

KRAKOFF
COMMUNICATIONS

2020 YEAR IN REVIEW



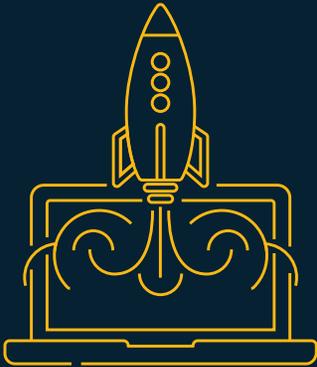
Adapted & thrived
during COVID-19
pandemic



Created StoryMatters
videocast series

PRSA

President Jeff Krakoff was appointed
to the Board of Directors of Public
Relations Society of America
Pittsburgh chapter



Launched new KCI
website



Added 11 new clients



Made cash donations &
provided pro-bono services
to half a dozen
organizations



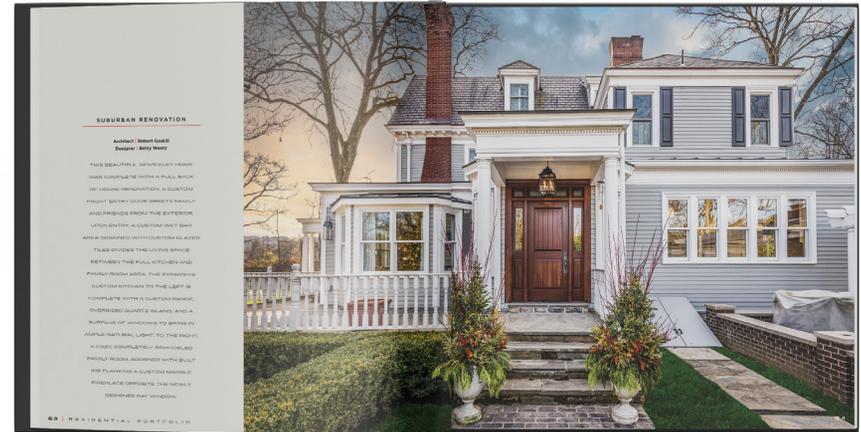
Taught PR Management
class in the Business School at
University of Pittsburgh



Added NJ presence to
expand into New York,
New Jersey and
Philadelphia

PWCAMPBELL

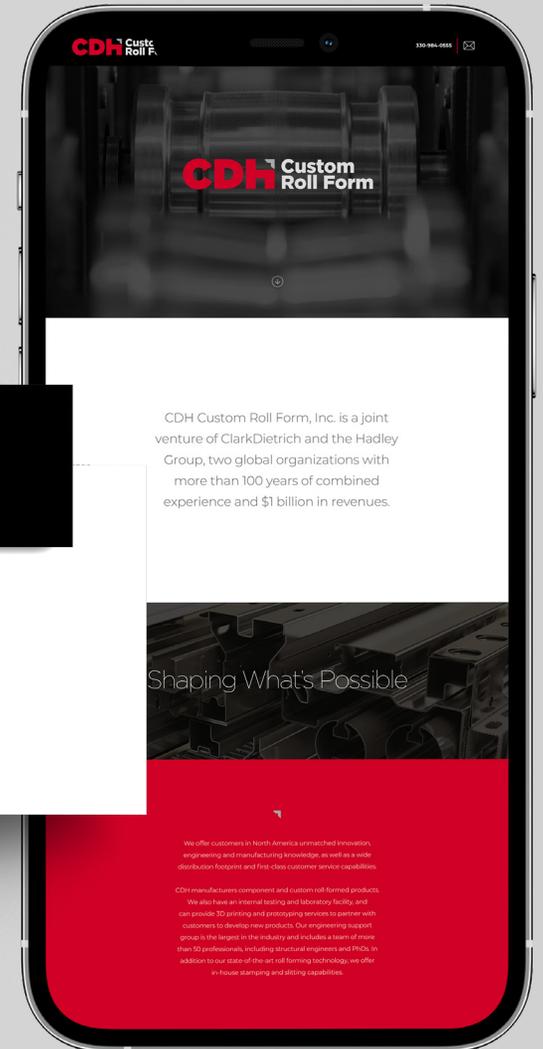
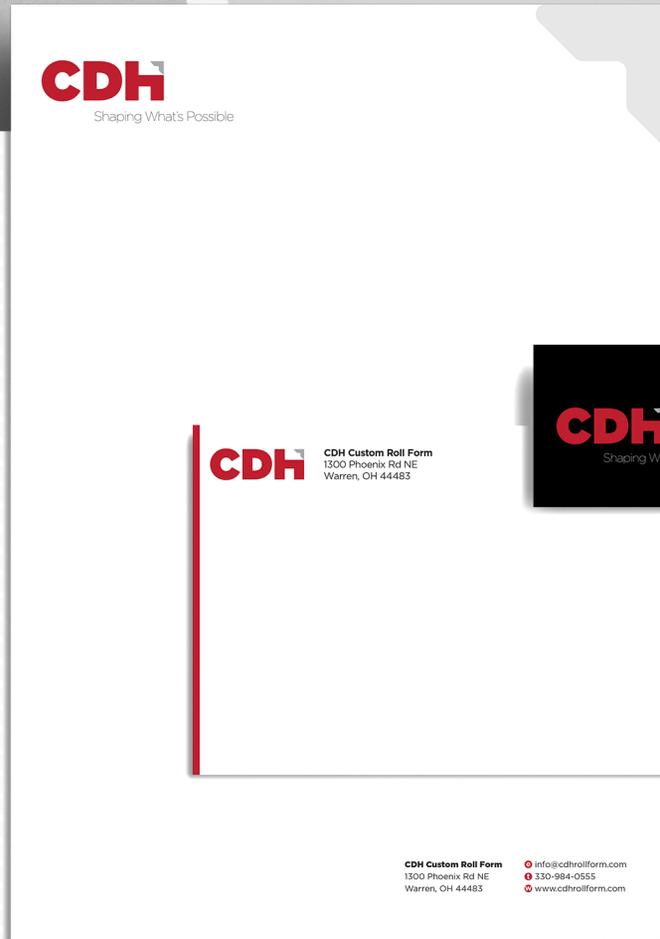
We helped this more than a century-old Pittsburgh-based design/build and construction management firm with a number of public relations and design projects. In addition to announcing a new ownership/management structure for its overall financial institution, commercial and residential businesses, we partnered with them on a custom residential brochure, project viewbook and website.



CDH Custom Roll Form

CDH CUSTOM ROLL FORM

We created the brand this year and many other pieces for this Warren, Ohio-based metals producer that is a joint venture involving large U.S. and UK companies. In addition to creating the brand and stationery materials, we are working on various print collateral and website projects.

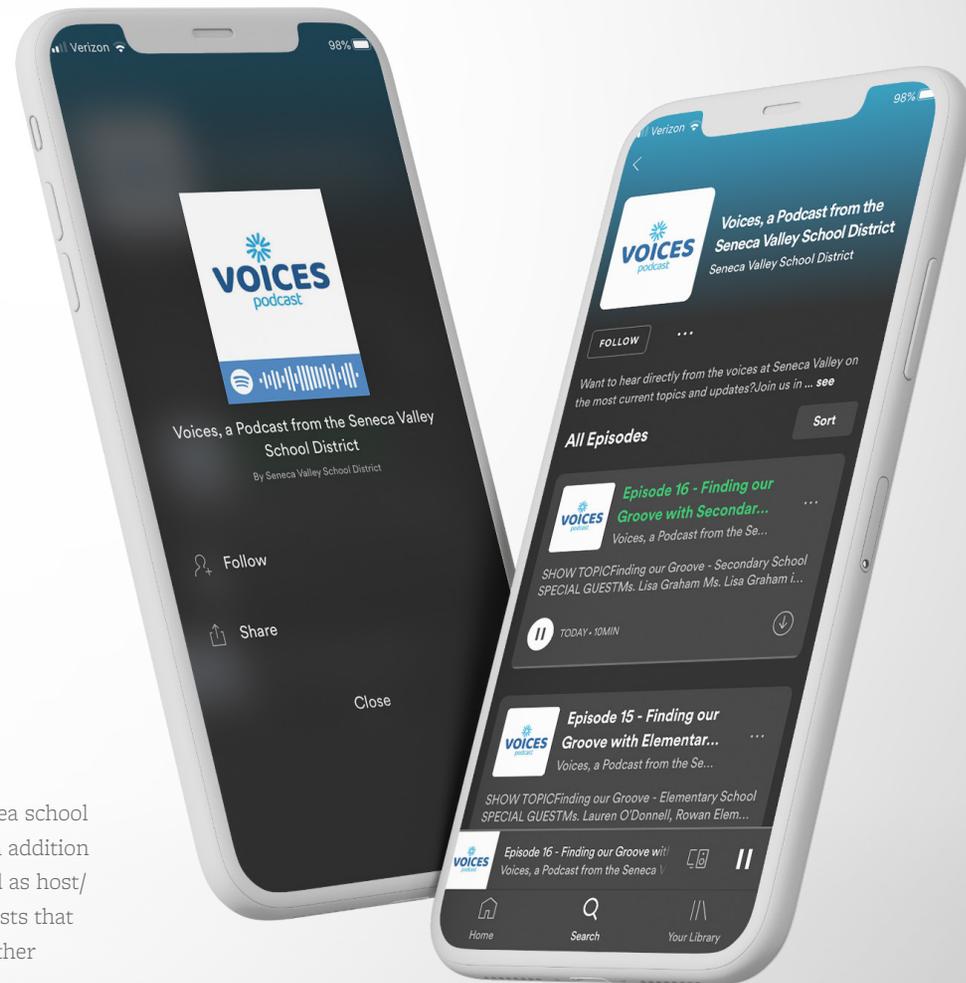




VOICES podcast

SENECA VALLEY SCHOOL DISTRICT

We worked with our clients in this large Pittsburgh-area school district to launch a new podcast series titled Voices. In addition to branding and design of printed materials, we served as host/interviewer and produced more than two dozen podcasts that have been very well received by the community and other stakeholder groups.



Holistic Insurance Protection

HOLISTIC INSURANCE PROTECTION—THE LEVEL PROGRAM

We developed the brand/logo and are working on designing an app and collateral materials for this national program based in Weirton, WV. The focus is on helping consumers and insurance professionals ensure people have the proper levels of coverage for home, auto, life and other insurance at the lowest possible long-term cost.



Level
Purchase Evaluations
Choose a plan to continue

Transparent Pricing, Built For You
Choose a monthly plan that fits your clients and start sending evaluations to clients and converting more business.

MONTHLY ANNUALLY

BASIC
\$50 / month
Perfect for small teams

10 Evaluations
3 Rollovers
20 Maximum

SELECT

PREMIUM
\$100 / month
Perfect for growing teams

25 Evaluations
9 Rollovers
50 Maximum

SELECT

ENTERPRISE
\$250 / month
Perfect for established teams

80 Evaluations
30 Rollovers
100 Maximum

SELECT

SINGLE EVALUATION \$10 Perfect for trying it out

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Your Results
Select insurance to see your score.

26% Covered

Auto 20% Home Life

Automobile Insurance

Placeholder text describing insurance details and benefits.

Level
New Agent Registration

First Name _____

Last Name _____

Email _____

Password _____

Password Confirmation _____

Company Name _____

REGISTER CANCEL

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Level
Enter Your Payment Details

NAME ON CARD
Name on card _____

PHONE
Phone _____

ADDRESS 1
Street address _____

ADDRESS 2
Suite (Optional) _____

CITY
City _____

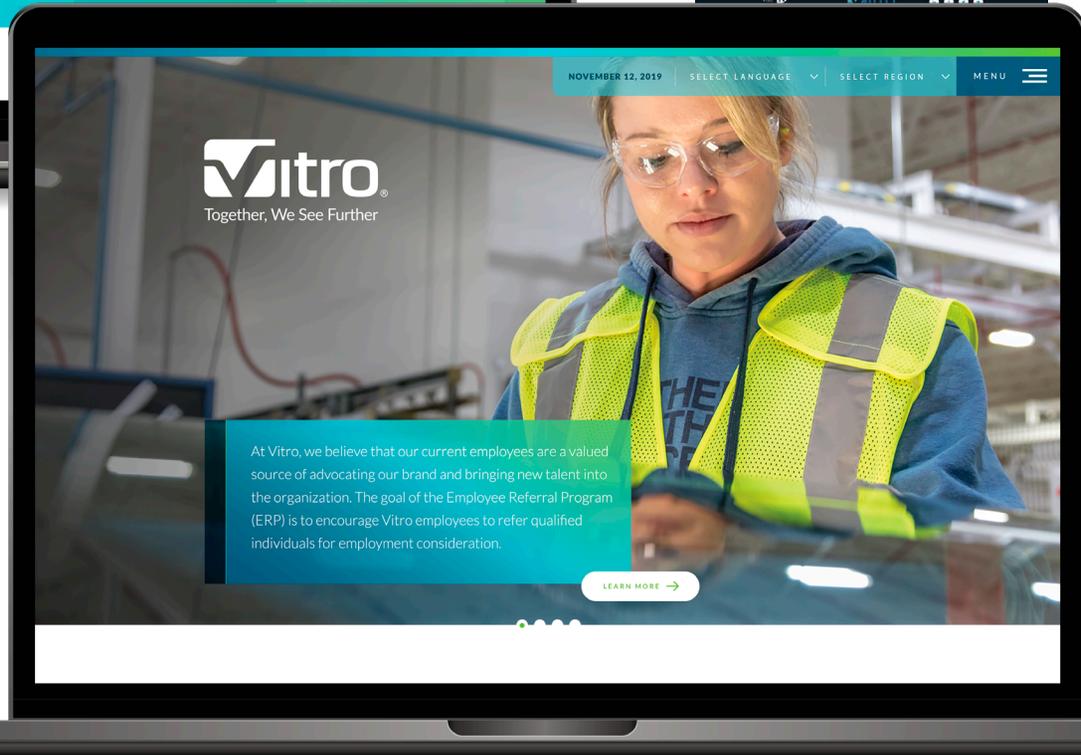
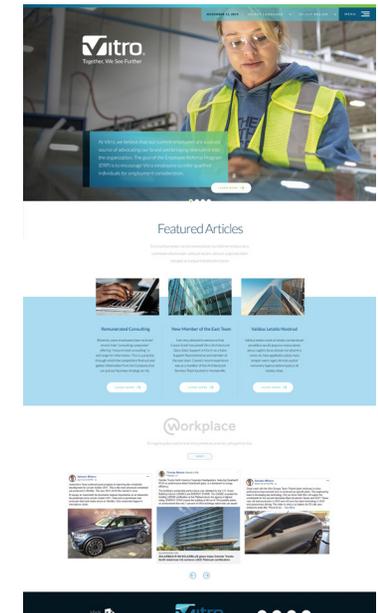
STATE
Select _____

CREDIT/DEBIT CARD
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SUBMIT CANCEL

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VITRO

We worked with this global manufacturer of architectural and automotive glass, with its North American presence based in Pittsburgh, to design and develop its Intranet site for U.S. and Canadian employees. We also developed an Intranet site for global employees in Europe and Latin America.

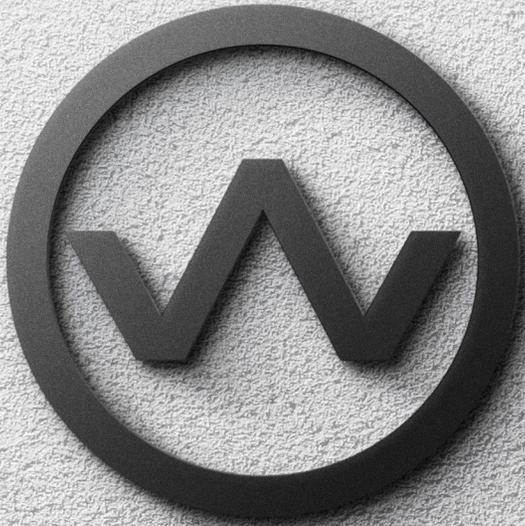
WESTERN PA SCHOOL FOR BLIND CHILDREN

We partnered with this Pittsburgh-based school that educates blind and visually impaired students. It is one of the oldest, largest and best schools of its kind in the United States. We helped to develop a brand for its foundation and worked with the School with content and design for its annual report, newsletter, print ads, signage related to COVID-19 and more.



WHARTON HILL INVESTMENT ADVISORS/ZAJAC GROUP

We helped to create brands and marketing materials for these two Philadelphia-based investment and wealth management firms. We helped with naming, branding, logo design and other marketing communications services.



EQUIPMENT & CONTROLS, INC.

ECI is based in Lawrence, Pa., and is a national leader in industrial automation and process controls. We partnered with them to create numerous infographics and other visual elements, as well as a number of brochures and product data sheets.



Remote Automation Solutions Preventative Maintenance Program
A scheduled preventative maintenance program can streamline your operations and provide assurance that your equipment is functioning properly. ECI's experienced Remote Automation Solutions field service technicians will perform needed repairs and maintenance while evaluating the overall health of your assets. Your staff will no longer need to worry about changing instruments, transmission failures, loss of communications or power outages.

As a single source for all of your maintenance and repair needs, you can rely on ECI technicians to manage a range of products and solutions at your site from valves and instruments to remote operations controllers and power sources such as solar and thermoelectric generation.

Your preventative maintenance program will be customized to meet your needs and scheduled at a cadence that will best serve your site. The following maintenance tiers highlight the available services based on the requirements and complexity of your operation:

Tier I	Tier II	Tier III
Voltage Check - RTU, Power Supply, etc.	Tier I Services	Tier Land Services
Physical Inspection of installed Devices and Batteries (see Testing and Filing)	Loop Checks	SCADA Check
I/O Check	ESD Testing	Motor Calibration
Terminal Block Inspection	Function Testing	Replace Consumables - Filters, Electrodes, Batteries, etc.
Firmware Updates	Check Modbus and Radio Communications	MSL Servicing and Performance Evaluation
Documentation of Services Performed and Repair Recommendations	UltraSonic Leak Detection	
Enrollment in Preventative Maintenance Calendar		

Through a range of product and service solutions, ECI can meet all of your automation needs. This approach ensures that you have access to all of your automation needs from a single, trusted source. From product specification and project engineering to fabrication, installation, predictive preventative maintenance and outages, ECI manages the day-to-day coordination of services so that you can focus on your core business.

With access to best-in-class products and services, engineering and training, you can optimize performance and operate with the support of our team every day.

Flow Control Solutions – Industry leading Fisher® control valves, instrumentation and engineering application support

Process Systems & Fabrication – Improve your operations with world-class Emerson® Delta™ automation systems that enhance process performance while reducing engineering and lifecycle costs and providing unprecedented flexibility and adaptability

Project Engineering – From single valve sizing to full control system design, engineered solutions help drive productivity and efficiency with the goal of delivering the business outcome you desire

Remote Automation Solutions – Design and installation of high-performance measurement, automation and control strategies for the oil and gas industry

Isolation & Valve Actuation – A range of isolation and valve actuation solutions from the leading brands such as Emerson's Keystone™, Vanessa™, KTM™ and Clarkson™

Lifecycle Services – Multiple Service Centers throughout our territory, factory-trained technicians and engineers prepared to support the lifecycle of all of your automation assets

Power Ignition & Controls – ECI's Power Ignition & Control division specializes in engine and compressor controls for the natural gas industry

Control Panel Design & Fabrication – ECI's Panel Shop designs and builds custom process control panels, delivering precision and accuracy through automated drilling, tapping and milling with a Steinbauer McClester machine

Skid Technologies – Custom prefabricated process control skids designed and built to your specifications for a variety of applications

Pump Solutions – Industry-leading pump brands and complete pump repair and service solutions, system configuration and skid fabrication

Reliability Solutions – Predictive, corrective, electrical and professional solutions designed to deliver seamless operations and help plants achieve



The lifecycle of your assets, and how well they contribute to your operations, are directly tied to your maintenance program. With the right planning and expertise, the products and technologies installed at your site can create reliable processes that yield results. The consequences of unattended repairs, inexperienced technicians and frequent stoppages, however, can hinder your operations.

Preventative Maintenance Improves Performance

The systems and solutions that enable effective processes require ongoing maintenance and repair. A reactionary response to maintenance can lead to downtime, and safety reliability and safety challenges. A more strategic approach that acknowledges maintenance as a critical component of your operations offers many advantages. Year-round maintenance is more cost effective, eliminates emergencies, improves communication and allows for scheduled production.

A skilled team of service technicians can take on your maintenance and repair responsibilities, regularly evaluating the health of your assets and completing any necessary diagnostic or emissions testing.

Reducing Downtime and Improving Operations
Well-maintained parts and equipment perform better and improve the return on your investment. A skilled maintenance team can help to reduce downtime but also prepare for future needs. With a thorough understanding of your equipment, your service team can plan for needed parts and inventory, and address what work needs to happen immediately and what can be scheduled for outages or other planned down time.

With ECI leading your preventative maintenance program, you will benefit from the expertise of well-trained technicians with experience in your industry. An acute product knowledge and understanding of factory specifications allows ECI technicians to anticipate your needs and complete repairs before an emergency occurs. Through a preventative maintenance program, repairs and service are no longer a burden but a streamlined, efficient aspect of your operations that will lead to reduced downtime and improved overall performance.

Reducing Your Maintenance and Expertise
By effectively staffing mobile workers on site teams become smaller and more generalized are increasingly common but improve challenges for maintenance programs. Specialized expertise and a familiarity with your specific solutions – as well as the availability to tend to them – are essential to



Grow Your Career with ECI
The Region's Leader in Process Control and Industrial Automation

ECI is employee owned. Our teams embrace this with a high level of accountability as our employees are central to our ability to serve a growing market. Our employee-centric culture is focused on safety, wellness and engagement – positioning our team to grow their careers and be the driving force behind solutions that help our customers succeed. As an Emerson Impact Partner, our teams are equipped with the solutions necessary to lead this industry in our region.

Our Culture
Community is a term often used to describe our culture. Our employee-focused approach to all aspects of our business, the tenure of our employees, commitment to excellence and employee recognition all contribute to a feeling of community. As a mid-sized business, ECI is large enough to offer stability, yet small enough to be agile, connected and supportive. Our leadership team is hands-on and available, and our focus on engagement means employee events are frequent and well-attended. Wellness is a common thread that brings together our employees from different areas and further strengthens our sense of community.

Career Opportunities
ECI employees are career-driven professionals. Our organizational structure enables team members to grow their expertise across different market segments without leaving the company. Continual learning and development are knowledgeable on the latest product and technology advancements and best practices. As an Emerson Impact Partner, our employees also have access to career development and networking opportunities through Emerson and the Emerson Impact Partner network, joining the ECI team is an opportunity to build a career. From engineers, sales and technicians to all of the support functions necessary to manage our operations and serve our customers, there are a range of career options.

ECI is a Top Workplace
Employee survey results drive the recognition following are just some of the benefits that support our high level of employee satisfaction:

- Employee owned/ESOP
- On-site fitness centers
- Paid workout time
- 401(k) and profit sharing
- Medical, dental and vision insurance
- Company-paid life insurance
- Short- and long-term disability insurance
- Tuition assistance
- Employee recognition programs
- Diverse career options

Multiple business units and facilities offer cross-training and location flexibility

TOP WORK PLACES

Thinking Post-Events

Contact Us Today: 724.746.3700 or www.ECI.us/careers

The right solution for your site includes much more than the products and technologies themselves. Proactive, consistent, support and quality service elevate your operations. ECI is committed to being a comprehensive partner in your success. For you that means innovative approaches and local service that is unsurpassed.

Perberthy Assembly Delivers Time and Cost Savings

Perberthy delivers assembled, level gauges in one week or less inventory so that you can begin your assembly process immediately. This improves reliability, performance, and safety.

Perberthy Assembly program you can rely on. The gauges you need are available quickly, so your operations and eliminating the need for your own inventory.

Perberthy Level Solutions
Emerson offers various liquid level solutions, including products that meet the ASME requirements for direct or remote boiler level indication. Perberthy liquid level gauges are used to monitor chemical processing, pharmaceutical and other industries. Applications include compressors, water treatment, storage tanks and solvent operations. Emerson products provide reliable and accurate field monitoring. Additionally, a full suite of accurate elements dependable level indication across various environments, such as those that require isolation barriers, remote monitoring and explosion-proof illuminators.

Emerson Impact Partner

EMERSON

ACTUATION

- Hydraulic, Pneumatic and Electric Actuation
- Valve Operating Systems
- Carbonox & Chemtrols
- Control & Instruments

RELATED BRANDS

EMERSON ASCO BETTIS EBIFT EIM

EL-D-Matic KEYSERVE TOPWORK

CONTROL VALVES

- Globe, Angle, Segmental Ball, Three-Way, Ball, Eccentric Plug, Butterfly, Severe Service, Multi-Port, Plug and Check Valves
- Steam Conditioning and Deepening

RELATED BRANDS

EMERSON BAUMANN FISHER SEMPELL

MEASUREMENT INSTRUMENTATION

- Pressure, Flow, Level and Temperature Measurement
- Corrosion & Erosion Monitoring
- Wireless Infrastructure
- Flame & Gas Detection

RELATED BRANDS

EMERSON ASCO FISHER PENBERTHY ROSEMOUNT TOPWORK

ISOLATION AND VALVE SOLUTIONS

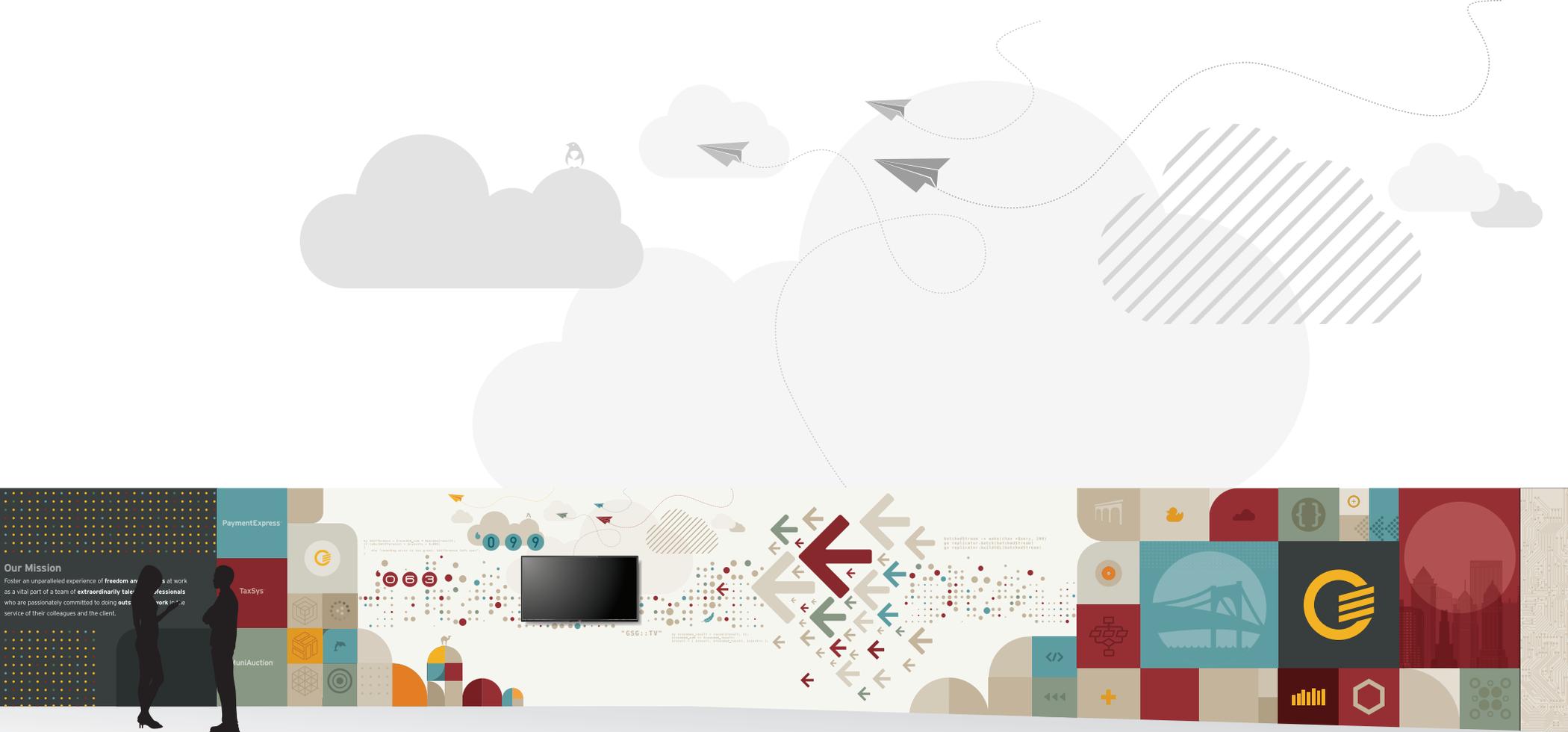
- Isolation Valves, Plug, Butterfly, Severe Service, Multi-Port, Plug and Check Valves

RELATED BRANDS

EMERSON CLARKSON FASANI FISHER KEYSERVE KTM LUKENHEIMER NOTIFCHA SEMPELL VANESSA VIRGO YANWAY

RELATED BRANDS

EMERSON Durco NINCO

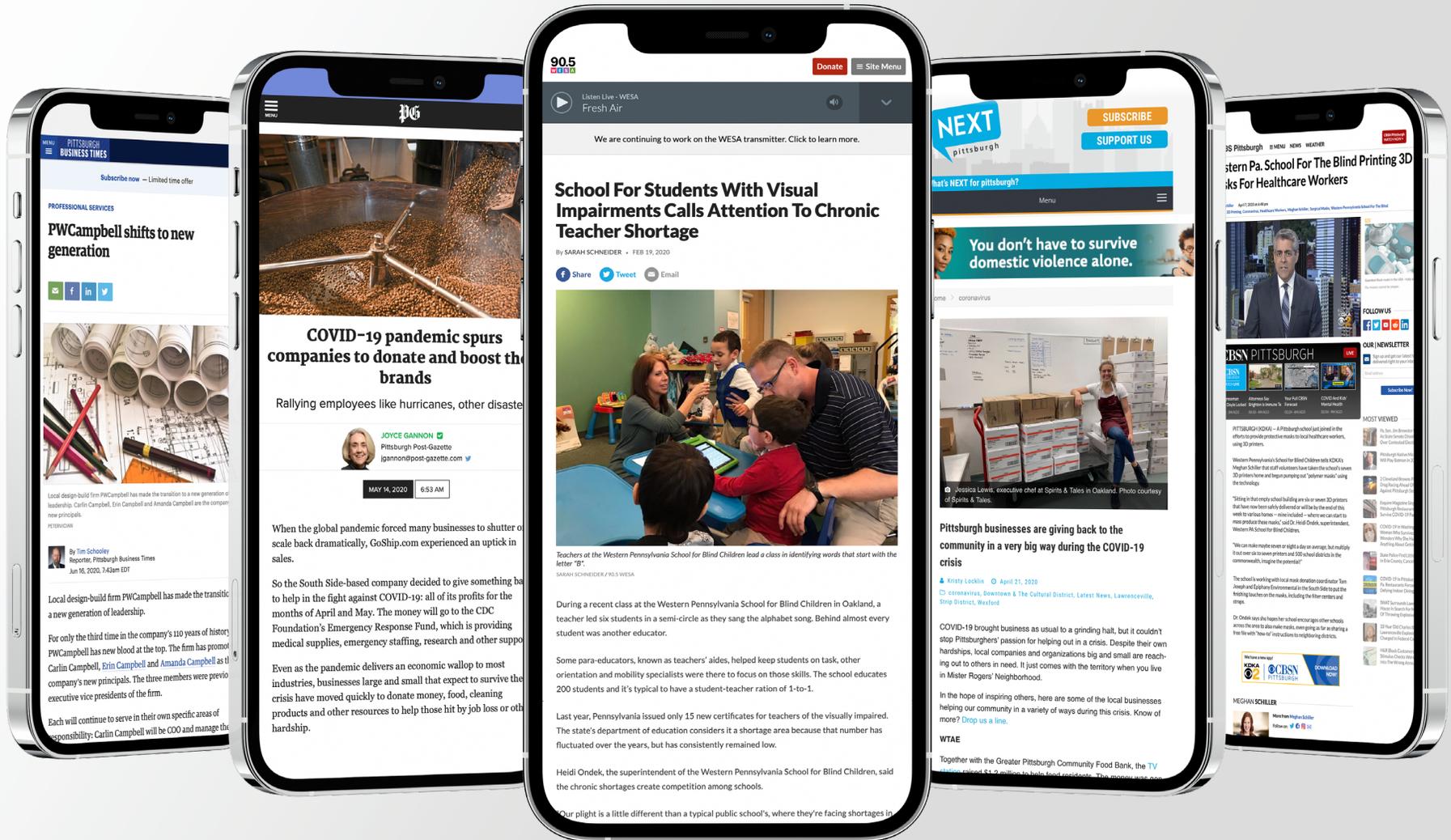


GRANT STREET GROUP

This Pittsburgh-based firm has operations around the country and specializes in cloud-based government solutions for tax collection, e-payments and auctions. We helped to design wall graphics and signage for their more than 80-foot-long section of its office that would provide a unique and engaging experience for visitors.

MEDIA RELATIONS SERVICES

We worked with many clients with media strategy and media training. We also helped them to get the word out about their organizations, people, product/service offerings and issues important to them via print, broadcast and digital media.





**WE LOOK FORWARD TO WORKING
WITH EXISTING AND NEW CLIENTS
THROUGHOUT 2021.**

If we can help you with your marketing
and communications needs, contact us at
info@krakoffcomm.com