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## IGM expands

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Now we will be more focused on new business."

Longtime golf industry consultant Dennis E. Shirley will head up efforts to expand IGM's business in Texas and Craig Johnson, owner of Golf Course Services, will handle new opportunities in the Southwest.

"Both Shirley and Johnson have lots of contacts in the business," Zakany said. "Once they get us qualified leads, we will get involved. They have the contacts and see the people that we want to get in front of."

IGM has also relocated its western regional operations to Las Vegas from Los Angeles. Brad Rook will head up the new office located at IGM's Silver Stone Golf Club.

"We felt Los Angeles was too far west and that we were missing opportunities in high-profile golf markets like Las Vegas and Phoenix," Zakany explained.

According to Zakany, the changes will help IGM achieve its goal of growing 15 to 20 percent annually.

"This is a time where you either fall back where everyone else is, or you move forward," he said. "We have chosen to grow instead of downsize."

Zakany said additional growth will come from placing new business development offices in the Northeast and Midwest in the coming months. ■

## We want to hear from you!

Letters to the editor are an integral part of GCN, so let your voice be heard. Send all correspondence to:

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