



## Alex Bose Brings New Life and An Expertise In Tennis To Lake Region Country Club

By JON SALM

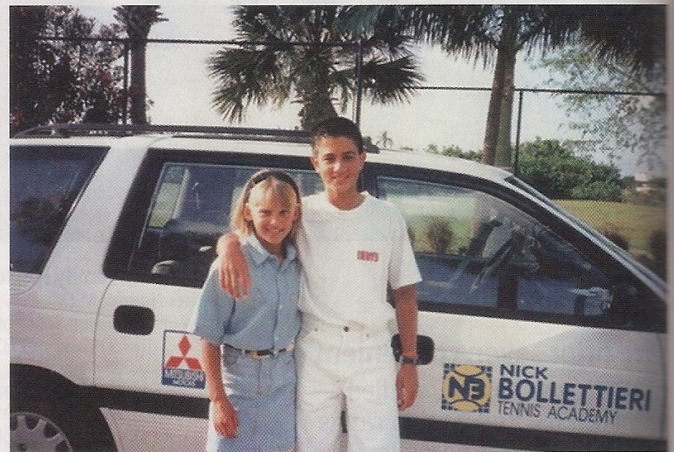
Less than a year ago, Lake Region Country Club had no organized tennis program, two courts desperately in need of repair, and an unhappy membership. Fast forward to this summer – there are over 100 adults and 45 kids currently playing at Lake Region, two newly renovated hard courts, and members that couldn't be happier.

After club management rededicated itself to offering top level tennis instruction, Tony Rosa was appointed to head the search committee for a new tennis professional. The search took eight months and yielded more than 100 candidates. After Rosa interviewed Alex Bose, however, the search quickly ended. Bose began as Lake Region's Director of Tennis in February of this year.

"They wanted someone special," said Bose, adding with a laugh, "not that I'm special."



Lake Region Country Club's Director of Tennis, **Alex Bose**, is a former top 25 World Junior and ATP tour player who has traveled the world playing professional tennis. Bose has made Winter Haven his home – *"It's a great place to live with nice people."*



Alex with Anna Kournikova, in 1992.

Despite his modesty, Bose boasts quite an impressive resumé. As a former top 25 World junior and ATP tour player, Bose has traveled the world playing professional tennis. Born in Germany, he was first introduced to the game by his family. "My father and older brother played tennis and I followed them around the courts. When I was 3, I couldn't lift the racquet, so I developed a two handed forehand and backhand," said Bose. While using two hands for both the forehand and backhand is unorthodox, it helped Bose succeed. Before long, Bose was beating players nearly twice his age. "I knew I was good when I was 7 and winning 12-and-Under tournaments," he said.



Left: Alex with Gustavo Kuerten in September 1994.  
Above: at the Australian Open in January 1994.

At age 14, Bose was awarded a full scholarship to Nick Bollettieri Tennis Academy in Bradenton, where he trained with some of the top junior talent in the world. His roommate was fellow German, Tommy Haas, who has been his best friend for 21 years. The pair has traveled together on tour and became US citizens together. During his professional career, Bose trained, traveled, and played against top players such as Anna Kournikova, Martina Hingis, Andre Agassi, Bjorn Borg, Monica Seles and Gustavo Kuerten, among others.

After graduating from Bollettieri, Bose played professionally from 1996-1999. He later attended Duke University, where he led the Blue Devils to a number 2 NCAA ranking. Bose graduated in 2003 with a degree in German Business, which has aided him in his career as a tennis professional. He used his business smarts in Las Vegas, where he managed up-and-coming talent; and at Misty Creek Country Club in Sarasota, where he directed the tennis program from 2006 until he began at Lake Region this year.

Bose's first major project as Lake Region's Director of Tennis was to renovate the grounds and re-do the club's two hard courts. "We've spent almost \$30,000 on improvements," said Bose. "I designed the hard courts to be Wimbledon colors – green and purple." In addition to the two hard courts, the club has six clay courts.

Bose teaches clinics, gives private lessons, group lessons, and runs a kids camp during the summer. He is assisted by Danny Colton, the club's Junior Tennis Director, who began working at Lake Region in June.

The pair has quickly won over the club's members. "Alex and Danny love what they do and it shows," said Nikki Morgan, a tennis player and mother of three. "They make it fun for everyone. Winter Haven is lucky to have their level of expertise." Morgan's children had never played tennis before, but quickly picked up the game after taking lessons from Bose. Morgan added, "I hadn't played in 25 years and he got me playing, too. Alex has a really good sense of humor and makes it fun for both parents and kids."

For Bose, Lake Region's tennis program is more than just

another job. He is truly invested in the program's success and those that he coaches. "To have a successful program, you have to take an interest in it. That seems to work for me."

Bose lives in Winter Haven and has two young children, named Maddox and Sophie. "I've been to 50 countries and have been all over the world," said Bose. "With kids, it's tough to keep traveling. Winter Haven is a great place to live with nice people."

Bose is more than happy to live in Winter Haven, but Lake Region Country Club may be even happier to have him.



Alex and Danny Colton, the club's Junior Tennis Director during kids camp