

Arrowhead Conferences & Events Founding President Announces His Successor —REDLANDS, Calif., Jan. 23, 2018

ENOCH WILLIAMS INTRODUCES VP SCOTT FALK AS NEW LEADER OF EVENT PLANNING ORGANIZATION

After more than 40 years and thousands of events, Enoch Williams, the founder of Arrowhead Conferences & Events—recognized throughout North America as the leader in Christian conference and meeting planning—is retiring. Scott Falk, a hospitality industry veteran and the former vice president of Arrowhead, has succeeded him as president of the organization, which is a ministry of Cru. Williams will assist with the transition until March 2018.

"I have worked alongside Scott for more than 20 years, and his contributions are a huge factor in Arrowhead Conferences & Events' standard of excellence and growth," said Williams. "I am excited to see this excellence in service continue throughout this new season for our organization, and have the utmost confidence that Arrowhead will flourish with Scott at the helm."

Williams began planning conferences for Cru, then known as Campus Crusade for Christ, in 1973. Cru's leadership recognized the need across Christian ministries for this conference-planning specialty and established Arrowhead in 1986, naming Williams as president. Arrowhead currently serves more than 450 ministry contacts nationwide with a large assortment of meetings, from small board retreats to citywide events.

"I'm proud of Arrowhead and the solutions we provide ministries and organizations so they can focus on the programming, content and message of their events," said Falk. "I'm honored to have worked with Enoch and look forward to furthering my relationships with our clients and the industry."

Falk was announced as president-elect by the Arrowhead board of directors and assumed his role this month. As vice president, Falk provided leadership and direction to all Arrowhead account managers and associates, directed marketing efforts, and implemented new business strategies and technology advances. He also served previously as the director of sales.

Williams will be honored at a reception on March 6, prior to the Christian Meetings & Conventions Association (CMCA) 2018 Showcase in Roanoke, Virginia. For further information, please contact becky@arrowheadconferences.org or visit ArrowheadConferences.org.

About Arrowhead Conferences & Events

Founded in 1986, Arrowhead Conferences & Events is a 501(c)(3) nonprofit conference- and event-planning company, primarily serving Christian ministries. With 300-plus years of combined conference-planning experience, Arrowhead annually books more than 140,000 room nights and 400 conferences.

To learn more about Arrowhead Conferences & Events, visit ArrowheadConferences.org. To learn more about Cru, visit Cru.org.