

Media Contact:
Carson Horn, APR
chorn@comgroup.com
501.515.0849

FOR IMMEDIATE RELEASE

The Communications Group Announces Ownership Transition

Ownership transitions to Dane Cowling and Lisa Van Hook, longtime shareholders, as co-founder Dan Cowling III retires



Communications Group shareholders Lisa Van Hook, MA, APR, and Dane Cowling, MFA, are leading Arkansas's premier marketing and PR agency into a new era, expanding on a 40-year legacy of excellence.

LITTLE ROCK, Ark., July 14, 2026 — [The Communications Group](#) (ComGroup), one of Arkansas's longest-operating independent full-service marketing, public relations and communications agencies, announces an ownership transition. The agency is now jointly owned by longtime shareholders [Dane Cowling](#), co-founder and creative director, and [Lisa Van Hook, MA, APR](#), agency president.

The ownership change is part of a succession plan built around co-founder and Chairman [Dan Cowling III](#) retiring from agency ownership in May. [Dan Cowling and Dane Cowling are brothers.] The new ownership marks the next chapter in the firm's nearly four-decade history. Dan Cowling and Dane Cowling were two of the four founders who helped build ComGroup from a startup venture launched in downtown Little Rock in 1987 into an award-winning integrated marketing, communications and public relations firm serving a global roster of clients.

"Few agencies have the opportunity to successfully navigate a transition like this while remaining independent and founder-led," said co-founder Dane Cowling. "What makes this moment special is that we're not changing who we are. We're continuing a story that began nearly 40 years ago with an entrepreneurial vision and a belief that strategic communications can create meaningful value for our clients."

Van Hook, recently named a [‘Top Woman in PR’ by PRNews](#), has been part of the ComGroup story for nearly three decades. She joined the agency in the late 1990s to help launch the Arkansas ARKids First program and has since helped lead the agency through significant growth, industry transformation and expansion of its integrated service offerings.

"It is an incredible privilege to build on the foundation Dan, Dane and the agency's founders created," said Lisa Van Hook. "ComGroup has never stood still. Throughout our history, we've adapted to new technologies, changing markets and evolving client needs while staying true to the principles that have guided us since 1987. This ownership change represents continuity, planning, and a renewed commitment to working in partnership with our clients to help them navigate increasingly complex business environments."

Since it was founded in 1987, ComGroup has worked with a diverse roster of local, regional and national organizations while maintaining a commitment to long-term client relationships. Among them are globally recognized brands including Mercedes-Benz Trucks, Jacuzzi, ABB, Toyota Material Handling, Windsor Door and Innovation Industries. Innovation Industries, the agency's longest-tenured client, has partnered with ComGroup for as long as the agency has been in business.

Today, The Communications Group combines research, strategy, public relations, crisis communications, advertising, event planning, media planning and buying, digital marketing, social media, creative services and communications consulting to help client organizations succeed. As ComGroup approaches its 40th anniversary this November, Van Hook and Cowling are focused on growth, innovation and delivering integrated marketing and communications solutions for clients while continuing the legacy established by its founders.

To learn more about ComGroup's commitment to innovation, client success and sustained growth as the agency enters its next chapter, visit www.comgroup.com.

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About The Communications Group (ComGroup)

The Communications Group (ComGroup) is an award-winning, full-service digital, marketing and public relations firm. For almost four decades, ComGroup has been a trusted partner helping organizations navigate complexity and create impactful communications that delivers powerful outcomes. Serving a range of industries, with deep expertise in agriculture, B2B, healthcare and G2C, ComGroup combines technology-driven strategy, customized research with integrated media, digital and creative campaigns to drive results for clients across North America and Europe. Learn more at ComGroup.com.