

# GOLF COURSE CLASSIFIEDS

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## MAINTENANCE

### Env'l Golf now ValleyCrest

Continued from page 1

course industry.

"I have become more comfortable with the decision," he said, "because in the last six to nine months I have seen how this [name change] can benefit golf. I am getting leads from all divisions in our company."

"When I joined the company I didn't know what the construction side or commercial landscape side of ValleyCrest did," he continued. "Now when we go to bid on a homeowners association for common ground maintenance or landscape construction, if there is a golf component attached we can bring that service to the community and have one bill and one mobilization fee. There are a lot of efficiencies that we can provide by lump-summing or turnkeying the project under one company."

ValleyCrest has set up teams that are traveling throughout ValleyCrest's top territories to bring business developers together from all of the different units to jump-start networking and information sharing.

McGuire said he expects the changes to yield stronger growth in the golf maintenance department.

"We have 40 courses right now and we would like to double that in the next 12 to 18 months and then double it again two to three years from then," he said.

The company's latest acquisitions include such high-end facilities as Bonaventure Resort and Country Club in Weston, Fla., Pelican Hill Golf Club in Newport Coast, Calif., and Oak Creek Golf Club in Irvine, Calif.

The company will continue to look at growing around its existing clusters of golf courses, but recognizes that breaking into new markets will be tough.

"Our target markets are the Northeast, the Mid-Atlantic, Florida, Texas, California, Nevada and Arizona and Michigan," said McGuire. "We will continue to look at clusters because of the efficiencies they provide. It is hard to break into a new market unless it is a multi-property deal or we have an existing ValleyCrest subsidiary." ■

### ITT buys Flowtronex PSI

Continued from page 1

the equipment," Binger said. "It could start with ITT pumps on a Flowtronex pump system, then treating or conditioning with Flowtronex's Integrated Water Management tools, as well as distributing the water for turf irrigation requirements."

The slowdown in golf course construction has not diminished ITT's positive outlook on the market.

"Any economic slowdown is worrisome," said Binger. "However, ITT recognizes the golf business as being very dynamic with over 16,000 courses in the United States alone. All of these courses represent opportunities."

While Flowtronex's personnel, technology and manufacturing capacity will help ITT grow in the golf and turf market, ITT will provide improved pump engineering and design capabilities.

"ITT brings expert resources in pump design, application and distribution as well as manufacturing processes, metallurgy and advanced material science," Binger said.

Dallas-based Flowtronex PSI has 269 employees and will post revenues of \$50 million this year. ITT Industries manufactures advanced technology products and generated \$4.7 billion in 2001 sales. ■