



Sunnyside Country Club

Club Lites

February / March / April 2019



From the Board President Another Year, Another Opportunity to Elevate Sunnyside

Michael Der Manouel, Jr., Board President

2018 ended with some solid progress on a number of key fronts for our historic club. Although the Member's Grill opening was delayed to November from a planned open on Labor Day, the room has been well received by Members and guests alike. We still have quite a bit of memorabilia to display, over the next few months we will be putting more of our rich tradition and history on our walls for all to see. November and December were very busy months for outside events, the response to our facilities has been very encouraging. Membership continues a nice trajectory upward, not too fast, not too slow, and from what I have experienced, many more new people that fit nicely into our special culture have applied for membership and are enjoying themselves already.

We still have work to do on the big project we started over a year ago. All of the parking lot lighting is being repaired and fixtures that need replacement are being replaced. This is not only for aesthetics but for safety, and long overdue. Cart path repair and in some cases, removal, will take place in the Spring, outside of the rainy season. We will address drainage issues, subsidence and tree root issues with our paths. This work will add a nice finish to our grounds.

We will have to redo the walk-in refrigerator in the kitchen, as it is failing. We will fix this prior to March 1st. Kitchen equipment is being replaced as needed. The snack bar food service operation has been halted by the County Health Department due to changes in the fire code they want us to adopt, we are still figuring that out.

Finally, the search for a new Clubhouse Manager is nearing completion. We have not had a fulltime Clubhouse Manager since the 1990's and having someone on board who understands food and beverage, events, and superior member service will be a big boost to Sunnyside. There will be more news on this to follow, hopefully very soon.

Your Board of Directors wastes no time in meetings. As a group, we are committed to being the best Private Club in the Valley, and are constantly looking for ways to improve the experience of our members. That work will never stop.

Thank you for your support – we are looking forward to a great 2019. It is an honor to serve as your Board President.



Membership Growth

Wes Lovell, Membership Chair

I want to wish everyone a Happy New Year from the Membership Committee. Thank you to all the members who enjoyed Sunnyside over the holidays. The place looked great!

First, I wanted to highlight some of the successes we experienced in Membership in 2018. We've seen a good increase in the number of applications for new membership at our club over the past 12 months and a steady stream of interest. As of January 1st, we have 357 total members and 272 golfing members. This keeps us moving toward the goal of 400 total members and 300 golfing members. There was a small bump in membership interest due to Fig Garden Golf Club closing 12/31/2018. The Committee continues to be very selective about these opportunities, as we seek to preserve our unique culture and standing in our community. Sunnyside continues to be the only club in the Fresno area to offer Trial Memberships, which are a great way to introduce our club to prospective members for 4 months. The membership committee asks that each member introduce the club to their friends, family, and business partners. We are not just looking for members to fill the club, we are looking for the right members to grow Sunnyside.

Second, I wanted to communicate some of the changes we experienced in 2018. We recently streamlined our membership categories to better suit our membership. The Board has halted issuing new Single Golfer memberships, which were created during the recession to entice members with a lower dues structure. Any current members that are in the Single Golf category will be grandfathered into that classification. In 2019, a prospect may consider any of the following membership categories: Sequoia, Full, Junior, Dual, and Social. The Board and Membership Committee are hoping that this new emphasis on Full, rather than Single Memberships, will increase the number of families and children playing golf and other amenities offered by the club.

Lastly, membership challenges still remain. Everyone should keep membership growth top of mind, with just normal attrition, we have to be introducing our club to future prospects just to stay even or have continued growth. Keeping our dues competitive and preserving our revenue streams depend on each and every one of us.

The Membership Committee is eager to build upon a successful 2018 and to make Sunnyside Country Club the best private golf club in the Valley. I encourage everyone to come out and enjoy **YOUR** club.

New Members and Their Sponsors

Michael Torosian (Full Member) Sponsors: David Shapazian and Bryan Winchell

Cris Norman (Jr. Executive) Sponsors: Scott Bordelon and Steve Menchinella

Wesley Weaver (Full Member) Sponsors: Mark Anderson and Chuck Deatherage

Joseph Cabral (Trial Member) Sponsors: Josh Bushnell and Steve Menchinella

Steve Clark (Trial Member) Sponsors: Rusty Riley and Ray Benavides

Brian Harper (Trial Member) Sponsors: Steve Pellegrine and Luke Oehlschlaeger

Michael Kirkorian (Social Member) Sponsors: Ed Mason and Steve Menchinella

Dominique Haritzald (Full Member) Sponsors: Steve Menchinella and Robin Rogers

Jim Sandrini (Full Member) Sponsors: Robin Rogers and Chris Gutilla

William Cornacchia (Full Member) Sponsors: Dr. John Emerzian and Steve Menchinella

Connor Chooljian (Jr. Executive) Sponsors: Gerald Chooljian and Dr. John Emerzian

Dina Perez (Social Member) Sponsors: Steve Menchinella and Wes Lovell

Tony Guzman (Jr. Executive) Sponsors: Jon Semper and Greg Funk

Robby Rogers (Jr. Executive) Sponsors: Robin Rogers and Tony Alcorta

Mel Yow (Full Member) Sponsors: Dick Herrinton and Steve Menchinella

Terry Thompson (Full Member) Sponsors: Steve Menchinella and Dick Herrinton

Joseph Perez (Jr. Executive) Sponsors: Brad Anderson and John Waganon

Marsha Vucovich (Social Member) Sponsors: Steve Menchinella and Wes Lovell

Gary Wolfe (Trial Member) Sponsors: Jeff Thiesen and Ryan Ledger

Steven Spach (Trial Member) Sponsors: Ryan Ledger and Jeff Thiesen

William (Bill) Buettner (Full Member) Sponsors: Fred Avila and Jeff Zoulek

Jeffrey Matthews (Jr. Executive) Sponsors: Myron Johnson and Chuck Shaheen

Joseph Doering (Jr. Executive) Sponsors: Steve Menchinella and Wes Lovell

Pro's Corner

Steve Pellegrine, Head Golf Professional



Well, here we are at the start of a new year!! I always heard that the older you get the more the years whiz by, and it's so true!!! I believe 2019 is going to be a great year for the club and I'm excited to be a part of it!

With the closing of Fig Garden and the change of ownership at Copper River, the landscape of Fresno golf is changing, and I believe that Sunnyside will benefit from it. The public courses are definitely busier, and we have had a boost in not only membership inquiries but with outside tournament activity. We have booked 3 outside events that will have a great impact to our bottom line without much disruption to our member play.

Our club tournament season is under way and the 2019 men's and women's calendars are available in the members only section of our website. There is also a tab for our women golfers to provide tournament results as well as upcoming events. With the Sequoia Invitational moving back to September, the Men's President's Cup will be in March.

The Menchinella Plaza and new flagpole opening ceremony will be held on Saturday, February 9th at 10:00am followed by light appetizers in the grill. Please join us as we honor Steve Menchinella with over 50 years of service to Sunnyside!!



Linda's Corner

Captain Midcalf Launches Communication to All Sunnyside Women



Linda Avent Estep

Nancy Midcalf called her Women's Golf Board meeting to order in early January with a commitment to continue in the Sunnyside tradition of welcome, urging both new and longtime members to accept an invitation to discover female camaraderie in the game of golf.

She will write and publish a newsletter she calls *Captain's Chronicles* each month for the readership of Sunnyside Women Golfers and those with an interest in learning. The newsletter will highlight upcoming events as well as results of tournaments with photos of winners. Captain's Chronicles will supplement this quarterly column appearing in ClubLites as a timely reminder to women of opportunities to meet and reconnect with other women at our club.

Her first edition of *Captain's Chronicles* introduces her 2019 board members, a roundup of news that occurred at the end of 2018 and an explanation of "New Rules of Golf" effective this year. Sent via email to women on record, the eBlast will be available in the Ladies Locker Room in print form. For those not yet on the digital roster who would like to receive *Captain's Chronicles*, Nancy can be reached at (559) 907-0184 or nmidcalf@sbcglobal.net. She will add your name and you will instantly have a finger on the pulse of women's activities every month.



Nancy Midcalf

Another source of information for Sunnyside Women is the Facebook page dedicated to photos and current and upcoming activities devoted to the female golfer. Holly Bare manages that page and is always looking for current photos and stories to share.

And finally, as a quick and easy way to introduce new members to Sunnyside, there is an updated pocket brochure usually available in the Ladies Locker Room to share with prospective members.



Laurie Plescia and Nancy Buller share tournament chair duties and also send reminders of events throughout the year. They recently announced the calendar of tournaments which are scheduled both on weekdays and weekends to accommodate as broad a female golf population as possible. Members just need to have an established handicap and pay a one-time annual fee of \$85 to the Tournament Fund in order to be able to participate in the events. The fee covers event expenses, primarily generous prizes in the form of golf shop credit.

Tournaments range from the fun and whimsical to more serious competition. Handicaps are always used to keep the playing field even, although both gross and net scores are often rewarded.

Green Committee

Mark Anderson, Greens Chair



Happy New Year everyone!

As I am writing this article, we are in the midst of a large rain event with over 2" of rain predicted for the week of January 16th. No doubt this amount of rain will add to the already wet conditions we are experiencing on our course. On the bright side, this amount of rain will help flush salts out of the soil and improve the growing conditions for the entire course.

I toured the course last week with Jon and, aside from the wet spots, the course is in good shape for this time of year. SGM has finished their winter pruning, fertilization, and pre-emerge herbicide programs. A few dead and diseased trees needed to be removed throughout the course. Stumps will be removed in a timely manner.

As we move forward into the spring months, the over-seed on the fairways will fill-in, reducing thin and wet areas. It is very helpful if we all stay off the wet, thin areas with our carts. If we all cooperate, and are mindful of these areas, the turf will improve and give us the playing surface we all want.

One of the issues the Green Committee will tackle this year, with input from the membership, is the long term turf strategy for our greens. Our bent grass greens, while in good condition, are suffering from Bermuda encroachment and at times, diseases such as Pythium. The champion turf question for our greens complexes is something we need to decide on soon. Stay tuned for more details.

We are starting 2019 with new clubhouse facilities. The course is set up for providing us with a great golf experience. This year looks to be one of our finest ever. As always, if you have any questions or concerns, please do not hesitate to contact me.

House Committee

Joe Sciarrone, House Chair



If you build it, they will come. We all know that famous line from the movie, *Field of Dreams*...

That's the big question though, will they? This was a big concern when your Board of Directors started talking about doing a major Clubhouse refresh. Well, I think the answer to that question is a resounding....YES!

We've had a great turnout for our events, like the Children's Christmas Party. Boy, what a great day that was! Our Wednesday Night Dining is busier than it has been in years. A private club can only be successful if the member's take advantage of what it has to offer....so we're going to offer even more. In January, we started hosting our wonderful monthly Sunday Brunch again. This is a great time to get together, relax, and enjoy the view. We now have music in every room, including on the patio. Our Wednesday Night Dining kicked off the year with our new seasonal menu, and it's not only amazing, but a great value.

This spring, we will begin offering lunch not only in the Garden Room, but also on the patio. What better setting can there be to host a business lunch or a get-together with friends? The Grill is one of the best spots in town for a quick lunch. Just swing by, grab a bite and watch a little golf. We are also now hosting Grill specials for ALL major sporting events. I would love for you to add Sunnyside to your dining rotation, I'm positive you'll be happy you did. We will be adding new, exciting events throughout the year, so please keep an eye on your email, and the club's website.

Great things are happening at Sunnyside, be a part of it all!

Let's Be Frank

Frank Kraus, Clubhouse Consultant



Hi everyone, Frank Kraus here.

I hope you all had a wonderful holiday season. We had a great turnout for our Children's Christmas Party. The kitchen crew put out a fabulous Sunday Brunch. The parents were entertained by watching the face painters go to work on their kids! They also got to help make Christmas stockings with their children. Best of all, everyone went outside to watch Santa's sleigh (helicopter) arrive.

Sunday Brunch

We will have another Sunday Brunch on February 24th from 9:00am to 1:30pm. Endless mimosas, carved meats, plus a wide variety of breakfast and dinner items. Give us a call and make your reservations now!

Adults \$21.95, Young Adults 11 to 15 \$12.95, and Kids 4 to 10 \$7.95

Valentine's Dinner Dance

Now that we have our Banquet Room back, let's have a Valentine's Dinner Dance. Start making plans now. Thursday, February 14th, hors d'oeuvres will be served in our lobby bar from 6pm to 7pm.

Dinner and champagne will be served at 7:15pm. Go to our Members Only page on our website (www.Sunnyside-cc.com) to check out the full menu. The entertainment that night will be "Three Guys from the Past". They are Lenny Heifetz, who has played piano for Ivanka Trump, Jim Gandugila, who was Johnny Mathis' drummer, and Roy Carlson who played Bass for the Four Tops. The price is right at \$50.00 per person ++.

Make reservations ASAP as we have a limited number of intimate tables. Your reservation includes a picture of you and your sweetheart, a flower, and chocolate.

Clubhouse Bookings

We still need your help in booking business for the club. Mention us to your friends and acquaintances. Tell them about our renovation and if they are planning a function to give us a call. We would be happy to work with them and quote a price for their event!

DID YOU KNOW?

(All research is done on the internet and in my kitchen)

"BALONEY"

Mortadella, is a smoked sausage originated in Bologna, Italy and it is where the slang name "baloney" came from. It is made from ground beef and pork, cubes of pork fat, and seasonings. The Italian version, which is not imported because it requires additional cooking steps prior to the U.S. government's approval, is air-dried and has a smooth delicate flavor. Canned, cooked versions are imported from Italy but do not taste like the original. The American mortadella is basically baloney with cubes of pork fat and added garlic flavor. The Germans produce an excellent mortadella that also contains pistachio nuts.

Jon, Cory, the Staff and I appreciate your support.



SUNNYSIDE
COUNTRY CLUB
1911

Board of Directors

Michael Der Manouel Jr., President,
Management Committee
Joe Sciarone, Vice President, House &
Management Committees
Bart Carlson, Treasurer, Finance &
Management Committees
Timothy Schneider, Green Committee
Mark Anderson, Green Committee
Darren Harper, Men's Captain
Jim Boone, Long Range Planning
Committee
Mark Creed, Secretary
Chuck Deatherage, Green Committee
Robin Rogers, Finance Committee
Chris Gutilla, Green Committee
Rick Docker, Past President

Administration

Frank Kraus, Clubhouse Consultant
Steve Pellegrine, Head Golf Professional
Steve Menchinella, Director of Golf
Emeritus/Membership