

NEW PRESIDENT SCOTT FALK

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

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

"I have worked alongside Scott for over 20 years, and his contributions are a huge factor in Arrowhead Cc Events' standard of excellence and growth," said Williams. "I am excited to see this excellence in service c throughout this new season for our organization, and have the utmost confidence that Arrowhead will float the helm."

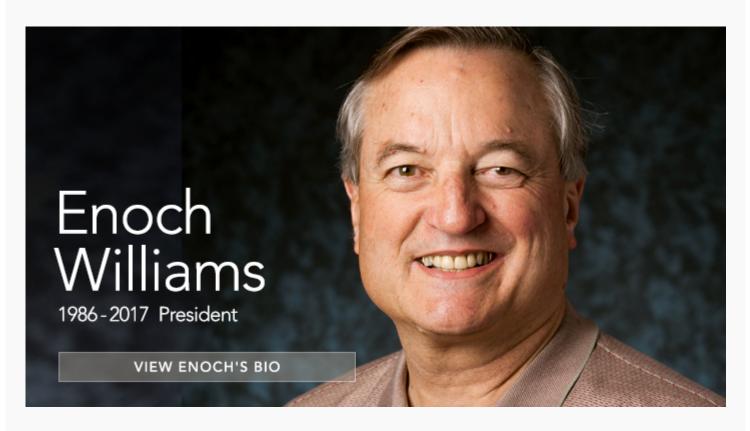
Williams began planning conferences for Cru, then known as Campus Crusade for Christ, in 1973. Cru's le recognized the need across Christian ministries for this conference-planning specialty and established Ari 1986, naming Williams as president. Arrowhead currently serves more than 450 ministry contacts nation 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 at the 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 mo president, Falk provided leadership and direction to all Arrowhead account managers and associates, directions, and implemented new business strategies and technology advances. He also served previously as tasles.

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.

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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 <u>ArrowheadConferences.org</u>. To learn more about Cru, visit <u>Cru.org</u>.

