

## Lobsters ashore

By Dan Duggan  
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After months of study, Boston Lobsters CEO Bahar Uttam thinks he has a simple way to attract more fans to his team's matches. **Having targeted the North Shore as a hotbed for players, the Lobsters will play World Team Tennis home matches at Middleton's Ferncroft Country Club.**

"We've done a little analysis of the demographics of where the tennis players reside in the Greater Boston area," Uttam said. "Certainly the North Shore is a dominant area for tennis players. There are many tennis clubs out there so it's a great exposure to the tennis fans. We are certainly reaching a larger market."

Uttam has hired a seating contractor to design the stadium, which he expects to hold 1,500-2,000 spectators.

**"It turns out that the Ferncroft Country Club was the ideal location for us,"** said Uttam, who is also looking for an indoor facility to use when it rains. "There's easy access, it's in the heart of the North Shore community, and there's a hotel nearby for our players to stay at. It turned out to have all the elements that we needed."

In addition to the new facility, there are other attractions. Venus Williams, the defending Wimbledon champion, visits on July 10 with the Philadelphia Freedom; Martina Navratilova will play two matches for the Lobsters; and the team will be coached by Springfield native Tim Mayotte.



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