

BE A SOURCE OF HOPE FOR CHILDREN TODAY!

SINCE 1990
CENTERS CLASSIC
golf tournament

SEPTEMBER 23, 2024
Pinebluff Valley Country Club
2 Tee Times 8AM & 1PM

Sponsorships begin at \$2,500. Reserve your team today by emailing FoundationMail@TheCentersAll.com or calling 501-666-8436. Additional ways to support include sponsoring awards, luncheon, beverage cart, or a hole sign.

Lisa Van Hook Named President of ComGroup

by Arkansas Business Staff · September 5, 2024, 12:38pm

📱 2 min read

The Communications Group of Little Rock has a new president, Lisa Van Hook, though she's hardly a new employee.

Van Hook has been with the marketing and public relations firm since 1997, and has served as an agency principal, executive vice president and director of client services since 2011. Her took her new position on Sept. 1, succeeding Dan Cowling as president.

Cowling, an original founder of the firm, remains as ComGroup's chairman and chief executive officer.

"If there is one thing we embrace at The Communications Group, it is change," Van Hook said in a statement. "For 37 years, our agency has successfully evolved to stay at the forefront of our ever-changing profession."

She said the constant at ComGroup has been the firm's "unwavering excellence and exceptional service" to clients. "This is a priority that I bring in my new role and one that I share with the entire team at the agency."



Lisa Van Horn (Photo provided by ComGroup)



Van Hook has nearly three decades of experience in PR, marketing and agency management. In the new role, she will lead the firm's administration and day-to-day operations. She will also manage its creative, digital, media and public relations departments.

In a news release, Cowling said that when the firm hired Van Hook in 1997, "we wanted someone to help us grow our outreach and education work." That worked out well, he said. "As of today, she's helped develop over 40 projects and programs in healthcare and education." He added that she has managed client services and the staff superbly. "This promotion is the next logical step for her and for The Communications Group."

Van Hook's last name was incorrectly reported as "Van Horn" in a previous version of this story.

IN THIS STORY

[Business Services, ComGroup, Dan Cowling, Lisa Van Hook, Media & Marketing](#)

RECOMMENDED FOR YOU



Arkansas State University Receives \$1.8M NIH Grant for Oral Health Research

by Arkansas Business Staff · September 5, 2024, 12:52pm



Stephanie Heffer Moves Up at Arvest in Hot Springs

by Arkansas Business Staff · September 5, 2024, 12:48pm



Stephens Expands Equity Capital Markets Division

by Arkansas Business Staff · September 5, 2024, 12:14pm

📧 Sign up for Daily E-news

Sign Up

34th Annual Centers Classic Golf Tournament

SINCE 1990
CENTERS CLASSIC
golf tournament

SEPTEMBER 23, 2024
Pinebluff Valley Country Club
2 Tee Times 8AM & 1PM

2024 Centers Classic Committee:

Be a Source of Hope for Children Today!

Sponsorships begin at \$2,500. Reserve your team today by emailing FoundationMail@TheCentersAll.com or calling 501-666-8436. Additional ways to support include sponsoring awards, luncheon, beverage cart, or a hole sign.

THIS WEEK'S EDITION

Arkansas Business

Health Care Help

Property Values Soar in '24

TEACHING SKILLS

Business after middle and college options

This Week's Stories

View Digital Edition



EDITORS' PICKS

RESTAURANTS & FOOD
Arkansas Craft Brewing Pioneer Diamond Bear Going Up for Auction

MANUFACTURING
WSJ: Arkansas Positioned to Gain if US Steel Sale Falls Through

HEALTH CARE
CHRISTUS Health Announces \$4.5M Deal to Acquire Texarkana Hospital From Steward Health

BANKING
Academy Bank Plans On Entering Rogers


WHISPERS
Van Buren Attorney's Civil Trial Set: \$200K Fee Dispute in Trust Case


WHISPERS
Southern Tail Brewing in East Village Plans Grand Opening for September

COVER STORY
Property Values Climb in 15 Arkansas Counties as Reappraisals Reflect Growth

COVER STORY
Pulaski County Schools Partner with Companies to Launch Workforce Prep Programs

WHISPERS

ACRE at UCA Scales Back Full-Time Research, Prioritizes Student Researchers [On](#) 

SPOTLIGHT
Northwest Arkansas Healthcare Struggles to Keep Pace with Population Growth [On](#) 

34th Annual Centers Classic Golf Tournament

since 1990



CENTERS CLASSIC
golf tournament
presented by
WEST LANSING LAWNS

SEPTEMBER 23, 2024
Pleasant Valley Country Club

2 Tee Times: 8AM & 1PM
Sponsorships begin at \$1,850!
Reserve your team today by emailing
FoundationMail@TheCentersAR.com
or calling 501-666-9436.

Additional ways to support include
sponsoring awards ceremony,
beverage cart, or a hole sign.

BE A SOURCE OF HOPE FOR CHILDREN TODAY! 



Subscribe

Arkansas Business / ABPG soirée BRIDE GREENHEAD NEXT

Arkansas Business

About ABPG
Movers & Shakers Submission
FAQ
Staff
Get Reprints & Article Rights
Advertise
Work with Us

Industry News

Agriculture	Insurance	Public Companies
Banking & Finance	Investments	Real Estate
Business Services	Legal	Restaurants & Food
Construction	Manufacturing	Retail
Education	Media & Marketing	Small Business
Energy	Nonprofits	Technology
Government & Politics	Northeast Arkansas	Tourism
Health Care	Northwest Arkansas	Transportation

Contact

Arkansas Business Publishing Group
114 Scott St.
Little Rock, AR 72201

Toll free: (888) 322-6397
Main line: (501) 372-1443
Customer Service: (501) 455-9333
Email Us