



SMITHWRITING

Writing sample

This is a story from a 24-page magazine Rebecca Smith wrote and edited to commemorate Wachusett Country Club's acquisition of Kettle Brook Golf Club; the publication was an insert in the *Worcester Business Journal*. This article tells the story of the Club's colorful history and proud tradition.

From farmland to fairways: A history of Wachusett Country Club and Kettle Brook Golf Club

The Marrone family first ventured into the golf business at the start of World War II. Seventy years and two award-winning courses later, they continue to build on their success and expand their unique brand of high-quality golf.

In 1927, a group of enterprising Worcester businessmen set out to establish a golf course on the land of the Frost Farm in West Boylston, Massachusetts. Nestled in the shadow of majestic Mount Wachusett, the site featured rolling hills, verdant valleys, and a breathtaking view of the Wachusett Reservoir.

Sparing no expense, the entrepreneurs engaged the services of famed golf course architect Donald Ross to design their links course. They named it "Wachusett," invoking the Algonquian term for "near the mountain."

Despite the careful selection, design, and management of the course, it was no match for the Great Depression, and in the late 1930s, an insolvent Wachusett Country Club was taken over by its creditors.

A family affair

In 1939, Worcester entrepreneur Joseph Marrone took control of the failing golf course and turned it into a successful business built on hard work, dedication, and respect. Together with his sons, Edward, Donald, and Richard, Joe developed Wachusett Country Club into the premier golf course and banquet facility in Central Massachusetts.

After their father's death in 1964, the three Marrone boys continued to uphold Wachusett's impeccable reputation. And in spite of several challenges—including a destructive clubhouse fire in 1972—the business flourished. Donald took over Wachusett's helm when both Edward and Richard died in their early 50s. For the next 20 years, he worked side by side with his son, Donald Jr., nurturing the family business for the next generation of golfers.

Today, Don Jr. continues to run Wachusett with the help of his children, Matt, Cara, Mike, and Nick. Like their great-grandfather before them, this fourth generation of Marrones is committed to

conducting business with integrity and assisting clients with exceptional service. They are able to do so thanks to the support of dedicated, longtime employees like Charlie Genovesi, who has overseen the office for 65 years, and Gary Sangenario, who has cooked every meal at the club since 1973.

As part of their ongoing efforts to provide first-class golf at a great value, the Marrone family purchased Kettle Brook Golf Course in nearby Paxton, Massachusetts, in January 2008. Like Wachusett, Kettle Brook has a storied past and an idyllic setting.

The new addition

Kettle Brook Golf Club sits on the former Juniper Mist Farm, which was owned and operated by the Ahearn family for 120 years. It was established in 1866 by Thomas and Margaret Ahearn, who came to the United States to escape the Irish potato famine.

In 1912, under the leadership of the Ahearns' son, John, Juniper Mist was transformed into a dairy farm. For the next 60 years, the farm supplied milk to Central Massachusetts families, withstanding the Great Depression and both World Wars. John's son, George, bred many prize-winning Holsteins and established the Ahearns as pioneers in the field of embryo transplants. When George ultimately sold the farmland to a real estate trust in 1986, the Ahearn cows were auctioned off—some for more than \$100,000 each—and dispersed as far away as Sweden and Japan.

In 1996, businessman Robert Moss purchased the one-time Juniper Mist Farm and developed a golf course on its acreage. Designed by renowned architect Brian Silva, Kettle Brook Golf Club opened its first 12 holes for play in May 1999; the final six holes were unveiled that August.

Set off the beaten path, the course maintains much of its original agricultural charm. From the Victorian farmhouse-style clubhouse to the bucolic silo, Kettle Brook offers a pastoral golf experience.

With its two historic courses and its honorable business tradition, the Marrone family will be a central part of the Massachusetts golf landscape for years to come.