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The state name of Texas originates from the Caddo word “tejas,” meaning friends, or friendship. On December 1, 1991, a Texas-based manufacturers rep company called Municipal Valve & Equipment (MVE) started based out of the friendship between two men, founders President David McGoodwin, and Vice President, Secretary and Treasurer Randy Greene. The company recently celebrated its 25th anniversary. The milestone is the result of a successful working partnership between the two men, as well as a simple mission to “take care of the customer first” that has been passed down to their now nearly 20 employees.
“I met Randy in 1985 when he was working for American Darling Valve Company. He actually cold called me, and we ended up hitting it off,” says David, who at the time was the co-owner of Newman Engineered Equipment. David was so impressed with Randy’s work ethic that he asked him to “join up” with him to start their own company. Having just gotten his start in the water and wastewater industry after a move from the oil and gas sector, Randy knew he still had some work to do before he would be a viable asset to David. “He did a really smart thing and told me he would get back to me when he would be of more use,” laughs David.

David has been a Texas boy since the age of two, when his family moved to Forth Worth from nearby Stillwater, Oklahoma. In 1977, he graduated from Texas Tech University with a dual degree in microbiology and chemistry. “It is kind of weird where I ended up,” he says. But having a knack for the way in which the processes worked in the water and wastewater industry from his scientific background in school, proved to work to his advantage – the mechanical stuff he was able to learn along the way working for several companies including Can-Tex Industries and Newman Engineered Equipment before finally settling in with MVE.

His business partner Randy grew up in Mineral Wells, Texas and moved to Austin to study mechanical engineering at the University of Texas. It was here that he met his wife of 37 years, LuBeth. The two soon moved to her hometown of Dallas, where they were married. In 1981, Randy completed his industrial engineering degree at the University of Texas at Arlington.

His first job out of school was working as an inside sales rep for an oil and gas equipment company called Peerless Manufacturing. By entering this industry, Randy was following in his father’s footsteps, and he didn’t originally foresee himself ever leaving it. However, being in an industry that is known for its fair share of highs and lows, and having already survived one round of layoffs, Randy decided to start looking for employment in a different sector. In 1985, he started his career in the water and wastewater industry as a salesman for a valve and fire hydrant manufacturing company in Birmingham, Alabama called American Darling Valve Company (a division of American Cast Iron Pipe Company).

In 1990, once Randy had acquired sufficient knowledge in the industry, David hired him to work as a salesman at Newman Engineered Equipment. Four years later, the two were the official co-owners of MVE, having bought equal shares from the previous owner John Taylor, a gentleman who was a big help to them. It resulted in a “very easy take-over process,” according to David.

On December 1, 1991, Randy officially “started answering the phones” at MVE and, in February of 1992, David came over from Newman Engineered Equipment, which had closed its doors for good. The two men, then in their late 30s, were ready to make a name for themselves in the water and wastewater industry as one of the top manufacturers rep firms in the state of Texas.

In 1995, at the age of 25, Kim Butterfield joined David and Randy at MVE, starting off as their receptionist and accountant. “Oh gosh no, I never thought in my life I would be a valve girl,” laughs Kim about her lengthy career with MVE. Kim was “a friend of a friend” with no previous experience in the water and wastewater industry. But the two men she fondly refers to as “incredible leaders” taught her the business and let her learn and grow during her time with the company.

Kim is currently the office manager at the head office in Dallas, Texas where she handles everything from accounting to project management and client relations. She has no plans to leave MVE and says she has stayed so long because of David and Randy. “They are the most incredible people, both in business and personally. They are very intelligent and inspiring.” Going forward, Kim will take over employee relations and human resources, areas that are currently under Randy’s portfolio.

Today, MVE is a reputable manufacturers rep firm with three offices located across the state of Texas – Dallas, Houston and Austin – and one in Gulf Shores, Alabama. The core of its business has the
nearly 20 employees focused on working with engineers involved in city and state large-scale utilities projects in the water and wastewater industry. In this niche industry, MVE benefits from being one of the few in the state who can “automate” — an important skill where its service reps are able to put together an actuator with a valve.

The company prides itself on providing service to its customers even after a job is finished; always keeping in mind its mission statement to “take care of the customer first.” According to Kim, it is this focus on amazing customer service that has gotten them the most success, “Our success is in the relationships and friendships we have between our clients and manufacturers. It is a personal relationship based on a great deal of respect.”

Jason Rizer, an electronic technician for the City of Dallas’ East Side Water Treatment Plant has been an MVE “end user” client for the past five years. In his own personal experience with MVE, he has been pleased with the level of customer service he has received from his main contacts Clint (sales) and Randy. “I can call Clint and ask him questions since we’ve built that relationship and he will get a field rep out promptly — they provide great service and are very knowledgeable.” He would definitely recommend MVE to other contractors in the industry and his advice for the company’s 25th anniversary, “just keep doing what you are doing and your customer satisfaction rates will remain high!”

It was on December 1, 2016, that MVE celebrated its 25th Anniversary. All employees and their spouses from the four offices were brought in to spend the weekend in Dallas. One evening was spent at David’s home for a “happy hour” — giving the group the opportunity to get to know one another better. The following evening, the owners treated their employees to a dinner at Perry’s Steakhouse and Grille, an upscale, award-winning restaurant in Frisco, Texas. Randy presented all staff members with an MVE branded wine glass, and said that the celebration was a great opportunity for this self-proclaimed “work family” to “meld together.” Kim thought it was a “very happy time and a proud moment for both employers and employees.”

Dear Municipal Valve and Equipment,

We extend our most sincere congratulations to you on your twenty-fifth anniversary. We appreciate your knowledge and commitment to the industry. It has been a great pleasure working with you and we are proud to be your electric actuator and gearbox manufacturer.

Once again, congratulations on this milestone; we wish you continued success for many years to come.

Warmest regards,
AUMA Actuators, Inc.
In an effort to keep the lines of communication open following the anniversary celebration, Randy started a “copy all” e-mail stream between the four offices where they are able to “keep everyone in the loop.” With their most junior employee having been with the company for five years, David sees their success in employee retention as “one of the most rewarding things: people just don’t leave (MVE).” Randy explains their employee retention principles quite simply, “We don’t micromanage; we don’t look over shoulders on every quote or job; if an issue arises we talk about it together.”

Not only has MVE created a supportive environment in the workplace, but it also extends that support outwards, focusing its community involvement initiatives on funding numerous industry specific projects. One example is the Young Professionals, a group of members under the age of 35 from the American Water Works Association. MVE has sponsored several of the groups’ business networking events, or “happy hours.”

Further to that, MVE contributes to research projects that require funding taken on by engineers at plants and labs, as well as engineer-focused seminars, bi-monthly meetings and numerous golf tournaments, with proceeds going to state organizations that award monetary scholarships to students studying in the water and wastewater industry and to local plant competition teams.

As David “looks into his crystal ball,” he foresees himself in a much more reduced role at MVE, but not until he’s 70, which is still nine years from now. His plan is to hold onto some stock in the company for a “nice little draw” at the end of the year during his retirement. He sees himself in a training role with the new hires at MVE, disseminating the history and work ethic of how MVE does jobs. It is important for him to carry on the mission, and to hire those who not only have vision, but also can fully dedicate themselves to the company.

One man who has fully dedicated himself is John Valley, the current Vice President of South Texas Operations. John attended Binghamton University’s School of Management, where he concentrated on accounting and had (may still have…) aspirations of “owning his own pizza shop.” However, now John is a 1/3-share partner of MVE. Having been with the company for the past 14 years, he will take over the position of President when David retires. It is a challenge he looks forward to as he sees a prosperous future for the company since the announcement of the Rainy Day Fund – a generous contribution of $2 billion dollars that has been allocated from the state of Texas towards water and wastewater projects. “This is really good for our industry and it will keep us active,” says John.

Going forward, John’s main focus is staying on top of industry trends, which means carrying the newest, most innovative products as well as continuing to grow the engineering sales and service side of the business. However, when the time does come for him to take over, he will continue to focus on the relationships with customers and clients. In John’s opinion, “this is the most important thing.”

With retirement looming for David and Randy, they both look forward to spending more time with their families. David has five grown children who have completed school or are just finishing up. He hopes for them to show interest in the company, which hasn’t happened yet, but says his two boys – Redmond and Logan – do show a “glimmer of hope.”

Much time will also be allocated to his wife of 15 years, Sadie, who David describes as a “very strong, ambitious woman.” She has been by his side for the years that show the most growth at MVE, and David says he, “really could not have done it without her.”

Randy will enjoy the company of his wife of 37 years, LuBeth, and his 30 year-old daughter, Samantha, whose birth was one of the main catalysts for his decision to pack it in as a traveling salesman and settle in at MVE.

The two men have come full circle, both personally and professionally. “We have been together longer than we could ever have hoped or thought we would be. We have gone through the trials and tribulations of life together,” says David. So much so that they are now betting which of them will be the first to have a grandchild. Randy jokes that even though his daughter was married two years ago, “we are still betting David has one before me.”
**MVE STAFF/LOCATION DIRECTORY**

**North Texas/Corporate Headquarters – Dallas**
- David McGoodwin, Partner, President (began in Water and Wastewater industry in 1980)
- Randy Greene, Partner, Secretary/Treasurer (began working in Water and Wastewater industry in 1985)
- Kim Butterfield, Office Manager/Senior Project Manager/Inside Sales
- Stephanie Guidry, Dallas Office, Accounts Receivable/Payable/Office Administrator
- Jim Anderson, Dallas Office, Estimator/Project Coordinator
- Clint Pulliam, Dallas Office, Inside/Outside Sales, Technical Service
- Matt Farquhar, Dallas Office, Sales and Process Development
- Eric Ryals, Dallas Office, Service Technician
- Leticia Flores, Dallas Office, Project Manager

**South Texas – Austin/Houston**
- John Valley, Austin Office, Partner, South Texas (began working in Water and Wastewater industry in 1998)
- Tauna Felps, Austin Office, Inside Sales/Project Manager
- Josh Settlemeyer, Houston Office, Outside Sales
- Michael Robertson, Houston Office, Office Manager/Senior Project Manager/Inside Sales
- Michael Lloyd, Austin Office, Service Technician
- Philip Knighton, Lubbock, Estimator

**Gulf Coast – Gulf Shores, AL (Louisiana/Mississippi/Alabama/Florida Panhandle)**
- Steve Thomas, Gulf Coast Area Manager
- Kimberly Gruver, Gulf Coast Office, Inside Sales/Project Manager

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On behalf of our entire organization at Bailey Valve, we extend our heartiest congratulations to Municipal Valve and Equipment for completing 25 glorious years of success. Bailey Valve looks forward to a continued partnership for the next 25 years and beyond.

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Bailey valve is an industry-leading internationally distributed valve manufacturer, providing a broad range of valve solutions to meet any industrial and water application.
“MVE’s most important focus has and will continue to be the ability to provide the link and technical perspectives between consulting engineers, utilities and contractors with the products and services that we and our valued manufacturers offer.”

Leadership
David McGoodwin, Partner, President 1991
B.S. in Microbiology and a minor in Chemistry from Texas Tech University

Randy Greene, Partner, Secretary/Treasurer 1991
B.S. in Industrial Engineering from the University of Texas at Arlington

John Valley, Partner, Vice President South Texas Operations 2003
B.S. in Business Management with a concentration in Accounting from the State University of New York at Binghamton

Since its founding in 1991, Municipal Valve & Equipment (MVE), has become a leading manufacturers’ representative firm who sells and services water and wastewater treatment equipment, valves, fabricated steel and ductile iron pipe to the waterworks industry in Texas, Oklahoma, Alabama, Louisiana, Mississippi, Alabama and the Florida panhandle with offices in 4 cities including the headquarters in Addison, Texas. MVE represents over 25 companies who manufacture specialty-engineered products and who are industry recognized as the leaders in their respective field.

MVE’s most important focus has and will continue to be the ability to provide the link and technical perspectives between consulting engineers, utilities and contractors with the products and services that we and our valued manufacturers offer. Our experienced team provides a value adding insight to critical flow control, energy dissipation and water treatment processes.

Our facilities in North and South Texas support our on demand valve inventory as well as our repair and valve automation capabilities.

Also offering:
Full start-up services
Warranty support
On-site repair and maintenance
Valve and Actuator start-up and service

Congratulations to Municipal Valve & Equipment on your 25th Anniversary!

THANK YOU FOR YOUR FRIENDSHIP AND HELPING US GROW OUR BUSINESS WHILE ADDING A SMILE IN THE PROCESS. WE WISH YOU ALL CONTINUED SUCCESS ON THE NEXT 25 AND HOPE TO BE A BIG PART OF IT!

All your friends at Crispin Valve
For the past 25 years, Texas-based Municipal Valve and Equipment Company has set the standard for outstanding customer service, representing Red Valve's custom engineered valve products in Texas and Oklahoma. Municipal Valve and Equipment is a recognized leader in the water and wastewater fields, and we are proud of our many years of partnership. Here's to another successful 25 years!

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