



Welcome

NEW PRESIDENT SCOTT FALK

Enoch Williams Introduces VP Scott Falk as New Leader of Event Planning Organization

REDLANDS, Calif., Jan. 23, 2018—After more than 40 years and thousands of events, Enoch Williams of Arrowhead Conferences & Events—recognized throughout North America as the leader in Christian corporate meeting planning—is retiring. Scott Falk, a hospitality industry veteran and the former vice president of Arrowhead, succeeded him as president of the organization, which is a ministry of Cru. Williams will assist with the transition through March 2018.

“I have worked alongside Scott for over 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 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 an 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 their programming, content and message of their events,” said Falk. “I’m honored to have worked with Enoch Williams and 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 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 chief sales officer.

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

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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](https://arrowheadconferences.org). To learn more about Cru, visit [Cru.org](https://cru.org).

