

Branding

Digital Marketing Tactics

Photography

Print Collateral

Strategic Planning

Trade Events

Advertising

Business Performance Consulting Fractional CMO

Websites

Copywriting

Recruiting

Videos

ISO Certification

Landing Pages

Presentations

INTRODUCTION

Listen, Plan, Execute.

Scott Muster, CDMP, serves as Managing Principal and CMO of MCe Performance.

I am a Certified Digital Marketing Professional with a strong background in providing leadership and fostering robust and integrated relationships between marketing, sales, and technology.

As an effective leader, I have successfully built and coached sizable, diverse teams of thought leaders, sales and marketing departments, and graphic arts teams to develop memorable brands, marketing resources, and messaging that significantly impact customers and target audiences.

MCePerformance.com linkedin.com/in/scottmuster/

WEBSITES



Products & Services

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Safety

Gallery

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WE'RE IN BUSINESS TO

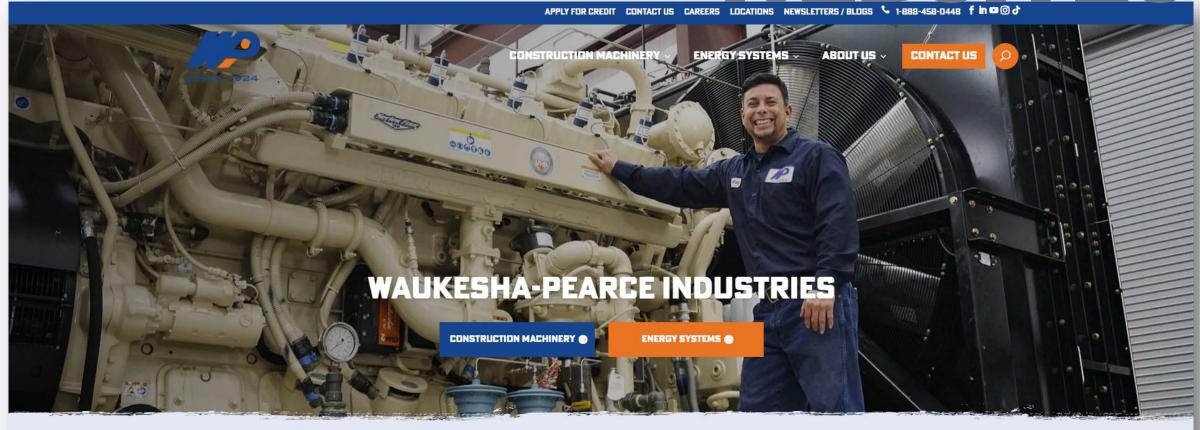
Energy Link is a trusted authority for diagnosing and resolving rotating equipment issues.

If you are moving fluids or gasses in your operations, we are skilled at fabricating, optimizing, and maintaining your pumps, generators, compressors, or engines.

Read more →



WEBSITES



THE PEOPLE. THE PARTS. THE EQUIPMENT. TO KEEP YOU MOVING!

CONSTRUCTION MACHINERY

Welcome to WPI Construction Machinery Division. We are proud that

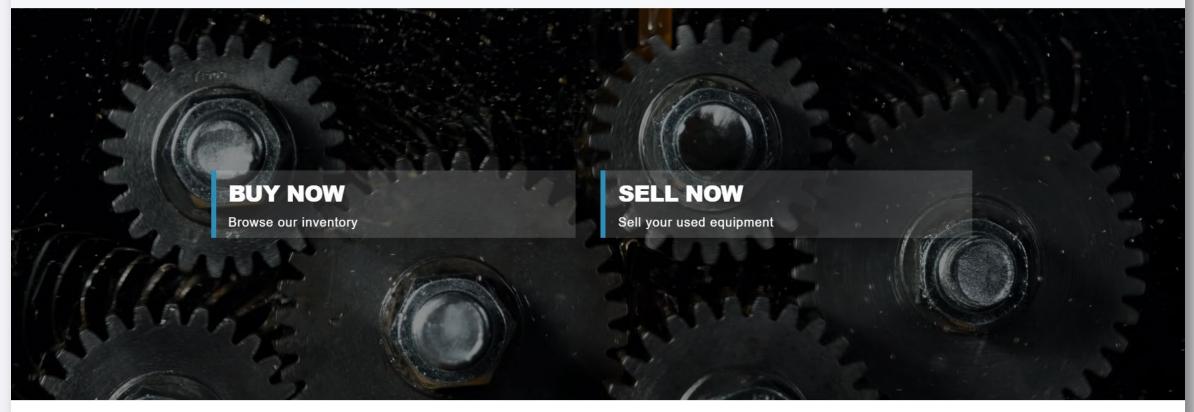


UsedOilfieldEquipment.energy

WEBSITES



Buy Sell Need Contact



At Energy Link, our goal is to alleviate the stress of selling used and

WEBSITES

WHO WE ARE | CLUSTER DYNAMICS | HYDROGEN | HAVE YOU HEARD | CONTACT **H2NOW CLUSTER** Building a sustainable future One Hydrogen Refueling Station at a Time Contact H2Now Name Last Name First Name Email







LANDING PAGES





VintageTurbineReliability.com
TTSFastStart.com
EPCGlobalPartner.com
TMOSUsers.group
PracticalPowerResilience.com



Web pages dedicated to specialty products and services.











VIDEOS

https://www.youtube.com/channel/UC7DIpO80L9o1bI9XN2ZvZwQ









BRANDING

Trademarked Sub-Brands for Specialty Products Infographics Messaging/Tagline

















Strategic Rationale: TTS Energy Services Stands By You™

- TTS/ES is a service company; the brand should feel like it.
- Focused on the new demographics. 57%+ Millennials.
- Open to trademark.

ADVERTISING











Trade Publications
Online Magazine
Internal Communications
Email Marketing
LinkedIn Advertising
Blogs/Articles



https://turbinetech.com/blog/

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PRINT



We know gas turbines

"The single biggest threat out there, is cyber."

Cybersecurity has become an increasingly important issue for turbine operators, with concerns about the vulnerability of Industrial control systems to malicious hackers. This has led to requirements from both the North American Electric Reliability Corporation (NERC) and Federal Energy Regulatory Commission (FERC) to assess existing plant systems and improve their protection from attacks.

Over the last 2 decades cybersecurity has grown to be one of the nation's most important issues. Dealing with cyber crime has proven to be a difficult challenge necessitating the need for new laws and new ways of enforcement.

Cybersecurity, as if pertains to industrial control systems (ICS) has been a particularly unique challenge: Many owners and operators have, in the past, focused very little on security and staying current with their cyber assets. This means that a large portion of the control systems and HMI's in use today are non-compliant with standards set forth by NERC-CIP.



Cyber Emergency Response

The Industrial Control Systems Cyber Emergency Response Team (ICS-CERT)

all critical infrastructure sectors by

among Federal, state, local, and tribal governments and control systems

partnering with law enforcement agencies and the intelligence community and coordinating efforts

owners, operators, and vendors.

Why should I care about

Makware attackers receive direction and

upport from a national government.

Whether their mission is to steal data,

disrupt operations, or destroy

ofrastructure, these threat actors

vide range of tools and tactics.

Malware breaches in the

energy and utilities

Industry...

enaciously pursue their goal using a

works to reduce risks within and across

Team

Malware?

Compliance Standards

Cybersecurity has been a concern for several years, but from a compliance and regulation point of view, it is still very new. And, hackers are becoming well funded and very creative. As a result, the governing entities and the rules are sometimes vague and unclear. Consultants are often engaged to make the standards more clear and create strategic plans for upgrades and compliance.

Governing Entities

NERC North American Electric Reliability Council

- Originally Formed in 1968 and reformed in 2005 under the same name as a nonprofit corporation.
- . Mission: "ensure the reliability of the North American bulk. power system".
- Certified by FERC as the US's Energy Rehability Organization. Federal Energy Regulatory Commission
- Independent agency that regulates the interstate transmission. of electricity, natural gas, and oil.

NERC Compliance and Options to Consider

Whether driven by obsolescence or other factors, upgrading is an opportunity to achieve NERC compliance. Considerations:

- · Retain existing controls: Spare parts become harder to find and costs increase with demand.
 - Connected interfaces such as Human Machine Interfaces need to maintain compliance. (GAP options)
 - Potential significant security weaknesses.
- HMI strategic upgrades:
 - Server/client configured HMI systems compatible with MK IV, MKV, and MKVI controllers.
 - Plug and play replacement systems are available such as Turbine Monitoring Systems (TMOS). Designed to replace existing OEM and aftermarket turbine and BOP control system interfaces on most turbine applications.
 - Provides a direct replacement for OEM supplied HMI and offers all OEM functionality and in some instances more.
 - Easily configured to meet NERC requirements as well as satisfy. customer's unique cybersecurity needs.
- Hardware Replacement Complete controls upgrade:
- While expensive initially, the benefits of a complete system. upgrade will pay off over time.
- As a whole, the benefits are regulatory compliance, reliability and availability
- Extensive non-OEM options are available.
- OEM options typically mean high price tag and limited customization.

Brownfield Commissioning Case Study

Dynamics on the pipeline infrastructure recessitated., //ioxbshty.

SHATON

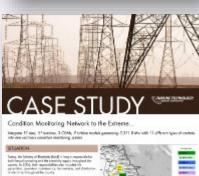
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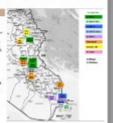
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Line Cards Case Studies Brochures Training Manuals Technical Bulletins

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BEACON

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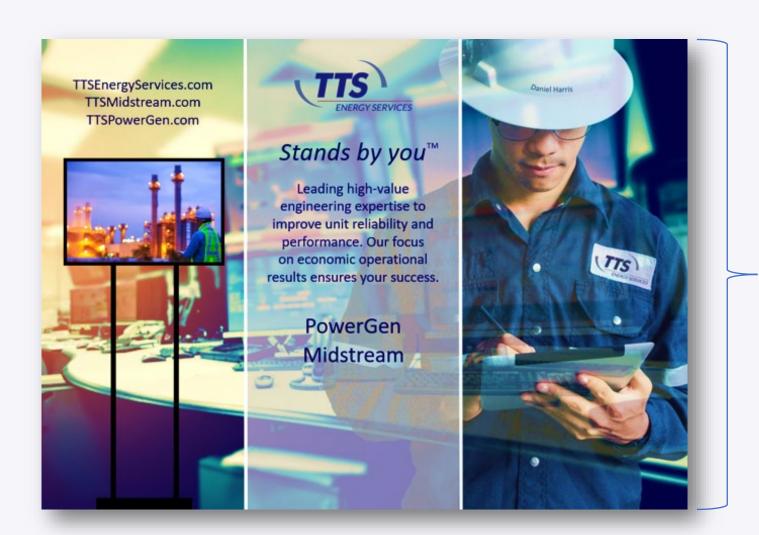
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Construction Machinery's

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TRADE SHOW



8'X10'

PRESENTATIONS









Internal Corporate M&A Product/Service

PHOTOGRAPHY







PHOTOGRAPHY







PHOTOGRAPHY









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