



GENERAL MANAGER / CHIEF OPERATING OFFICER SUNNYSIDE COUNTRY CLUB

FRESNO, CALIFORNIA

Sunnyside Country Club is seeking an experienced General Manager / Chief Operating Officer with a record of successful leadership in private clubs or hospitality. The board has identified three priorities for this position, in order: a trusted governance partner to an eleven-member board; a leader with strong financial management skills; and a visible, approachable leader of members and staff. This order reflects a profile survey completed by all eleven directors.

About the Club

Sunnyside Country Club was founded in 1911 on land that had been the Sunnyside Vineyard, where the region's first Thompson seedless grapes were planted in 1890. Five prominent Central Valley citizens, George C. Roeding, C.C. Teague, Frank M. Romain, Harvey Swift, and A.W. Goodfellow, established the club at a time when the nearest course was more than 150 miles away. It is the oldest golf course in Fresno and among the oldest in California.

In 1925, architect William P. Bell, whose later work included Stanford, Newport Beach, and Torrey Pines North, designed the second nine and planted all eighteen greens with bentgrass. The course has hosted the California State Open, the LPGA's Fresno Open, and USGA junior championships. Its head professionals have included 1934 U.S. Open champion Olin Dutra, and the course record of 63 is held by PGA Tour winner Nick Watney. The par-72 layout plays 6,950 yards, walkable and overseeded for year-round play. The clubhouse was recently remodeled, and the golf course has a new irrigation system. Additional amenities include a swimming pool and member dining.

The club's character is as distinctive as its course. Sunnyside has a well-earned reputation as the friendliest club in town, and it has become a magnet for young golfers: ninety-four Junior members under age forty currently hold memberships, which brings the club's average age down significantly and fills the tee sheet with the next generation. Continuity runs just as deep. Steve Menchinella, a well-known club professional who became general manager and now serves as club ambassador, has been at Sunnyside for more than fifty-six years, and he is not alone: the club is fortunate in its long-tenured, loyal staff, many of whom have served an appreciative membership for more than twenty-five years.

In August 2026, following a full-board retreat, the board adopted a comprehensive written governance framework, along with committee charters, financial controls and reporting benchmarks, a written GM/COO evaluation and incentive compensation system, and a member communication plan. The club also introduced new membership categories in 2026, including Discovery, Junior Executive, and Corporate pathways.

Fresno anchors California's Central Valley, the most productive agricultural region in the country, and offers a cost of living that changes the math of a club career in California. Recent studies rank Fresno among the two or three most affordable major cities in the state, with overall living costs roughly 22 to 27 percent below the California average. The median home value is around \$389,000, a fraction of the medians in Los Angeles, San Francisco, or San Diego, which means a club salary here buys a home, not a commute. Area high schools rank in the top ten in the state, commutes are short, and Yosemite, Sequoia, and Kings Canyon National Parks are each about ninety minutes away. For a candidate weighing California markets, Fresno offers the state's quality of life at a price its coastal cities cannot match.

The Club at a Glance

- Founded: 1911
- Golf: 18 holes, par 72, 6,950 yards; William P. Bell design; recently installed irrigation system
- Clubhouse: recently remodeled
- Memberships: 479 (August 2026), including 191 Full Golf memberships and 94 Junior members under age 40
- Membership Categories: Full, Senior, Social, Discovery, Junior Executive, and Corporate
- Gross Volume: \$6.1M (FY27 budget) | Annual Dues Volume: \$3.5M | F&B Volume: \$1.9M
- Number of Employees: 96
- Taxable Status: 501(c)(7) California nonprofit mutual benefit corporation, member-owned
- Board: 11 members; comprehensive governance framework adopted August 2026
- Club Website: www.sunnyside-cc.com

Position Overview

The General Manager / Chief Operating Officer is the club's senior executive, responsible for daily operations, staff, finances, and the member experience. The GM/COO works in close partnership with the Board of Directors and carries out the board's direction.

The board defined this position through its profile survey. The top three skills, in the board's order: governance partnership, financial management, and member relations and communication. The evaluation framework, position description standard, and incentive compensation system are already established in writing, and candidates will be measured against a profile the full board wrote before the search began.

Initial Priorities

In the board's order.

1. Serve as a working partner to the board within its written framework of roles, calendars, and communication, and complete the club's FY27 governance Action Plan.
2. Lead the club's financial management: budget to the club's published benchmarks, follow the club's capital spending and reserve plans, and provide reporting the Finance Committee and board can rely on.
3. Grow and retain the membership: support the new membership categories, manage retention, and keep track of who is joining and who is leaving.
4. Carry out the club's member communication plan and maintain a visible, approachable presence throughout the club.
5. Lead and develop the management team across all departments.
6. Maintain consistent operational and service standards across golf, aquatics, and dining.
7. Maintain the facilities and manage capital projects within the club's approved expenditure framework.
8. Use member surveys, reporting dashboards, Club Benchmarking, and CMAA benchmarks to inform decisions, and share results with the board.
9. Meet all legal and regulatory requirements and protect the club's standing in the Fresno community.
10. Respect and maintain the club's history and traditions while continuing to improve it.

Candidate Qualifications

- Demonstrated success working with a volunteer board and committees in a member-owned club, and experience operating within written policies and charters.
- Strong financial management: a record of building and managing operating and capital budgets, forecasts, and financial reporting.

- Effective with members: approachable, clear, and professional in person and in writing, with a record of building member trust.
- A proven team builder who sets clear expectations, develops staff, and holds people accountable.
- Sound judgment, professionalism, and integrity. The board expects a leader who takes responsibility for what happens under his or her management and who works collaboratively.
- A record of membership growth; resumes will be reviewed for growth results, marketing capability, and a habit of tracking the membership's makeup.
- A current or former General Manager is preferred. An Assistant General Manager with a strong record will be considered on the strength of the whole candidate.
- Central Valley ties are helpful but not required.

Education and Certifications

- A bachelor's degree is preferred, ideally in hospitality or business management; substantial private club or hospitality experience will be considered in its place.
- CCM, CCE, or PGA GM certification is preferred.

Employment Eligibility

All persons hired must verify identity and eligibility to work in the United States and complete the required employment eligibility verification form. The search includes a professionally administered background check.

Salary and Benefits

The base salary range for this position is \$180,000 to \$240,000, depending on qualifications and experience, benchmarked to CMAA and regional data. In addition to base salary, the position includes performance incentive compensation and a competitive benefits package including association membership and professional development.

How to Apply

Prepare a cover letter addressed to the Sunnyside Country Club Search Committee describing how your experience fits this position and the board's priorities, why you want this position at this stage of your career, and your interest in the Fresno area. Upload your resume and cover letter, in that order, to GMSearch@sunnyside-cc.com, no later than October 31, 2026.

Save your documents as "Last Name, First Name - Resume" and "Last Name, First Name - Cover Letter - Sunnyside", in Word or PDF format. Questions may be directed to Ken Kelley, Club Resources, at ken@clubresources.com or 951-428-5652. Confidential inquiries are welcome. Sunnyside Country Club is an equal opportunity employer.