B2B OUTREACH & INBOUND MARKETING

Happy Valley

er Info from Happy Valley's Emerging Tech Sector

inity

ONNECTION

ction, a leader in business on based in State College. Over the , hundreds of thousands of read

v.com

Happy Valley7

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TIL.



Destroy downtime. Optimize your

JOURNEYS

innovation

BUSINESS TO BUSINESS

Services for B2B clients combine robust data and compelling, multi-channel content to drive new business and grow revenue. We start by identifying to understand their pain points, then deliver personalized stories about your unique expertise and solutions. Every campaign is measurable, so you can track new prospects through your sales pipeline.





Affinity Connection is a leader in business communication based in State College. Over the past 40 years, hundreds of thousands of readers have been reached through our websites and publications.

- **Penn State National Championship Yearbook** 1982
- **Blue White Illustrated**, started in 1985
- 🛨 🛨 Pennsylvania Business Central, started in 1991
- **HappyValley.com**, started in 1995
- **† Journeys** magazine for Innovation Park, since 2015
- **KCF Tech communication support**, since 2017





FRAC MD: Innovation + Action = Victory

YOUR GOAL:

The smoother we run our equipment, the safer and more profitable our company will be.

Damage Accumulation is a calculation that quantifies the amount of wear and tear our frac fleets endure.

MARCH 2017

Minimize harmful and dangerous running conditions (cavitation, loose packing nuts and leaking D-rings, bad valves/seals, etc.) as much as possible while still making rate.

BLACKHAWKENERGY ABOUT US

Headquartered in State College, PA, Blackhawk Energy, LLC is an independent oil and gas exploration, development, and production company focused on producing from the conventional oil and gas fields of the

BLACK HAWK ENERGY

POSTERS

PRODUCTS Targeting shal SmartDiagnostics[®] Scoreboard: October 2016

Hole:

Smarter. Smoother. Safer. CATCHES OF THE MONTH: Highlights per District PITTSBURGH, PA: Zachary Bennett AV NOT A CASE

Zach noticed that overall trends were high. After the stage, he went and tightened pa many of the pumps in line, which reduced vibration levels 26% across the fleet.

IMPULSE TECHNOLOGY

2.9 Par: Tourna
 Fleet
 DA
 Score
 Points

 OK Fleet 2
 1.4
 -6.0
 -6.0

 LA Gold &
 1.6
 -5.2
 -5.2

 PA Ascent
 1.7
 Fleet
 -5.2

FRAC GOLF SCORE:

October 2016 See explanation below, right

October

 Fleet
 2.1

 PA Rice Fleet
 2.2

 LA Orange &
 2.4

 Blue Fleet
 2.2
 LA Platinum 2.4 & Red Fleet OK Fleet 4 3.0 OK Fleet 3 3.0 S. TX Fleet 1 PA EQT Fleet -PA Fleet 4 S. TX Fleet 2 -

DA = Damage Accumul The more smoothly a fl damage the fleet suffer Your goal: Minimize ha running conditions (ca-bad valves/seats, etc.) while still making rate. The lower the DA Sco

Industry Compo *Frac Industry Compa October 2016: 2.9 *Frac Industry Compa Score October 2016: ETSI Company-Wide 2016: 2.1

> TIP OF T If your Sma dashboard unpluggin server, wai and pluggin doesn't v





o Impulse TECHNOLOGY Mobility Enhanced

ABOUT US



professionals have been able to reduce damage and extend equipment life.

USWS Average 4.5
 eellus 1.2
 eellus 1.2

TIP OF THE MONTH

CONGRATULATIONS!

Thad Reed (Service Supervisor Fleet 3),

Jason Yates (Service Supervisor Fleet 6) and

David Kipp (Sr. Technical Professional Fleet

2) have all been utilizing FracMD to monitor

stages. By utilizing the live dashboard, these

THREE-MONTH AVERAGE



CONTACT INFO:

To arrange training or site visits: Chris Williams | cwilliams@kcftech.com, 570-651-5617

KCF

Questions about how to use the service: Sentry Services | sentry@kcftech.com, 814-867-4097 ext. 130

Technical Support: support@kcftech.com or 814-867-4097 ext. 188

See a leaking packing or D-ring? Address it immediately! Water leaving the system = air entering the system.

This creates damaging cavitation.

Innovation Park coolBLUE Community at Innovation Park

About the coolBLUE Community:

About the coolsLute community: Introvation Park is more than just a place to work. There are always people to meet, events to attend, and a sense of community you won't find anywhere alse. We offer unique opportunities to help companies recruit and top talent and help employees in the park connect with each other. • networking and social events • workshops and field trips • lunch programs (Food Truck is in the park every Wednesday) • health and fitness programs, including walking and running clubs

Employees also have other unique benefits, such as fitness memberships, restaurant discourts at the Penn Stater, and year the such as fitness memberships, and the previous the the Penn Stater, and year the such as the such as the Daybridge Child Development Center—ail benefits that enhance the quality of work life. Innovation Park gives employees the tools and resources to balance work, life, and family. The coolBLUE Community is your opportunity to engage with your fellow resi-dents and employees in the park and make connections to take your company to the next level. Take advantage of these events that are just for you, grow your business connections, and maximize your potential for success. Each event holds the opportunity for with ve like to call happy collisions—chance meet-ings that can have a significant impact on your life and career.

The opportunity is here; the choice is yours. Join the coolBLUE community today.

edu to sign up for events. You don't wan irk.psu.edu/coolblue and sign up for our npark.psi

BLUE Events page at innovation 1. Don't forget to visit http://in 1. and the park and upcom



Creating Opportunities for "Happy Collisions"

Com-mu-ni-ty: A place with a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

Hap-py Col-li-sion: a chance neeting that starts small, but can lead to something extraordinary: the perfect business partner, a new mentor, your next big investor, a customer, or even a friend.

"Innovation Park is a unique "Innovation Park is a unique business campus that's unlike traditional office parks. It's as much about the people and the connections they make through the park as it is about that's been the key to attract-ing and retaining resident companies." panies.

-Dan Leri, Director, Innovation Park

Meet your coolBlue team:

Michelle Coak, your new event coordinator, is here to bring residents together functioning, professional development, titress, com-multy and regaged. She's always to loaking for new ideas from park esidents to improve codBluel Email Michelle at me80@psu.edu.

Brends Cummins is your one-stop shop for Innovation Park resource es and connections. Need cores shop for Innovation Park resource heigh? Brends will point you in the right direction. Looking for resource les for your business or start Parkad will connect with you one-te many people or organizations located right here in the park. Email Brenda at bic58psu.edu or call her at 865-5925.

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Study's Callege ke von KCFTechni

College of Engineering

PennState

fellow Penn State Engineering alumnia chance to at how our unique approach to predictive muinter



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OF OUR ARMED FORCES

EXCLUSIVE OPPORTUNITY FOR MEMBERS

KCE technologies

KCF

technologies

KCF

We want YOU:

KCF



We want YOU:





PERSONALIZED, TARGETED CARDS **& POSTCARDS**

Affinity Connection

PennState College of Engineering

6

I AM... YOU ARE... WE ARE...

for Alumni from Penn State

College of Engineering

THANK YOU

maintain our factories, process our food, mop up our spills, build our vehicles, clean our water, and even bottle our favorite beverages. :)

Thanks to you, American industry is roaring back and Team KCF is honored to join you in the fight. This Thanksgiving, we toast YOU and all you

do to support our company and our families. HAPPY THANKSGIVING!



MAGAZINES

Storytelling isn't just a marketing buzzword. Customer success stories, best practices and how your company is tackling industry-wide obstacles are just a few examples of how compelling stories can engage prospects with your solutions. Custom publications like a magazine give you the opportunity to highlight your unique expertise and customer successes.







VIDEOS, PRESENTATIONS & ONLINE COURSES



WEBSITES

You need resources that are professional, agile and quick. You need channels that communicate directly to decision-makers, not only about what you do, but why you do it and why they need you.





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