

## New name, new mission

**By: CRISSA SHOEMAKER DEBREE**

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The Bucks Club in Warwick Township features new amenities for the entire family. The addition of the fitness center and spa makes the former Bucks County Country Club a year-round destination, said owner Michael Feite Jr.

The Bucks County Country Club has been reborn, with a new name and a new mission - to be an escape for the entire family.

The Bucks Club features a new fitness center, yoga and Pilates classes and a full-service day spa, as well as the original 18-hole golf course, swimming pools and restaurant.

"People are busy today," said Larry Reinhard, who co-owns the Heaven Spa at the Bucks Club with his wife, Tatiana. "It's almost the same philosophy as Wal-Mart. Here's a place that's convenient to everybody. You can bring the whole family, for a very reasonable price."

Membership prices vary at the Warwick Township club, which is open to the public. A monthly fitness club and yoga membership costs \$45, for example. Nonmembers can enjoy everything but the swimming pools by paying one-time fees, such as \$40 for a round of golf.

The restaurant and spa are open to everyone, regardless of membership.

The addition of the fitness center and spa makes the Bucks Club a year-round destination, said owner Michael Feite Jr.

"What happens with these country clubs is, they're only seasonal," said Feite, a Flemington resident who took over the club in April. "And in this economic climate, you need a product where you can have something all year round."

While the club was always open to the public, the new amenities make it more accessible to everyone, especially those who aren't golfers, he said.

"We conceptually made it open to everybody," Feite said. "If you want to come in and take a yoga class, you can do that. A husband can go golfing, a wife can go to the spa and afterward they can meet in the restaurant."

Feite is no stranger to the concept. He made the same changes at the Abington Club, in Jenkintown, which he bought in 2000.

Feite met the Reinhard through the club. Heaven Spa also has a location in Jenkintown, right in front of the Abington Club.

Larry Reinhard said the spa, which has won numerous "best of" awards, was looking for a place to expand - and the Bucks Club was a perfect place.

"We loved the area," said Reinhard, who lives in Huntingdon Valley. "There's nothing up here in terms of competition. And for the spa, we needed a public place."

Michael Callahan, who's worked at the country club for five years and now runs the fitness center, said he's noticed an increase in clientele. The fitness club, which opened Dec. 1, already has more than 250 members.

The club also hopes to attract more customers to its restaurant, the Jamison Grill, which is being renovated and will double its size. Eventually, the restaurant will have a fine dining room, a more casual dining area and a meeting room to accommodate up to 175 people.

"It's an escape in the middle of Bucks County for anyone," Callahan said.

On the Web

[www.thebucksclub.com](http://www.thebucksclub.com)

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