



# Woodland Sunrise Wake Up Call



## Wake Up Call

### WOODLAND SUNRISE ROTARY WHERE WE PUT SUNSHINE IN YOUR LIFE!

Notes by: **John O'Malley**

May 16, 2024

**President Tom Wendt presiding.** Pledge of Allegiance led by **Bob Hulbert**. The Rotary Grace was sung by our well-harmonized Rotary Choir, led by **Jim Hilliard**.

**Guests of the Club: Remy Johnson**

**Guests: Shawn Seyk**, Rotary Noon Club, today's speaker.

## ANNOUNCEMENTS AND UPCOMING EVENTS:

**May 18:** Woodland Street Cruisers C-10 Truck Show (**Jim Odusola**). Raffle tickets will be sold at the WSR Booth on Main Street. NOTE: We will be raffling off the truck in October, and the proceeds will go to the Woodland Soccer Club.



## Speakers

**May 16, 2024**

[Shawn Seyk](#)

Woodland Soccer Club

**May 23, 2024**

[To Be Announced by Program Committee](#)

TBA

**May 30, 2024**

[To Be Announced by Program Committee](#)

TBA

**June 06, 2024**

[Rick P](#)

Avenues of Service

**June 06, 2024**

[President Tom](#)

"Year in Review"

## Events

No Events found





**June 1:** City Planting Project. We will be planting 100 trees and then getting together afterward for a beverage at Father Paddy's (Ron Little)

**June 6:** Education Session (Rick Pomeroy)

**June 6:** UCD Primate Center Tour. Limited spaces available, so please sign up. (Laurie Brignolo)

**June 13: No Morning Meeting – Club is Dark.**

**June 13:** Red Badge Picnic and Club Social at Ron and Katie Little's home, beginning at 5:30 p.m. Please plan to bring a side dish and your own beverages. (BYOB)

**June 14: Foster Kids Duffle Bag Packing** (Don Easton)

**June 15: Classic Car and Plane Show at Watt's Airport.** (Bruce Watts and David Yust)

**October 5:** Salmon Tri-Tip BBQ (**Jim Odusola** [spelled correctly with editor's apologies for any misspellings in the past!]). Jim admitted he was a bit skeptical at the outset, but he is now seeing everything coming together beautifully.



**THIS IS THE RAFFLE TRUCK!**



**PROGRAM – WOODLAND SOCCER with SHAWN SEYK, Woodland Soccer Club President.**

**Kevin Sanchez**

introduced our speaker, **Shawn Seyk**: For more than

20 years, Shawn has been involved in the local soccer community. However, his love for

“The Beautiful Game” began over 40 years ago, when he was able to see his boyhood hero, Pele, play for the New York Cosmos.



Growing up, he was a much better American football player than he was a soccer player. In his junior year of high school, his alma mater defeated the great De La Salle in the Oakland Coliseum for the NCS Championship.



These defining moments as a child have helped fuel his passion for youth soccer fields and his specific desire to level the playing field. For over two decades, Shawn has coached both boys and girls “not just about the game but implementing important life lessons such as working with others, personal responsibility and putting forth a strong work effort.



In 2022, Shawn took over the role as President of Woodland Soccer Club with a vision for it to become a club that was not about “pay to play,” but rather, one based on merit and a desire to improve. Shawn’s presentation summarized his vision and what Woodland Soccer Club has accomplished in just two

short years.

Shawn is very thankful for the support of WSR. He attended 2–3 meetings at our club before joining the Noon Club. As Noon Club president, he created a technology committee to effectively mirror the steps of our Sunrise Club.

There were previously two soccer clubs in Woodland, and the presidents of those two clubs did not get along well. They later merged the clubs and brought the focus back on the children.

Shawn’s children attended Montessori school, and for the last 45 minutes of each school day, every child was required to help clean the classroom. He applied this same mindset in his approach to Woodland Soccer.

In some of the soccer clubs in this area, executives are making \$200,000 per year, and the focus has become increasingly on money. By contrast, WSC coaches are all volunteers, and they are still able to attract very talented coaches. In fact, children have started leaving other clubs wanting to join WSC.

The Club’s motto is “OUR ROOTS RUN DEEP.” In 2023, WSC had its first Premier League team, and after this weekend, they will have 28 licensed coaches working for the organization. It takes 6 months to become a licensed coach. They have also won 8 state cup championships since 2022.

One of their biggest challenges now is to have fields appropriate for their level

of play. Our Community Center fields are small, so they are in the process of building their own soccer fields just south of Woodland Christian School. In addition to having full-sized fields, there will also be two small fields for younger children and a kickback wall. They will also host fast-pitch softball on these fields. Originally, the



City’s plan to assist WSC would have cost \$1.5M. However, WSC came up with a plan to lease the land from the City, which will bring the cost down to roughly 10% of the original proposal or \$165,000.

They are doing a fundraiser at Velocity Park, which should be a great event, and all club members and families/friends are invited. There will be three bands, including The Purple Ones, which is a Prince Tribute Band “not to be

confused with a Prince cover band. They are expecting 1,500 people, and between this event and our Clubâ€™s donation, they believe they are well on their way to meeting their fundraising goal.



Shawn sees WSC as being a “human development organization,” and they feel strongly that any child who wants to play soccer should be able to do so regardless of their familyâ€™s financial circumstances. For example, whereas WSC previously offered approximately 12 scholarships, that figure has mushroomed in two years to more than 50. Each family is asked “What *can* you contribute to the cost?” They had one family that said they could only contribute \$10, and this was fine. The point is that each family needs to have some skin in the game.

The costs are quite high. For example, each uniform costs \$205, but they provide uniforms to families who cannot buy them. WSC signed a supply agreement with Puma and Soccer.com, by which both organizations pledged to supply \$100,000 in uniforms over 4 years. In 2023, WSC held its first ever SOCCER SWAP, selling new or slightly used equipment at bargain-basement prices.

They also invested in a camera system that has two GoPro cameras, which allows them to create highlight films for each athlete, which helps the athlete apply for college teams. A secondary benefit of these camera systems is that they pick up the audio of poorly behaving parents. Shawn has found that when a parent is confronted with a video and audio of that parent screaming and swearing, it is humbling, and the parent is sometimes not even aware of his or her behavior.

It is important to note that Shawn feels it is his job to provide the resources to allow a child to get better. However, the decision whether to actually get better is entirely with the child.

WSCâ€™s board is completely distinct from the teams, and soccer decisions are made by the coaches “not the Board. This has greatly improved WSCâ€™s progress.

As part of WSCâ€™s progress in recent years, they are now partnering with the City, County and school district, which they never previously did. All of these developments have really helped raise their profile. For example, one of their newest coaches, Carlos Schulze, previously coached the Chilean U-15 team.

### Questions:

**Tom Wendt:** Will your new space have parking, bathrooms and lighting?

A: Initially, there will be porta-potties, but the plan is to have a bridge to connect the facility to the other side of the highway.

**Luis Martinez:** The space looks really tight. Is there actually room for everything planned? A: Yes. The space is tight, but the space works.

**Lynn Jepsen:** You have said that you do not want access being tied to money, but arenâ€™t people still paying to



play? A: Money is certainly part of it, but the key is that scholarships allow people to play who otherwise couldnâ€™t.

Also, their costs are much lower than many teams and, in some cases, they charge only about one-third of what other teams charge.

**Rick Pomeroy:** Have you considered reaching out to foster children? A: Not yet, but he is happy to do so.

**Lynn Jepsen:** How many fields are needed to host a tournament? A: Ideally, Woodland should have 10 full-sized soccer fields. Legacy soccer clubs generate \$1M per year from tournaments. If Woodland had 10 fields, they could keep fees low, and the City would receive significant revenue. Additionally, Woodland hotels, which usually have high vacancy rates on weekends, would be full.

**Rich Sakai:** Do we have sufficient hotels for tournaments currently? A: Yes. We currently can only use four fields at a time.

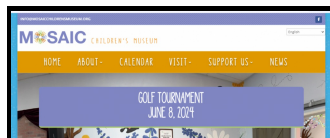
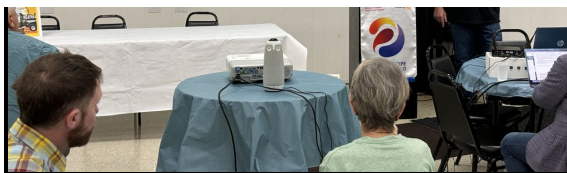
### HAPPY BUCKS (Tom Wendt)

**Dave Dumars** is happy for Zoom and technology, so he can be present for our meeting.

**Bob Pye** is happy that the Noon Club let him win their dinner raffle.

**Tom Wendt** is happy he will be playing in the Mosaic Childrenâ€™s Museum Golf Tournament on June 8, 2024, at Wildhorse Golf Course.

**Lynn Jepsen** was happy she never got kicked out of a soccer game.



### MYSTERY MAESTRO

This weekâ€™s Mystery Maestro was Greg Stille. His musical stylings included, among others: Del Shannon, Beach Boys, Jan & Dean, Wilson Pickett, Janis Joplin, Foghat, War and Bruce Springsteen.

### RAFFLE with DON SHARP

The Joker was worth \$2,062. The side pool was worth \$2,052. Greg Stille had the winning ticket and won a free breakfast.

### THE FOUR WAY TEST: Led by Greg Stille.

#### BELL.

If you can't make it:  
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