



## **SFF Sports & Entertainment Concierge — Editorial Feature**

**It never starts where people think it does. Long before the contracts, recognition, or income, there are years built on discipline — early mornings, constant training, and commitment that often goes unnoticed. When the opportunity finally comes, it doesn't happen slowly. It accelerates. Careers in sport and entertainment move fast, demanding full focus and performance at all times.**

**From the outside, it looks like success has been achieved. In reality, it is just the beginning of something more complex — where expectations rise, decisions carry more weight, and time becomes limited.**

**Because these careers are different.**

**Income isn't steady. Opportunities shift quickly. Schedules move constantly between cities, teams, and projects. At the same time, athletes and entertainers are expected to stay completely focused, where even a small distraction can affect performance.**

**But most are managing all of this without the right structure in place.**

**“There's always been support,” says Eric Wellwood, President of Sports & Entertainment Concierge at Stewart Fisher Financial. “But not always the kind that fits how these lives actually work.”**

**Wellwood understands this first-hand. He won two Memorial Cup championships with the Windsor Spitfires, played in the Philadelphia Flyers organization, and later became a coach. His career followed the same fast pace many athletes experience — until a serious injury brought it to a sudden stop.**

**That moment changed everything.**

**It showed how quickly a career can shift, and how important it is to have something stable behind you when it does.**

**At the same time, Stewart Fisher Financial CEO Richard Paliani had seen the same pattern. A former hockey player, and now a father to his son Devon who plays in the ECHL, understands both the drive and the pressure that come with these careers.**

**What he saw wasn't a lack of effort — it was a lack of alignment.**

**Athletes and entertainers are often surrounded by professionals, but those relationships don't always work together in a coordinated way. Financial decisions, lifestyle demands, and long-term planning are often handled separately instead of as one clear strategy.**

Two years ago, when Paliani and Wellwood met, that shared understanding turned into a clear vision.

SFF Sports & Entertainment Concierge was created to address that gap — bringing financial planning and lifestyle support together in one integrated system.

That vision has since drawn in respected names who recognized the same need for a more aligned approach.

Savannah Coffey — former NHL Alumni Association events coordinator and daughter of Hockey Hall of Famer Paul Coffey.

Lindsay Hoffard — Founder & CEO of Pro Hockey Development Group and former scout for the London Knights and Toronto Maple Leafs.

Todd Bertuzzi — Former NHL All-Star with over 1,000 games played across an 18-year career, including representing Team Canada.

Graham McPhee — Professional forward drafted by the Edmonton Oilers, AHL/ECHL experience and son of NHL executive and former NHL player George McPhee.

Each recognized the vision — and the opportunity to be part of something built to better support athletes and entertainers.

On the financial side, the focus is on creating structure — managing irregular income, protecting what is earned, and building long-term stability.

On the lifestyle side, concierge support handles travel, properties, and day-to-day logistics — removing distractions so clients can stay focused.

“We come together as a team, so they don’t have to divide their focus,” Wellwood explains. “Because in this environment, you can’t afford to.”

Because while a career may be measured in seasons, life continues far beyond it.

And in a world that moves this fast, having the right structure — and the right people behind you — isn’t just helpful.

It’s essential.

It’s why the approach is built to last well beyond the moment — not just through a career, but through everything that follows.

That’s what it means to be a lifetime teammate.