also served as a director of the **Wm. Wrigley Jr. Company** until its merger with Mars, Incorporated in 2008. In addition, she is an active and valued participant in many other boards and organizations including:

Culinary Institute of America (CIA):

- Member of the CIA's board of trustees, executive committee, audit committee
- Chair of the CIA's education policy committee

Cleveland Clinic:

- Vice Chair of the Cleveland Clinic's executive board of "Today's Innovations, Tomorrow's Healthcare," Campaign
- Member of the Cleveland Clinic's Wellness Institute Leadership Board

Erie Canal Harbor Development Corporation (ECHDC):

- Director of the ECHDC, committed to the redevelopment and transformation of Western New York's waterfront

Other:

- Board member for the National Foundation of Celiac Awareness
- Board member for The Don Hawley Foundation
- Honorary director of the Mariners Hospital Foundation in Tavernier, Florida

In 1986, Mindy and her husband, Bob Rich, Jr., founded "Western New York United Against Drug and Alcohol Abuse," a non-profit organization dedicated to fighting substance abuse and educating children throughout Western New York. Today Mindy and Bob continue to serve as Chairman Emeriti for this important WNY-based organization.

Mindy is also very involved in fund-raising activities geared toward finding a cure for cystic fibrosis (CF). Mindy and Bob founded and chair the annual Greater Niagara BassEye Celebrity Challenge, which has raised more than \$500,000 for CF research.

Mindy has received numerous awards and honors including:

- Women's Foodservice Forum (WFF) Trailblazer Award (2010)
- Honorary Doctorate of Laws from D'Youville College (2007)

- Induction into the Western New York (WNY) Women's Hall of Fame (2004)
- Honorary Doctorate of Humane Letters Degree from the Culinary Institute of America (2001)
- Buffalo Baseball Hall of Fame Induction (1999)
- Pathfinder's Award (1997)
- Erie County Sheriff's Foundation Community Service Award (1996)
- Induction as an Honorary Brother of the Alpha Kappa Psi Fraternity at Canisius College (1993)
- Rita Webb Smith Citizen Drug Fighter of the Year Award from former New York Governor Mario Cuomo's Anti-Drug Abuse Council (1992)
- The American Jewish Committee's Institute of Human Relations' (Buffalo Chapter) Woman of the Year (1992)
- *Business First* of Buffalo's "Forty Under 40" Award recognizing young leaders in the community (1992)
- The Rawlings' Minor League Female Executive of the Year Award (1988)
- *Buffalo News'* Citizens of the Year (1988)

Rich Products Corporation

Rich Products Corporation is the founder of the non-dairy segment of the frozen food industry and a leading supplier and solutions provider to the foodservice, in-store bakery, retail and industrial marketplaces. Rich's posts annual sales exceeding \$2.9 billion, employs more than 7,500 people worldwide, and sells a variety of products to 100 countries. For more than "65 Delicious Years" Rich's has been defined by innovative breakthroughs and an unparalleled commitment to treating its customers, associates, and communities the same way: Like Family. For more information, visit www.rich.com.