

Hundred Trees, LLC



Tom Howell, Principal

Tom brings a wealth of knowledge and experience to brand development efforts, communications research and planning, media relations and public/governmental affairs consulting.

Tom has more than forty years of experience in marketing communications — including five years in broadcast news, eleven years in the Kentucky state capital, and twenty-four years working for public relations, advertising and marketing firms. From February 2002 to June 2013 he was Principal of New West, LLC. Since selling New West, Tom has been Principal of Hundred Trees, LLC - a marketing communications consultancy.

Tom's strategic planning and counsel is sought by clients seeking to build or protect reputations, advance issues, build coalitions, and communicate complex technical information as well by those wanting to introduce a new concept or product to targeted or mass audiences. His Pure Tap campaign for the Louisville Water Company received the national Creativity In Public Relations Award (CIPRA).

While at New West, Tom and his team created the nationally recognized "Unbridled Spirit" branding effort and campaign for the state of Kentucky. Over the first four years of that campaign, the state reported tourism spending increased from 7.6 billion dollars a year to more than 11 billion dollars annually. He also led the efforts to rebrand the regional hospice provider - now known as Hosparus Health – which led to a 30% first-year increase in patients and families seeking care.

Howell's skills are of particular benefit to companies and organizations facing communication challenges at the neighborhood or state level. His ongoing work on behalf of a large specialty chemical manufacturer - Rohm and Haas - resulted in an IABC International Gold Quill for Overall Community Relations Program. He also helped build and direct a communication program for the oil and gas industry in the state that led to compromise regulations benefiting property and mineral rights owners.

Howell Bio con't.

As Principal of Hundred Trees, LLC Howell helps clients research, plan and implement a variety of communication programs. He has broad experience helping palliative hospice organizations at the local, regional and national levels. His most recent clients include Comprehensive Care of Western North Carolina, Carolina Caring, Hosparus Health, National Partnership for Healthcare and Hospice Innovation.

Howell was a charter member of the Kentucky Clean Fuels Coalition and past president of the Kentucky Association of Government Communicators and the Kentucky School Public Relations Association (NAGC and NSPRA). He served two terms on the Board of Directors of the Louisville Urban League and one term on the Board of Directors of KENTUCKY!SHOW. He has served as a Ruling Elder at Highland Presbyterian Church in Louisville. He currently volunteers for Second Helpings of Beaufort – a food rescue organization.

He was inducted into the Public Relations Society of America/International Association of Business Communicators Hall of Fame in 2008.

Tom is married to Melissa Howell, former Executive Director of the Kentucky Clean Fuels Coalition and Principal of Energy Plus, LLC. They have three adult children – Matt (Allison), Grace (Joel), and Andy (Jennifer). Tom and Melissa are also the proud grandparents of granddaughter Penelope and grandson Everett.

Education: BA Eastern Kentucky University and the MIT-Harvard Public Disputes Program

Contact Information

203 Locust Fence Road
St. Helena Island, SC 29920
PH: 502-551-4473
EMAIL: Tom@Hundredtreesllc.com

Billing information

Consulting services -\$125/ hour plus expenses (one day minimum). A retainer arrangement is negotiable.