



Hockey Career Conference Schedule

THURSDAY JUNE 23TH

7:30-9:30pm **SMWW Welcome Reception at Sidelines Sports Bar & Grill**
189 Delaware Avenue (two blocks from the Buffalo Convention Center)



FRIDAY JUNE 24TH - Buffalo Niagara Convention Center

7:30-8:45am ... **Bagels and Coffee**

8:45am **Opening Remarks with Lynn Lashbrook, SMWW Founder**

9:00am **Business of Hockey - Family Affair**

Brian Burke, Calgary Flames President of Hockey Operations
Patrick Burke, NHL Director of Safety

10:00am **Broadcasting - Where We Have Been, Where We Are, and Where We Are Going!**

John Shannon, Sportsnet.ca Sportscaster
EJ Hradek, Host, NHL Live, former SMWW Faculty

11:00am **Player Management - Role of Agent/Advisor**

Rick Curran, The Orr Hockey Group, NHL Agent

11:45am **Getting The Message Out - PR, Media & Communications**

Kelly Friesen, PPI Hockey Vice President & Yahoo! Sports
Burton Lee, OHL Peterborough Petes, Executive Dir., Business Operations
Mike Sundheim, NHL Carolina Hurricanes VP of Communication

12:30pm **Traditional Buffalo Lunch Buffet**

1:30pm **Everything You Always Wanted to Ask HR**

Christie Joseph, NHL Buffalo Sabres Vice President of Human Resources

2:15pm **Managing & Scouting At The Junior Hockey Level**

Dino Caputo, Tri-City Americans Scout, and SMWW Faculty (Moderator)
Trevor Whiffen, OHL London Knights Governor
Dave Brown, OHL Erie Otters General Manager
Roger Shannon, QMJHL Moncton Wildcats Dir. of Hockey Operations/Scouting
Shaun Clouston, Medicine Hat Tigers General Manger and Head Coach

3:15pm **Expanding Opportunity - Hockey Analytics**

Mike Oke, OHL Peterborough Petes GM, SMWW Faculty (Moderator)
Graham Beamish, NHL Buffalo Sabres Pro Scouting Coordinator
Bob Teofilo, NHL Arizona Coyotes Director of Hockey Operations and Analytics
Zac Urback, OHL Mississauga Steelheads, Coordinator of Hockey Analytics
Drake Berehowsky, Statstrack Founder, Former Associate Coach of the OHL Sudbury Wolves, and NHL Player
Marc Appleby, PowerScout Hockey Solutions Architect, Founder and President
Meghan Chayka, Co-Founder of Stathletes

4:00pm **SMWW Hockey Success Stories**

Justin Shemie, Moncton Wildcats Scout & Concordia Univ., Head Scout
Jeff Baidoo, Minnesota Wild Associate Account Executive, New Business Development
Lori Seguin, Lake Superior State University and Women's Ice Hockey Head Coach
Casey Torres, Scout - Peterborough Petes

5:00pm **Walk to First Niagara Center, Home of the Buffalo Sabres**

6:45pm **In Your Seat for the Live Broadcast of the NHL Draft**

Your ticket is issued at registration



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