

TOM HARVEY

Education and Training

Greenfield College, Greenfield, Mass., BA, 1973.

Research and Professional Experience

Cofounder & Chief Operating Officer, Blume Distillation & Whiskey Hill Farms, Watsonville, CA., 2009-present.

Principal, The Communications, 2004-2009.

Communications Director, International Institute for Ecological Agriculture, 2006-present.

Producer, EcoReview, Santa Cruz Community TV, 1997-2009.

Honors and Awards

McGraw-Hill National Direct Marketing Campaign Development Corporate Achievement Award.

Award for Entrepreneurial Leadership, Direct Marketing Association.

Award for Best Informational and Education Program, Santa Cruz Community TV, 2006-2009.

Refereed Publications

None

Technical Publications

None

For the past decade, Harvey has been working with David Blume running sales operations, business development, marketing and corporate communications, and media and investor relations for Blume private sector and not-for-profit operations.

Harvey has been the recipient of numerous corporate achievement awards, including the McGraw-Hill Corporate Achievement Award for National Direct Marketing Campaign Development, the Direct Marketing Association's Award for Entrepreneurial Leadership, the Alliance for Community Media's Western Access Video Excellence, and the Santa Cruz Community TV Award for Best Informational and Educational Program in 2006, 2007, 2008, and 2009. Harvey received his Bachelor of Arts degree from Greenfield College, Greenfield, Massachusetts, in 1973.

In 1995, Harvey joined the board of directors of Citizens for Responsible Forest Management, an environmental watchdog group active in the preservation of old-growth redwood and related finite natural resources in Santa Cruz County and throughout Coastal California. In 1997, he launched the production of the Santa Cruz Community TV-based EcoReview program, an hour-long “live” journal focused on all aspects of environmental news, events and issues.

In 2004, Harvey founded TheCommunications, a boutique communications consultancy practice that manages all aspects of marketing, corporate communications, publicity and public outreach for eco-focused entrepreneurs and organizations, primarily serving the renewable energy and sustainable living markets. TheCommunications has supported clients including the American Corn Growers Association, the MidAtlantic Renewable Energy Association, the International Institute for Ecological Agriculture, and Ridespring, as well as clients in consumer electronics, adventure sport, and the high-tech industry. Through his consulting business, Harvey was the Communications Director of IIEA, the non-profit organization started by David Blume, and Sunlife Cooperative LLC.