Munis face challenges from many fronts

By ANDREW OVERBECK

WHITE PLAINS, N.Y. — Global conglomerate ITT Industries acquired privately held Flowtronex PSI Aug. 19 as part of its plan to expand into the golf course and turf irrigation markets. The deal were not disclosed.

With Goulds Pumps under its corporate umbrella, ITT already has an experienced pump manufacturer. The company expects that its acquisition of Flowtronex will allow it to become a leading provider of pump station and irrigation products to the golf and turf industries.

"ITT recognized that Flowtronex has a leadership position in the golf course and landscape irrigation markets," said ITT’s Water Technologies Group president Doug Binger. "Flowtronex is a leader in the industry and product development, and has an experienced sales team. The company fits well into the ITT organization."

Binger said ITT is focused on providing a "total solution" for customers.

"ITT has strategic focus on growing the businesses in water supply market segments adjacent to those now served by Flowtronex. From the bottom of a well or reservoir to the point of application, opportunities exist for us to provide all," continued on page 19

Environmental Golf changes name, looks to grow

By ANDREW OVERBECK

CALABASAS, Calif. — In a move to consolidate branding and marketing, Environmental Industries has changed its name to ValleyCrest Companies. The company’s golf management division, Environmental Golf, is now ValleyCrest Golf Course Maintenance.

Environmental Industries grew out of ValleyCrest Landscape Nurseries, which was founded in 1949. The company returned to its roots to reflect its comprehensive portfolio of landscape services. The change was made effective Oct. 1.

In addition to ValleyCrest Golf Maintenance, the company is involved in the nursery, tree, landscape and construction management business. The ValleyCrest Companies have more than 7,000 employees and have posted revenues in excess of $600 million.

"Consolidating under one name shows that we are capable of performing any type of horticultural service within one company," said ValleyCrest Golf Maintenance business development director Terry McGuire. "There is no operational change as far as we are concerned.

We will not reorganize our staff and we will function within the same line of work. From a perception standpoint, however, the name change will bring a lot more value and equity to our company." ValleyCrest, however, will retain rights to the Environmental Golf name.

Continued on page 19

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