

KRAKOFF
COMMUNICATIONS

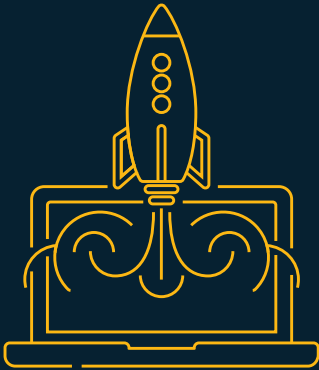
2020 YEAR IN REVIEW



Adapted & thrived
during COVID-19
pandemic



Created StoryMatters
videocast series



Launched new KCI
website



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



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.



Galvanized Perforated Angle



DIMENSIONS	LENGTHS
1 1/4" x 1 1/4"	4', 8', 10'
1 1/2" x 1 1/2"	Custom sizes available upon request
2" x 2"	

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.



Shaping What's Possible



CDH Custom Roll Form
1300 Phoenix Rd NE
Warren, OH 44483



Shaping What's Possible

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CDH Custom Roll Form, Inc. is a joint venture of ClarkDietrich and the Hadley Group, two global organizations with more than 100 years of combined experience and \$1 billion in revenues.

Shaping What's Possible

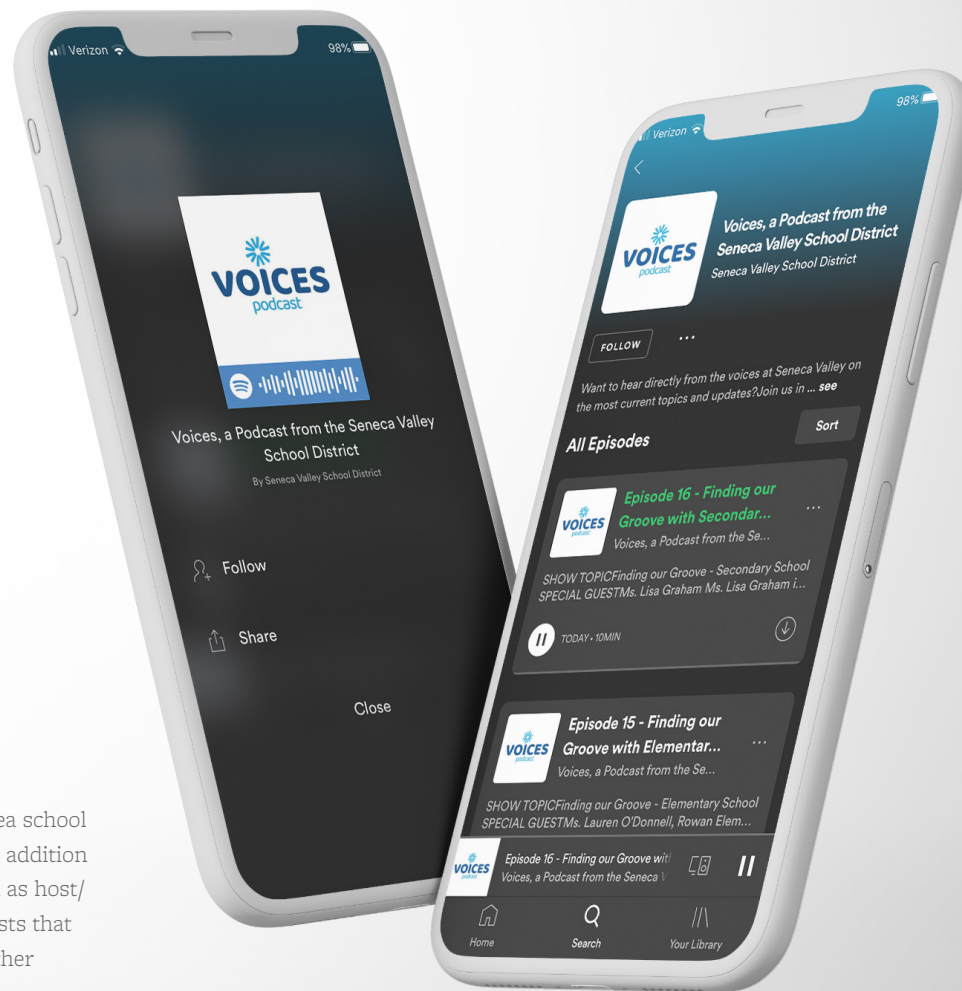
We offer customers in North America unmatched innovation, engineering and manufacturing knowledge, as well as a state-of-the-art distribution footprint and first-class customer service capabilities.

CDH manufactures component and custom roll-formed products. We also have an internal testing and laboratory facility, and can provide 3D printing and prototyping services to partner with customers in developing new products. Our engineering support group is the largest in the industry and includes a team of more than 50 professionals, including structural engineers and PhDs. In addition to our state-of-the-art roll-forming technology, we offer in-house stamping and fitting capabilities.

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.

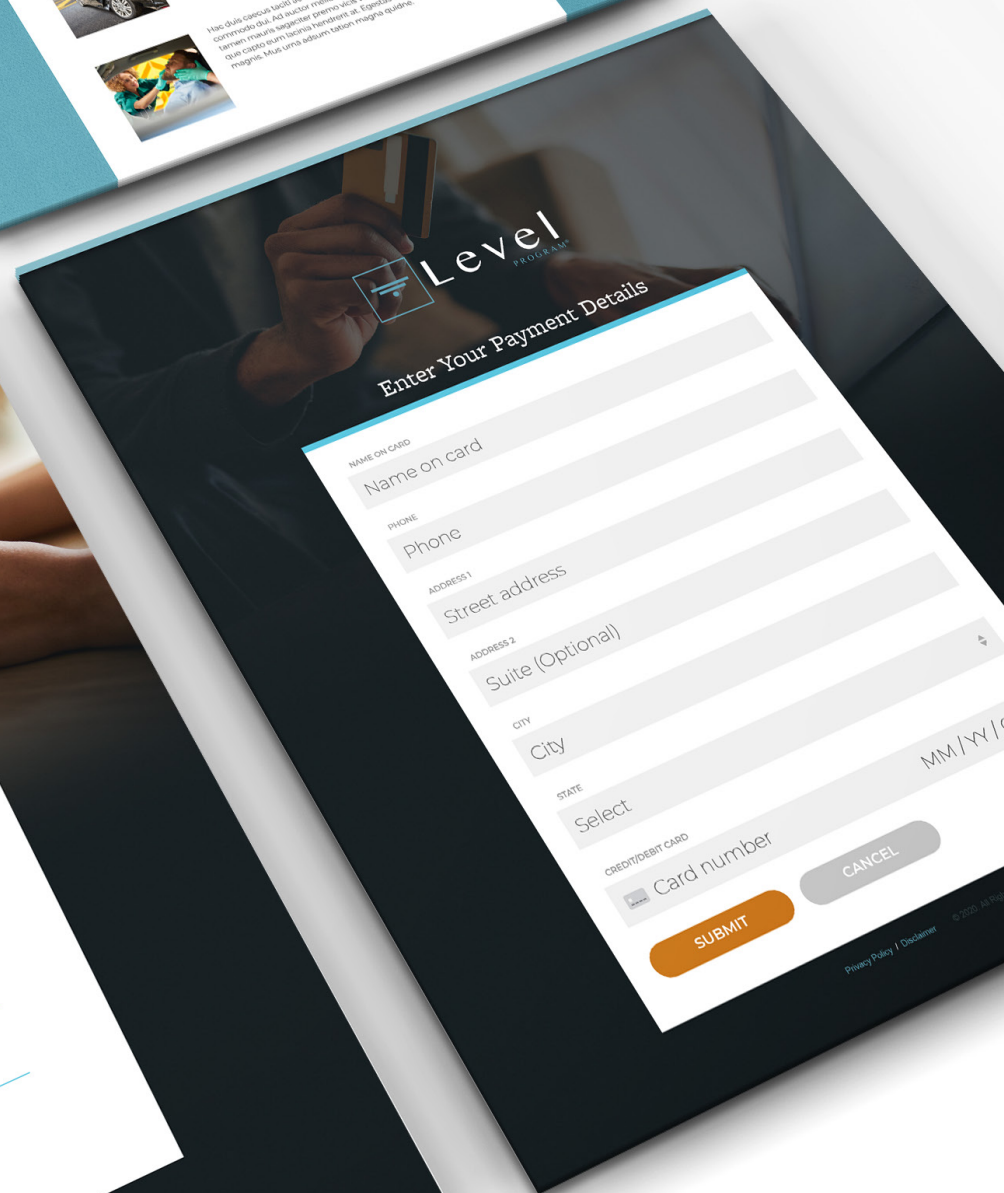


Holistic Insurance Protection

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.

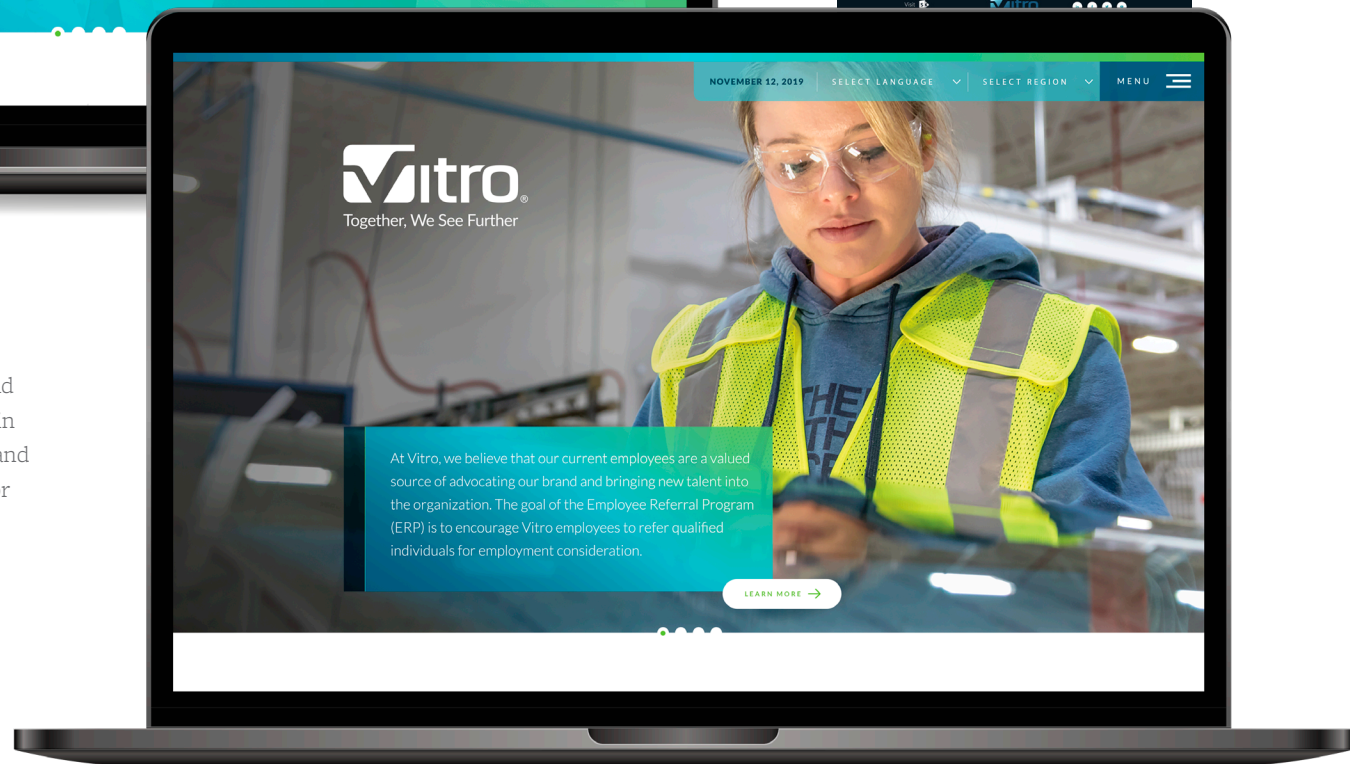
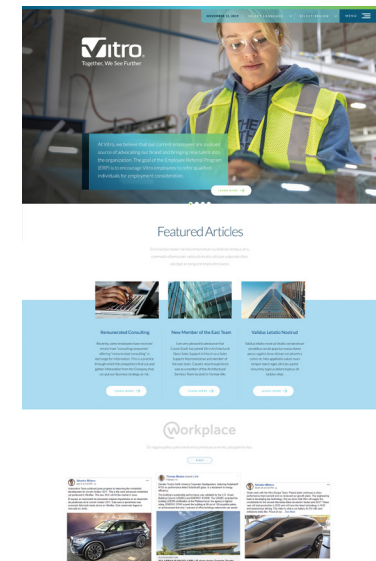






VITRO

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.



insights

Western Pennsylvania School for Blind Children
Summer 2020

Trout in the Classroom Release

Trout raised by WPSBC students as part of Pennsylvania Trout in the Classroom were released into Miller's Run Creek with the help of local police officers.

10

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LINK Program Expands 7

Our Mission Matches Your Heart 11

Nurturing the unique abilities of individuals with blindness and visual impairment through educational excellence and a lifetime of learning.

insights

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BOARD OF TRUSTEES

Executive Committee

Chairman: Dr. Mark D. Quirk

President: Dr. Mark D. Quirk

Vice President: Dr. Mark D. Quirk

Secretary: Dr. Mark D. Quirk

Treasurer: Dr. Mark D. Quirk

LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends:

I hope this finds you and your loved ones in good health and good spirits. I am pleased and so very proud to present this newsletter, which allows us a chance to pause and reflect on the remarkable resilience of our school community during what has been an extraordinarily challenging time. As you peruse the following pages, you are sure to be inspired by the amazing kindness, joy, compassion, generosity and humanity displayed by members of our WPSBC community. Our students, families, and staff are simply amazing.

Images of love, engagement and devoted delivery demonstrate to local food banks and food pantries all year long of students like Lavi, who have been helping out for so long. And while there remain much uncertainty and challenges in our world today, we look to the future with great hope, inspired by all who comprise the WPSBC community.

Sincerely,

Mark D. Quirk, M.D.

Superintendent and Executive Director

ANIMAL FRIENDS THERAPISTS VISIT WPSBC

Seventy dogs from the Animal Friends Therapists program visited our School each day during the first week of March as a recognition of our monthly dedication and compassionate staff.

The Animal Friends Therapists program provides support and life skills training to students with disabilities and their families. It is a wonderful opportunity for students to learn and grow, and for families to learn and grow.

LET'S GET CONNECTED BY GOING GREEN

Class activities: INSIGHT into our world by connecting with us and receiving WPSBC publications digitally!

Students of the 1st semester of the Elementary School (ES) and the 2nd semester of the Middle School (MS) are invited to participate in the "Let's Get Connected by Going Green" program. This program is designed to help students learn about the importance of going green and how they can make a difference in their own lives and in the lives of others.

Please practice safe physical distancing and wear a mask.

6'

MAINTAIN 6 FEET

Wash your paws!

Clean hands can stop the spread of germs in six easy steps:

1. WET your hands with clean, running water (warm or cold), turn off the tap and apply soap.
2. LATHER your hands by rubbing them together with the soap. Lather the backs of your hands, between your fingers and under your nails.
3. SCRUB your hands for at least 20 seconds.
4. RINSE your hands well under clean, running water.
5. DRY your hands using a clean towel or air dry them.
6. TURN off water with paper towel or elbow.

Better Together:

Our Staff, Our Students, Our Community

We'd like to thank our exceptional staff for making us a 2020 Top Workplace.

Now more than ever, our compassionate staff has proven its resilience and dedication to our students, mission and vision. Thanks also to the support of our parents and donors who make it possible for us to focus on our mission of nurturing the unique abilities of individuals with blindness and visual impairment through educational excellence and a lifetime of learning.

As one of the oldest, largest and best schools of its kind, our vision is to be a global leader in education and advocacy for individuals with blindness and visual impairment.

To learn more about us or to support our school, please visit: www.wpsbc.org

WESTERN PENNSYLVANIA
SCHOOL FOR BLIND CHILDREN
Foundation

KRAKOFF COMMUNICATIONS | 2020 YEAR IN REVIEW

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 generators.

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
<ul style="list-style-type: none"> Voltage Check - RTU, Power Supply, etc. Physical Inspection of Installed Devices and Random Reed Testing and Fittings IO Check Remote Back Inspection Firmware Updates Documentation of Service Performed and Repair Recommendations Enrollment in Preventative Maintenance Calendar 	<ul style="list-style-type: none"> Tier I Services Loop Checks ESD Testing Function Testing Check Modbus and Radio Communications Ultasonic Leak Detection 	<ul style="list-style-type: none"> Tier I and II Services SCADA Check Motor Calibration Replace Consumables - Filters, Electrodes, Batteries, etc. MSD Servicing and Performance Evaluation



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 & Solutions – 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 actuator solutions from the leading brands such as Emerson's Keystone™, Vanessa™, KTM™ and Clarkson™

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

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 & Controls division specializes in engine and compressor controls for the natural gas industry

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

Emerson Impact Partner

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 unintended 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.

Preventative maintenance is more cost effective, eliminates emergencies, improves communication and allows for scheduled production.

Scheduled 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 operational life that will reduce downtime and improved overall performance.

Sales and Information

724.746.3700 or www.ECI.us
After Hours Emergency Support: 800.569.6030



The right solution for your site includes much more than the products and technologies themselves. Responsiveness, 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.

Perbenthy Level Solutions

Emerson offers various liquid level solutions, including products that meet the ASME requirements for direct or remote boiler level indication. Perbenthy liquid level gauges are used in petrochemical processing, refining, pharmaceutical and other industries. Applications include compressors, water treatment, storage tanks and boiler operations. Emerson products provide reliable and accurate fluid monitoring. Additionally, a full suite of accurate elements provides level indication across various environments, such as those that require isolation barriers, remote monitoring and explosion-proof illuminations.



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 employees from different areas and further strengthens our sense of community.

Career Opportunities

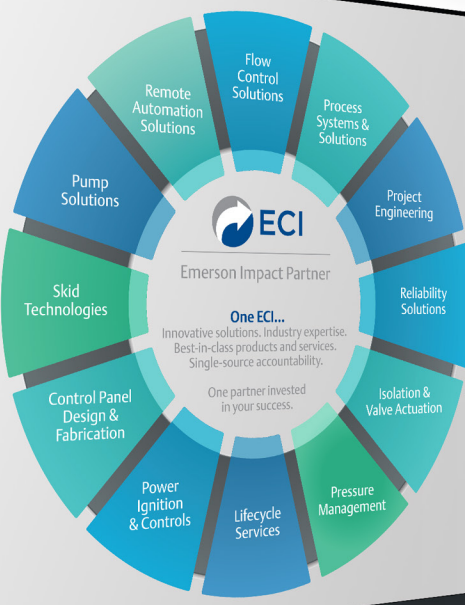
ECI employees are career-driven professionals. Our organizational structure enables team members to grow their expertise across different market segments without leaving the company. Continuous learning and development are knowledgeable on the latest product and technology advancements and best practices. As an Emerson Impact Partner, our employees also have access to career development and mentoring 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

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



Emerson Impact Partner

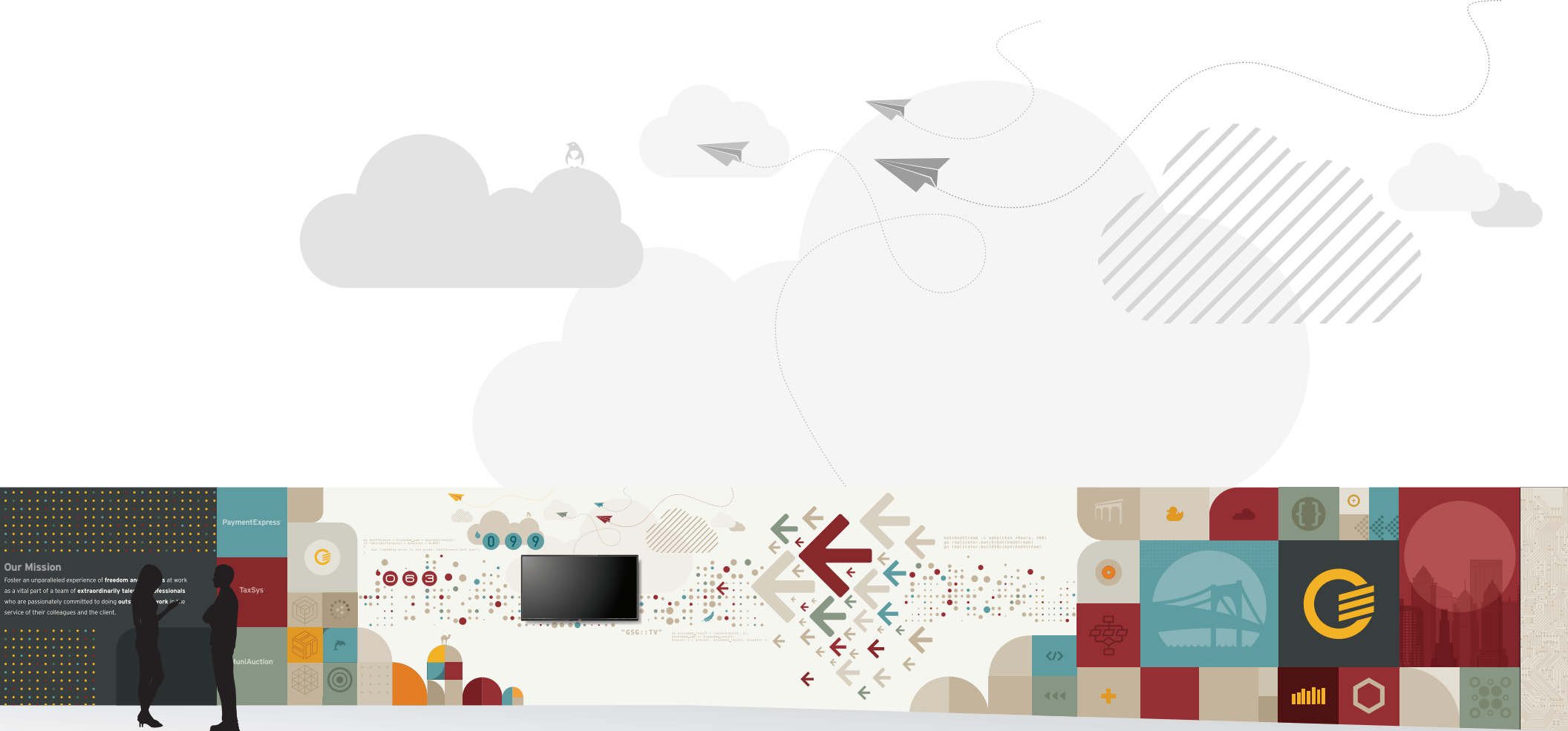
ECI, an Emerson Impact Partner, is the leading provider of industrial automation, valves and process control technology in western Pennsylvania, West Virginia, western Maryland and Ohio. ECI also provides design, configuration, lifecycle support and training services for customers in the oil and gas, chemical, power, food and beverage, mining and metals, life sciences, pulp and paper, refining, petrochemical, OEM and nuclear industries. An ISO 9001:2015 registered company, ECI has operated on the principles of quality, reliability and safety for more than 60 years, offering unmatched product and service solutions designed to meet specific customer needs.

ACTUATION	EMERSON	ASCO	BETTS	BIFT	ERM
<ul style="list-style-type: none"> Electromechanical and Electric Actuation Valve Operating Systems Controlbars & Controllers Controlbars & Instruments 					

CONTROL VALVES	EMERSON	BAUMANN	FISHER	SEMPPELL
<ul style="list-style-type: none"> Cable, Angle, Segment Ball, Three-Way, Ball, Linear, Plug, Butterfly, Screen Service, Multi-Port, Plug and Check Valves Steam Conditioning and Gas Conditioning 				

MEASUREMENT INSTRUMENTATION	EMERSON	ASCO	FISHER	PENBERTHY
<ul style="list-style-type: none"> Pressure, Flow, Level and Temperature Measurement Corrosion & Erosion Monitoring Wireless Infrastructure Flame & Gas Detection 				

ISOLATION AND SHUT-OUT VALVES	EMERSON	CLARKSON	FASANI	FISHER
<ul style="list-style-type: none"> Isolation Ball, Flange Ball, Butterfly, Triple Offset, Gate, Cable, Check, and Ball Gate Valves 				

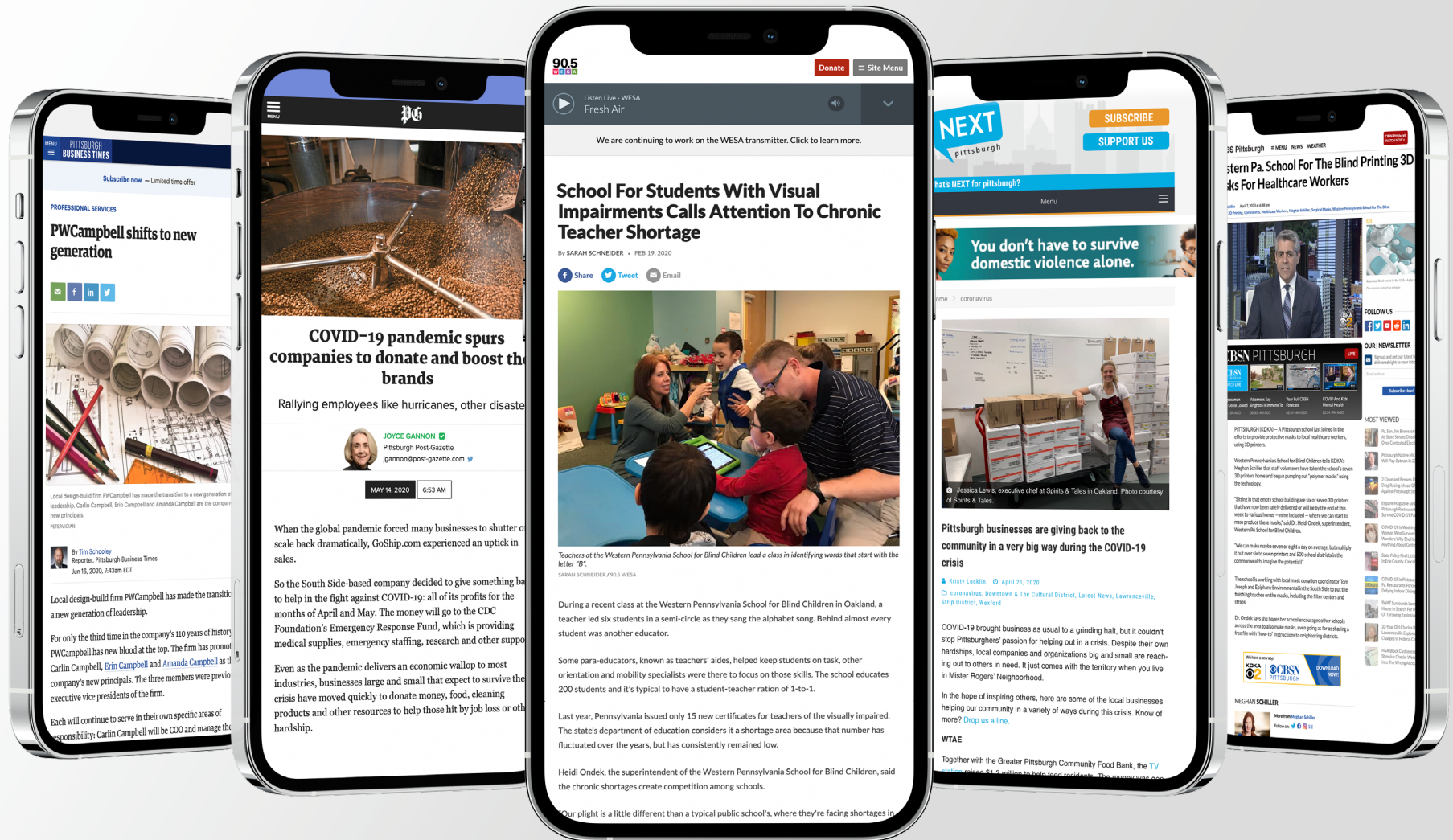


GRANT STREET GROUP

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