



# GREAT NORTH AMERICAN HOMES MAGAZINE

## 2014 HOME OF THE YEAR

It's all in the details for  
this Utah residence.

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New recipes, tools and  
kitchens for your spot in  
the great outdoors.

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2014 : VOLUME 3

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# MEET OUR NEW CEO

— Charles Smith —

After 40 years of service to General Shale, CEO Dick Green retired from the company at the end of March 2014. Succeeding him in this position is our new president and CEO, Charles L. Smith.

Smith has served in a number of supervisory and management positions for the company throughout his more than two decades at General Shale. Leadership roles have included several plant management stints as well as various positions in the corporate offices. In fact, he's been the president of General Shale for the past 14 months and now adds CEO to his title.

Smith humbly points to his upbringing on a rural Tennessee farm as what started him on the path to success.

"I think growing up on that farm in small Philadelphia, Tennessee, really instilled in me a good work ethic," Smith recalls. "Growing up with my father and mother on the farm and doing summer work was very beneficial for me. I saw my father work at a factory all day and then come home and work on the farm. And even when he was laid off, he still went and worked somewhere every day to provide for us. That's the kind of work ethic I learned early on."

In addition to the work at home, the young Smith had various summer jobs, including working on a dairy farm. When it came time to go to college, Smith realized joining the National Guard would help provide financially for his education at Tennessee Tech University.

"I'm not sure I'd call it fun, but I certainly enjoyed the physical and mental challenges of being in the guard. It was very rewarding, and again it was an experience that instilled a discipline in me and developed me as a leader, since I had the opportunity to serve as an officer and then work up to the rank of captain," Smith says.

Smith served 14 years in the guard as a captain and cavalry troop commander, 12 of those years while working at General Shale. He

was hired at the company just after graduation from Tennessee Tech, where he earned a bachelor's degree in industrial technology with a minor in business management.

Smith says he's excited about his new position at General Shale, a company where he's spent his entire career. When asked why he never left, Smith says it's because of his fellow employees.

"I've been around for almost 23 years at General Shale, and I'm always pleased and surprised by the people here. No matter what



the challenge is, it's always viewed as an opportunity for the people to react positively. Seems like they always find a solution. I'm proud to be a part of that."

Smith says he welcomes employees to continue to be a part of the process through a program the company has in place that encourages productive ideas from all departments. His goals for General Shale include strengthening the company's relationships with all consumers, including homeowners, dealers, distributors, contractors, designers and builders. "We will continue to provide more solutions, lead the industry with innovative designs and secure the company's continued growth," says Smith.



## ***WELCOME TO*** **GREAT NORTH AMERICAN HOMES**

After the challenging winter that most of us experienced, all of North America seems ready to embrace the great outdoors and do a little fixing up around the home. In this edition of *Great North American Homes*, we will share with you some fresh ideas on how to enhance your home and your lifestyle. We will introduce our most ambitious new product from our outdoor living collection – the Alfresco Kitchen Series. As always, we will also share the stories of some new homeowners and their journeys in crafting their dream homes.

My husband, Thomas, and I just moved into our new dream home, and I could not be more pleased (and exhausted) from one of our biggest lifetime events. The experience taught me the value in identifying a great homebuilder, in selecting quality products to go inside and outside your living space, and in appreciating the undisputed beauty of a brick home.

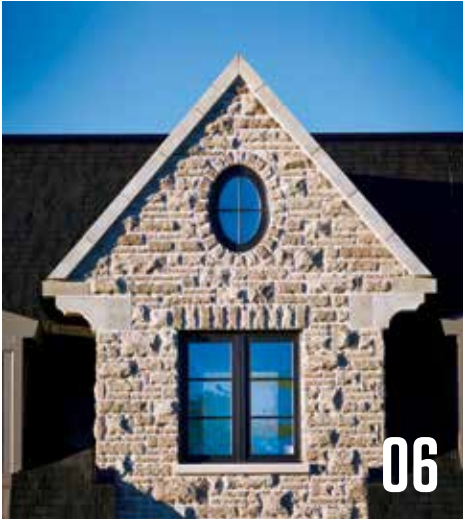
Whether you are embarking on your new home journey or simply in search of some fresh ideas to make your existing home even better, our publication is a wonderful resource for ideas and inspiration using General Shale's broad line of products and accessories.

Thank you for spending some time with us as we share our ideas on great home living and the stories of some of the most beautiful homes in North America.

Enjoy,

Dawn Duncan Henning  
Editor, Great North American Homes

# IN THIS ISSUE



## Ublansky

Stone was an essential element for this Ontario family's new home, and brick from General Shale was the perfect complementary siding choice.



## Atwood

This West Tennessee home demonstrates how much can change from start to finish and how our brick experts can help with design advice.



## Terry

A Utah dream home needed just the right brick to make it complete. Providence brick by General Shale was the perfect choice.



## Food City

New construction blends beautifully with historic architecture in Food City's corporate headquarters building, featuring a variety of brick, stone and mortar.



## JOHNSON

A small sidewalk project led to an award-winning brick paver driveway that's a much better fit than the original asphalt for this 1969 home in North Carolina.



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# THE UBLANSKY RESIDENCE ONTARIO



BRICK NAME // WATERTON

STONE NAME // LAURIER WALNUT & MAHOGANY BLEND

PHOTOGRAPHER // BP IMAGING



# ESSENTIAL ELEMENTS

## BUILDING A HOME AROUND AN AMAZING STONE AND BRICK COMBINATION

When building a home, there are always certain elements that homeowners know they must have. Those, of course, are different for each homeowner, but for the Ublansky family of Ontario, Canada, having stone was an absolute must when they built their new home.

Brian Ublansky and his wife, Stacey, chose Arriscraft's Laurier Stone in mahogany for their home. The stone is prominently featured in the center of the main structure from the ground to roofline and also adorns the breezeway between the home and garage. Whereas choosing the stone came relatively easy for the pair, choosing the brick was a bit more difficult.

"We wanted a timeless look for our brick. We like the traditional size, not the larger bricks that are becoming more popular. We even looked at reclaimed bricks, but eventually we found the Waterton Brick by General Shale and were pleased when we saw how it matched up with the stone we had already chosen," says Brian.

The brick-stone combination was perfect for the family and is used in other parts of the landscaping behind the home and in the courtyard – one of the family's favorite features.

"We always wanted some sort of privacy element. Our architect came up with the idea for the courtyard," says Brian. "That was the first thing he drew, and we loved it. And the stone breezeway there gives us that older look we were going for as well."

Features in the back include an outdoor fire pit, a landscaping wall made of brick and stone, and stone pavers in a pattern for the courtyard.

"I think our architect and builder, and certainly the mason, worked well together," says Brian. "The weather is challenging at times here in Canada, and putting the exterior on was one of the most time-consuming but important parts of building the home."

Choosing a low-maintenance building material was important to the Ublanskys. And now that the home is complete, Brian says it's nice that there's not a lot to do for many years to come.

Brian says he and his wife are pleased with the results ... and it's satisfying to know the couple have built a place their three kids can grow up in with a style and materials that will stand the test of time.

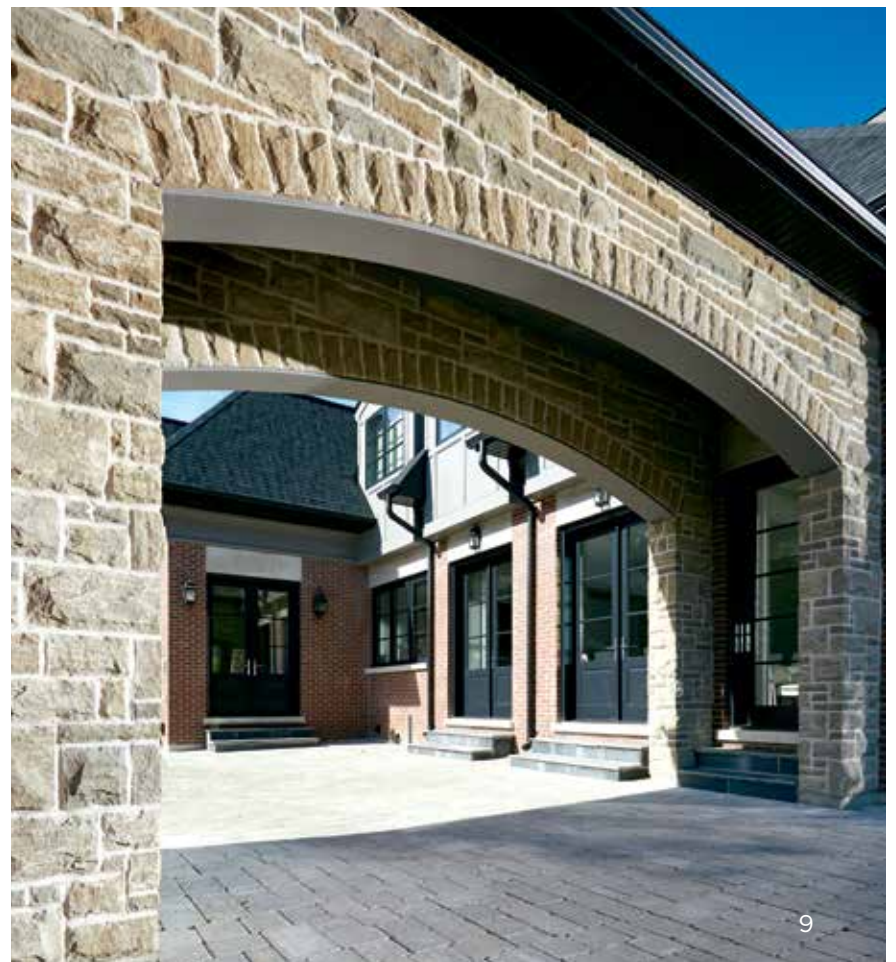






**GREAT NORTH  
AMERICAN  
TIPS & IDEAS**

Brick and stone are the perfect pair. A General Shale representative can help you find the best match for your project.



# How General Shale Makes Brick

## *A simple look at a sophisticated process*

While General Shale has perfected the art of brickmaking in its nearly nine decades of existence, the company knows it certainly wasn't the first to fire a brick. After all, brick is one of the world's oldest construction materials. But that doesn't mean everyone understands the process of producing bricks, which is why the company set out to make an educational tool that was fun, enlightening and simple.


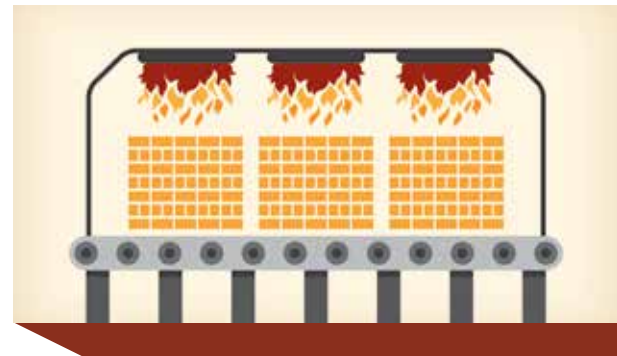
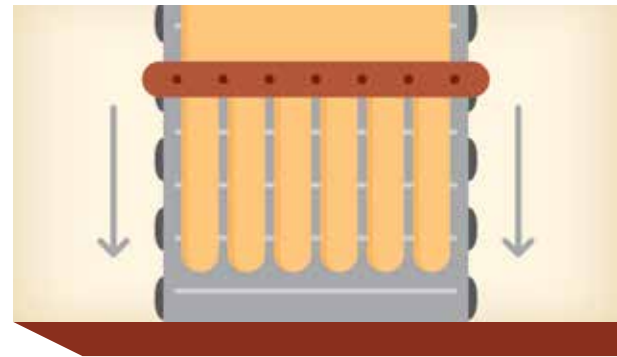
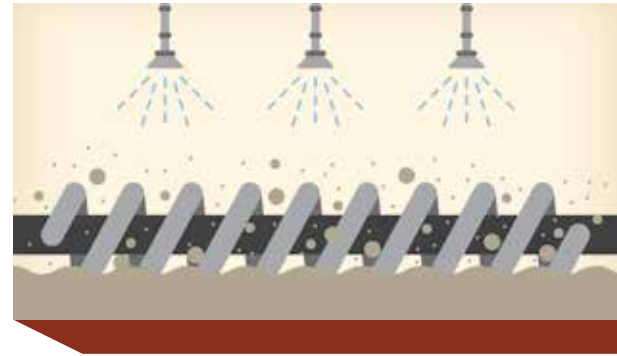
The company decided to produce a video titled "How Brick is Made." While automation has largely replaced the age-old techniques of brickmaking – replacing them with a more efficient process – the mining of raw materials and the firing of this ageless building material have not changed all that much from thousands of years ago. In fact, once the video script was written, everyone involved realized the process was so easy to understand, even a child could grasp it.

So the producers decided to have a child read the script for the video. To go along with the young voice talent, the video incorporates playful and colorful animation instead of overbearing images of a large factory or furnace.

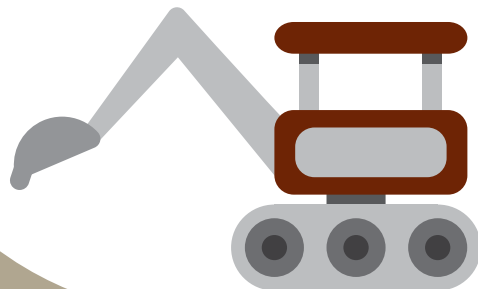
The result is a creative, engaging and straightforward educational tool that General Shale can offer to schools, homeschool cooperatives, civic groups and more.

The video goes especially well with any curriculum that includes a field trip to the Museum of Ancient Brick located in Johnson City, Tennessee.

General Shale hopes the video will not only educate the next generation on the best building material available but also perhaps inspire future architects and contractors and set them on great career paths.



Use your smartphone and favorite QR scanner to view a video all about how General Shale makes brick, or visit <http://tiny.cc/8sk0hx>



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# Outdoor Living Trends 2014

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Studies have shown that simply being outside makes people feel more alive. “Nature is fuel for the soul,” says Richard Ryan, lead author and a professor of psychology at the University of Rochester. “Often when we feel depleted, we reach for a cup of coffee, but research suggests a better way to get energized is to connect with nature,” he says.

Awareness of the relaxing effect of nature may be one of the forces behind the growing popularity of outdoor living areas. Low-maintenance outdoor living areas will continue to be in demand for the rest of 2014 and for many years to come, according to a survey by the American Society of Landscape Architects. General Shale offers everything a builder or homeowner needs to stay on top of this year’s outdoor living trends. Experts who specialize in residential design across the country reviewed some of the most in-demand outdoor living features and design elements.

## Lighting

Design and architecture blog “freshome” recommends thinking beyond traditional light fixtures. Ambient lighting placed beneath seating and garden features can bring a chic, ethereal atmosphere to your outdoor living areas. Lighting is also important for safety and security and to enhance the beauty of landscaping. The CAST Lighting brand is a trusted General Shale partner in outdoor lighting.

## Seating and dining areas

All-weather materials are more abundant than ever, offering homeowners the opportunity to choose the perfect seating and dining arrangements for any backyard. Comfortable seating around a fire pit or table encourages guests to linger, and having a spacious outdoor dining set makes even the most ordinary family dinner something special.

## Fire pits

A fire pit is a great way to add ambiance to an evening get-together. Do-it-yourselfers of nearly any experience level can assemble a fire pit or grill from a kit, such as General Shale’s “Entertainer” or “Gathering,” in mere hours.

## Native plants

The website [plantnative.org](http://plantnative.org) explains that “traditional landscaping changes the place to accommodate the plant, and ‘naturescaping’ selects the plant that goes naturally with the place.” The resulting landscaping, according to the website, is “healthier for the homeowner and the larger environment and, once established, easier and less expensive to maintain.”

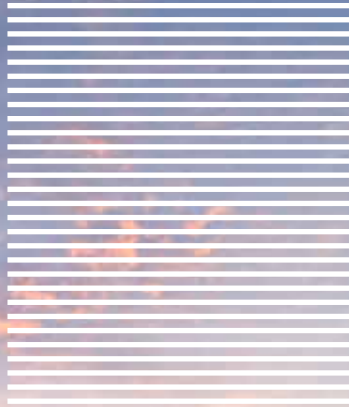
## Outdoor recreation

Installing a backyard pool is a classic way to add some fun to your backyard. Bricks, pavers, thin rock and other building materials such as those from General Shale can make a simple pool the talk of the neighborhood.

## Kitchens and grills

General Shale’s new Alfresco Outdoor Kitchen Series is just the thing for an on-trend backyard kitchen, featuring durable, upscale components. The Alfresco collection allows homeowners to easily assemble and arrange a grill and cabinets to suit any backyard. Check out our partner Napoleon Gourmet Grills for the perfect centerpiece for your new outdoor kitchen.

# LOVE IT, PIN IT, MAKE IT!



You've created a beautiful space with General Shale's Outdoor Living Products, and now it's time to enhance the area even more. Look no further than General Shale's Pinterest page and the Outdoor Decorating Board for inspiration and instruction for unique and fun projects.

Lots of creative, simple projects have been pinned to give your outdoor space a personal touch.

Ideas include a chandelier made of candle-filled mason jars, repurposed solar lights, unique planters and easy crafts that can transform your space into something elegant or eclectic to fit your style.

These and other great ideas can be found on the General Shale Pinterest page at [pinterest.com/generalshale](https://pinterest.com/generalshale).



*The*  
**ATWOOD  
RESIDENCE**  
*Tennessee*

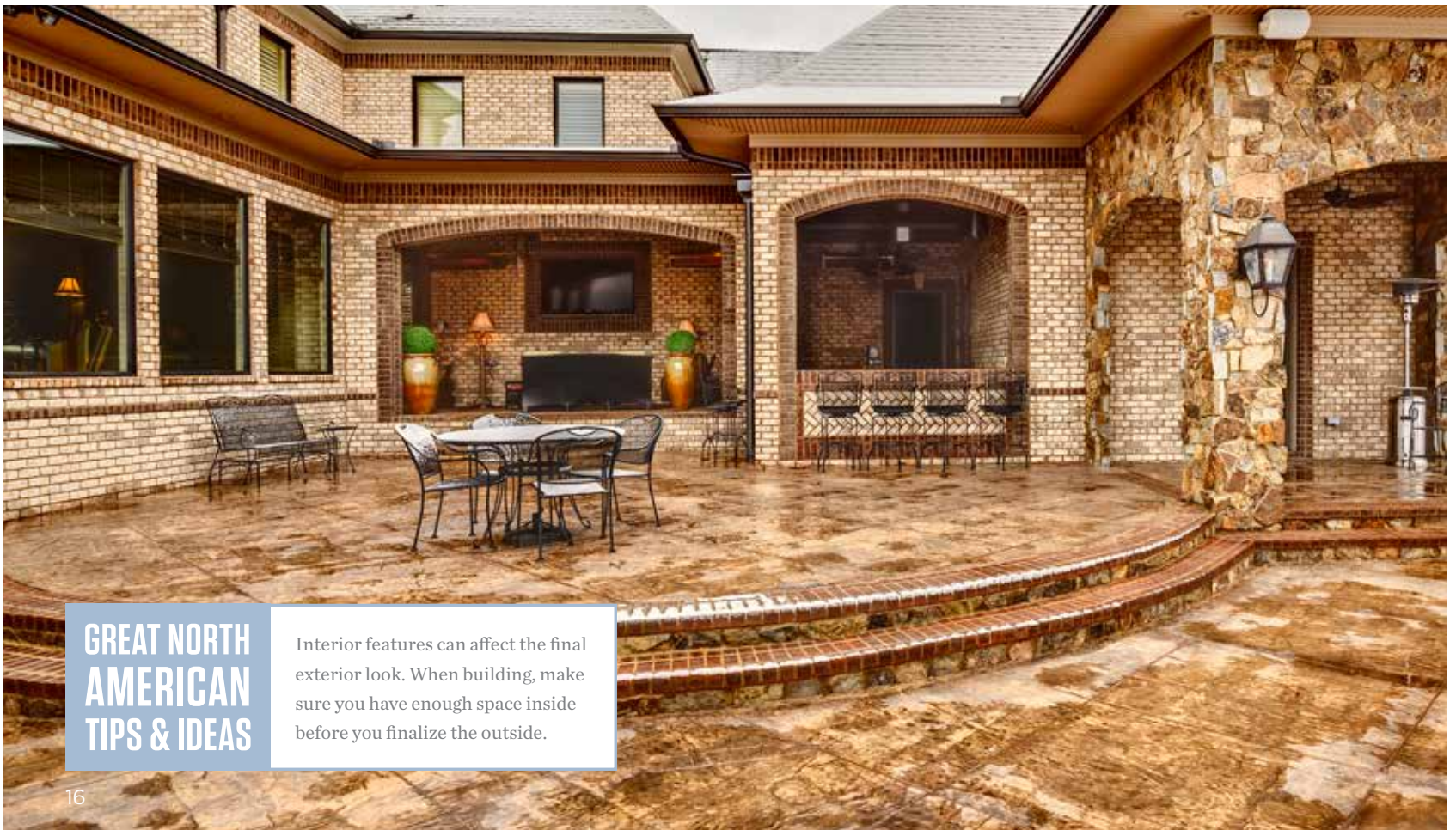


**BRICK NAME** // *Nottingham Tudor with Millstone accents*

**PHOTOGRAPHER** // *Jim Kiihni*

**BUILDER** // *McMillion Construction, LLC.*





## GREAT NORTH AMERICAN TIPS & IDEAS

Interior features can affect the final exterior look. When building, make sure you have enough space inside before you finalize the outside.



# ROOM TO GROW

## ***THE NEED FOR MORE SPACE LEADS TO THE HOME OF THEIR DREAMS***

**S**ometimes what you think your dream home will look like and how the finished project turns out are two very different things. That's what Angie Atwood found out as she and her husband, Andy, sought to build their dream home in West Tennessee.

"When we started, I had the idea of an old-style Southern plantation home with large, white columns and maybe red brick. But as we put our thoughts together ... it got further and further away from that."

Part of the change in home style was due to a change in the number of people in their family. "We had three children under four and another one on the way as well as the possibility of later adopting," Angie recalls. "We wanted to have the space to have our home open to more children if that's part of God's plan. So as we started adding bedrooms on the inside, the style and scope of the home's look on the outside changed as well."

Things on the Atwoods' wish list that stayed were bay windows, an archway connecting two parts of the home, a rounded staircase in the foyer and a few columns on the front of the house. After months of planning, the home's design was final ... but now that their home didn't resemble a plantation style at all, they were back to square one when choosing a brick color.

The Atwoods went straight to General Shale based on a previous relationship. Their General Shale representative advised them to find a brick they liked on another house and assured them that he would match it. "Not so easy," Angie recalls. "We drove and drove and drove. We spent many days driving, and we could not find a color that we liked until one day we spotted it."

Angie recalls that the brick home they liked was in a gated community with no way to enter. But thankfully the homeowner was outside doing some yard work, so the Atwoods pulled off the side of the road, and a nine-months-pregnant Angie waved furiously to the homeowner, who happened to be a doctor.

"I'm sure he saw this really pregnant lady waving and he thought I was in trouble, but really I just wanted to know the name of the brick on his home," Angie says with a laugh.

As it turns out, that home had been featured in the General Shale calendar several years before. The brick was the popular color Nottingham Tudor.

"We loved the Nottingham (Tudor) because there were so many different colors in this brick and it gave us more options and possibilities as far as coordinating colors for the roof and accent brick."

The Atwoods went with a darker-colored brick called Millstone for accents in several places around the home, including around the windows. The pattern of brick placement around the windows was Angie's idea. On the plans she marked each window with an A, B, C or D to signify which pattern the window should have. The extensive use of brick in the back of the home was Andy's idea. Both Nottingham and Millstone brick are used for an outdoor kitchen, covered patio, steps, outdoor eating area and even a framed TV.

"We love, love, love it," says Angie. "General Shale is amazing. They were very good, helpful and fast. They helped us design our perfect home. I still have not passed a house that I love more than mine."

And now, with their finished home looking nothing like what they thought it would, the Atwoods are the ones with strangers stopping by to ask about their choice of brick.

Home  
OF THE  
YEAR 20  
14



Brick Name // Providence  
Photographer // Scot Zimmerman  
Builder // Clark and Stephanie Terry

the  
**Terry**  
Residence  
Utah



# All in the Details

*Brick adds character both inside and out*

When one is building a new home, the choices of brick color and style are monumental decisions. So it wouldn't hurt to have some sort of divine intervention in making your choice. For Clark and Stephanie Terry, that may have been what happened when they found the perfect brick for their Utah home.

"I had a specific brick color in mind, but I didn't know what it was exactly," recalls Stephanie. "I wanted something more classic, where you couldn't tell exactly the year or decade in which it was built. I didn't want it to be too variegated in color. I wanted something reddish but not too orange."

Encouraged to find her dream brick on another home, Stephanie set out to find it. When she finally found the brick that matched her ideas, she was told it was called "Providence" by General Shale.

"I have to laugh at the name, Providence. It was just meant to be," she exclaims.

Now that she had her brick, Stephanie wanted to use it everywhere on the home. There was a slight issue, though, in that Providence brick is manufactured at General Shale's Moncure, North Carolina, plant. Although in greater demand and more available now, at the time the Terrys were building their home, there was only so much of the brick allotted west of the Mississippi. The Terrys bought every Providence brick that was available at their local General Shale.

Stephanie says the style of their home is something she'd consider classic. Although Craftsman-style homes with wood, stone or stucco are popular in Utah, she was determined to use all brick.

"One of the things we did that was unusual was to use all brick or a little bit of stone for accents. Most people have accents of siding or stucco. That to me is another thing that dates a home," Stephanie says.





The framework around each window is a three-dimensional design using brick, and brick is even used to form a lattice around the bottom of the porch.

"That was an idea I had," Stephanie says. "It's black stucco behind it, which gives it dimension and appears like there's more space behind it."

Although her husband, Clark, designed the home and then had an architect professionally draw up the plans, many of the design elements can be attributed to Stephanie, including a massive brick alcove in the kitchen using the same Providence brick.

"I wanted to feel like it was an old brick fireplace that was converted," she says. "There are sconces on either side and a bronze tile in the center on the back wall."

Stephanie says the brick was sealed with a finish that repels grease and is very easy to clean.

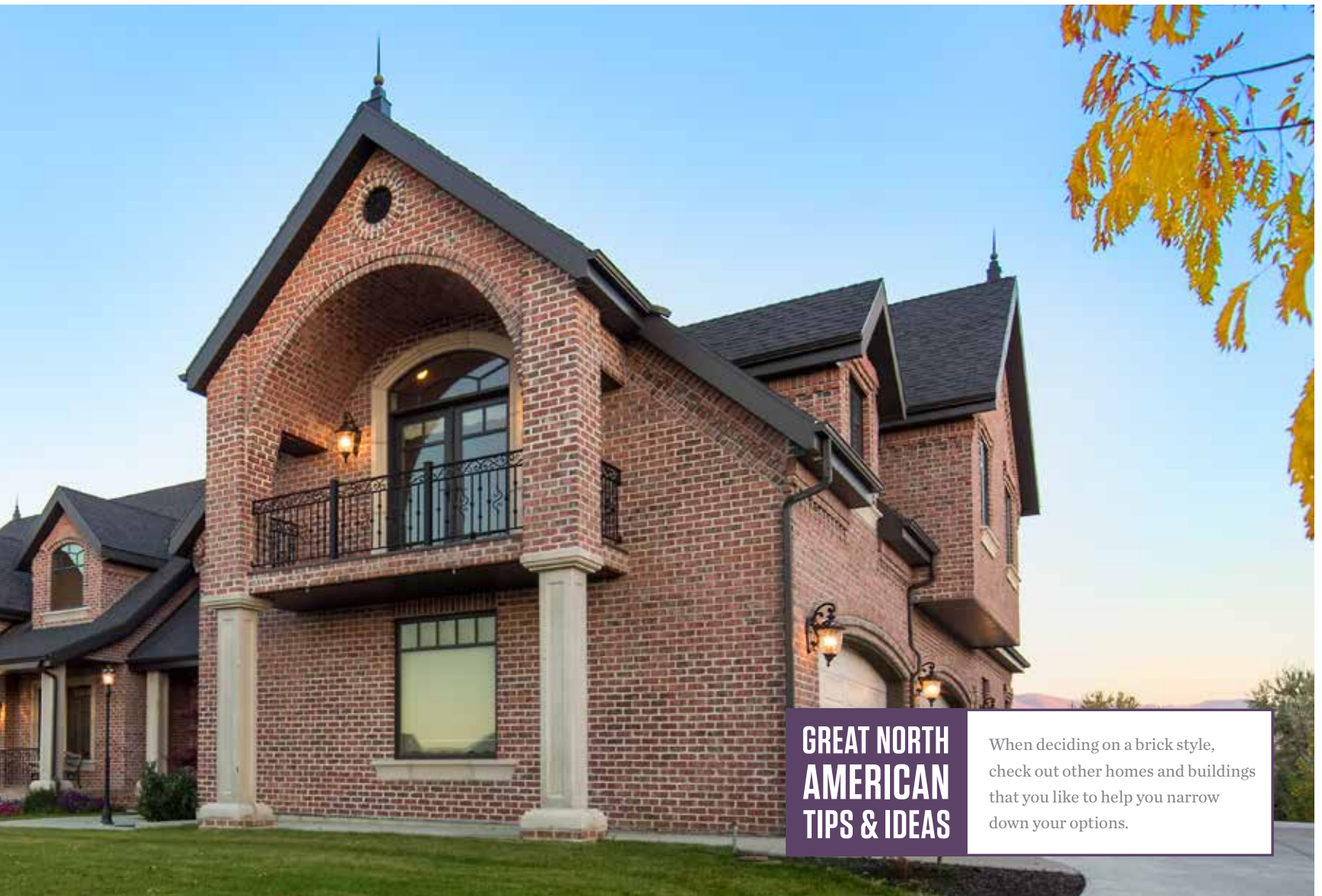
"People tell me it's their favorite kitchen," Stephanie says proudly.

In fact, Stephanie says she gets many compliments on the home from friends and even strangers, saying there's been more than one occasion where someone has knocked on her door wanting to know the name of the brick that was used.

Stephanie says the home was a labor of love for her and her husband. Over the years they've gone from six children in the home to just one, but they love that the home is large enough to accommodate extended family visits as well as a great place to entertain for community and business events.







## GREAT NORTH AMERICAN TIPS & IDEAS

When deciding on a brick style, check out other homes and buildings that you like to help you narrow down your options.





# A HOT FIREPLACE MAKE- OVER XXXXX



Wally Crawford's old fireplace was very nice ... a gas insert surrounded by marble and a wood mantel. But when the employee of 29 years heard General Shale was offering to make over one lucky employee's fireplace with new thin rock, he jumped at the chance to enter – and couldn't believe it when he heard he'd won!

The network administrative manager was familiar with how thin brick or thin rock can change the look of a room, having recently applied General Shale thin brick to his kitchen. So he was very excited to see the transformation that would happen in his family room.

"They told us they'd design it the way we wanted, and we wanted to go away from the traditional look our fireplace currently had.

"We started looking at different pictures and decided we wanted more of a rustic look with a log mantel, a small hearth and an earth-tone rock," says Wally. "It was General Shale's idea

to go ahead and do the whole wall. It turned out fantastic and is now a focal point of our den."

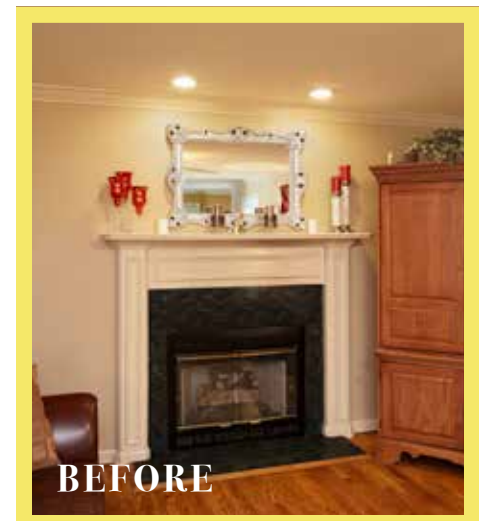
Wally chose Kiamachi Thin Rock made at General Shale's Denver, Colorado, plant. From demolition to completion the project took less than a week with the skilled masons from General Shale. But having watched the installation, Wally feels applying thin rock is something that the average homeowner could manage on their own.

"They had some techniques such as only doing so much at a time with the weight, because the thin rock is a bit heavier than thin brick. But I do feel it's a project most homeowners could tackle, and they'll be so impressed with the difference it makes in the room," Wally says.

Wally says the new fireplace and wall have now become a focal point of the den, and they even placed the TV above the fireplace to complement the new design.

Wally adds he's appreciative to General Shale for the opportunity and loves the fact that the project has become a such great marketing tool for the company.

"Everyone that comes in my home sees the drastic change that the rock made in the look of our den, and everyone wants to know how they can get the same look," says Wally. "I just point them to General Shale."





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# the Kitchen

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Featuring a variety of pieces that can be combined in any number of designs, the Alfresco series offers one of the easiest ways to assemble an outdoor kitchen.

The series features Napoleon® Gourmet Grills, stainless steel cabinets and drawers, straight-line and corner pieces with concrete countertops, and Normandy building stone.

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GRILL  
CABINET



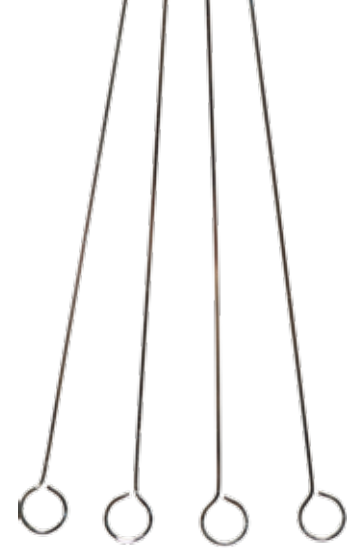
UNIVERSAL  
CORNER  
CABINET



## PRO TIP

The Alfresco Kitchen Series is highly modular and customizable for your specific space. It pairs wonderfully with other General Shale Outdoor Living pieces in a DIY-friendly package.

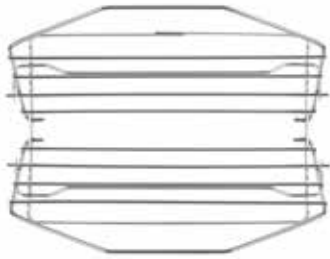
# the Tools



## STAINLESS STEEL SKEWERS

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Stainless steel is best for grilling because it can withstand the high heat. Skewers that are square instead of round help keep food from spinning around when turned over on the grill.



## POULTRY RACKS

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Racks keep your chicken or turkey upright while smoking. These can also be used on the grill.



## A CHEF'S PRESS

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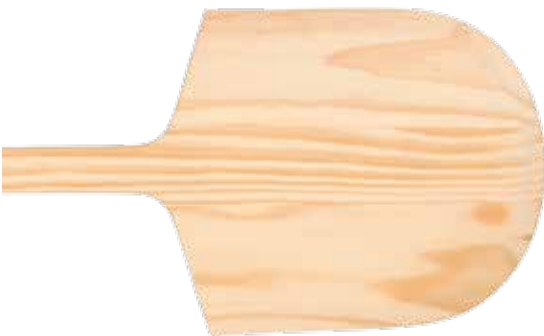
Cook food faster or weigh down foods when marinating with a high-quality chef's press. The best ones are made of stainless steel and are vented to help with even cooking throughout.



## PAN PLIERS

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These make it easier to remove a pizza pan from the oven, and they keep the cook's thumb out of the toppings.



## A TRADITIONAL PIZZA PEEL

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Pizza peels are the giant spatulas used in pizza eateries. They allow for easy movement of the pizza in and out of the oven.



## SCRAPERS

---

Dough scrapers are perfect for cutting dough and scraping it up off the prep surface.



## A THERMOMETER

---

Like many things, if you buy the best, you'll have to buy it only once. Find a cooking thermometer that has a fast read time (5 seconds or less), has large, easy-to-read numbers and is waterproof.



### **A MARINADE INJECTOR**

---

It may look a little intimidating, but a seasoned smoker operator can use it to the best advantage when smoking high-quality meats.



### **ESSENTIAL TOOLS**

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Basting bulbs, sauce mops and a windproof lighter are all essentials that can help take your outdoor cooking to the next level.



### **A PIZZA STONE**

---

Pizza baking stones cook evenly to ensure that your pizza dough comes out the way it should – nice and crisp.



### **SPATULAS AND TONGS**

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Long-handled spatulas and tongs are useful for so many foods that they are an absolute must-have. Not only do they look great, but a good set will last for years and years.



### **PELLETS/CHIPS**

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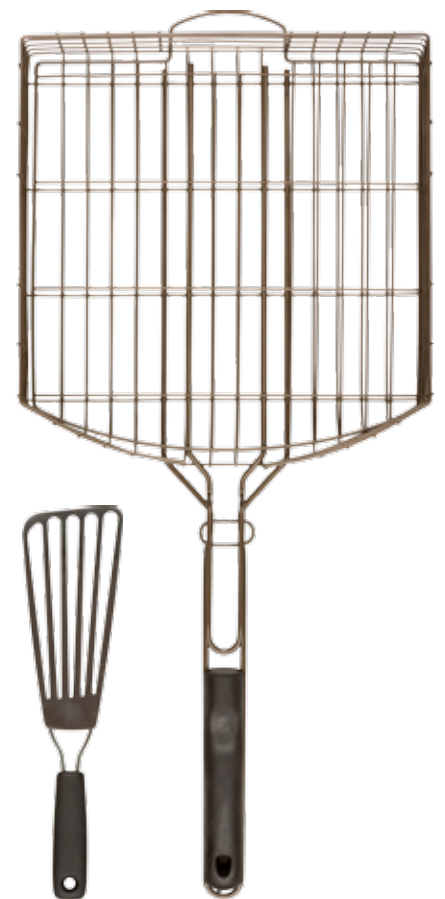
Infuse deep, smoky flavor into meats with wood pellets or chips in “flavors” such as whiskey, mesquite and cherry.



### **CUTTERS**

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A rocker-style pizza knife is a great tool for cutting pizza evenly and quickly.



### **FISH ACCESSORIES**

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A good-quality turner is essential when grilling delicate fish. Some are shaped like extra-wide spatulas. A fish grill basket with a long handle can also be helpful for preventing fish from falling apart on the grill.

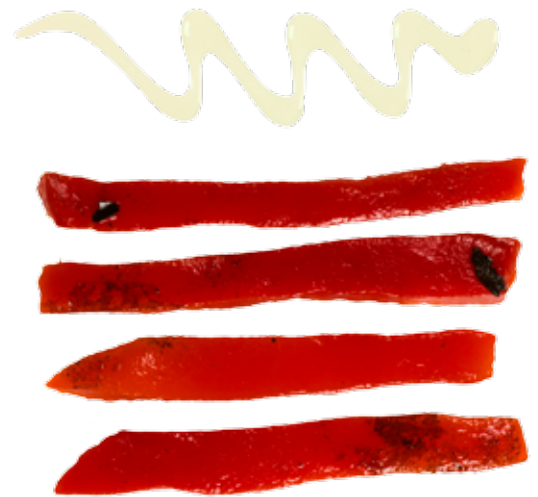
# the Recipes



## EASY FLATBREAD PIZZA

- 
- |                        |                                  |
|------------------------|----------------------------------|
| 1/2 roasted red pepper | 3/4 C kalamata olives, sliced    |
| 2 Tbsp. olive oil      | 1/4 lb. sliced pepperoni         |
| 2 prepared flatbreads  | 1/4 lb. provolone cheese, shaved |

Preheat pizza oven to 400°F. Once temperature is reached, set a pizza stone on center rack of oven. Drizzle 1 Tbsp. oil on each flatbread and equally divide ingredients over each. Place flatbreads in oven on stone and bake until surface is bubbling and bottom crust is dark golden and appears crispy (15 minutes or less).







## GRILLED JALAPEÑO CHICKEN

---

6 skinless, boneless chicken breast halves - pounded to 1/4" thick  
 16 oz. Italian dressing  
 3 jalapeños, halved lengthwise and seeded  
 3 oz. cream cheese, softened  
 6 slices bacon  
 Toothpicks

Marinate chicken with dressing in fridge for at least 2 hours. Preheat grill for high heat. Stuff each pepper half with cream cheese. Roll chicken breasts around peppers. Wrap each chicken breast with a slice of bacon. Secure with toothpicks. Lightly oil the grill grate. Arrange wrapped chicken on grill. Cook for 20 minutes, turning frequently or until bacon is browned and chicken juices run clear.



## SMOKY SALMON

---

1 C water	1/2 tsp. garlic powder
1 C dry white wine	1/2 tsp. black pepper
2 C soy sauce	1/3 C sugar
1/2 tsp. hot sauce	1/4 C non-iodized salt
1/2 tsp. onion powder	3-4 lbs. salmon fillets (with skin)

Mix brine ingredients. Combine whole salmon fillets with brine mixture to soak overnight in fridge. Rinse thoroughly after brining. Pat dry with a paper towel and allow to air-dry for at least one hour prior to smoking. Place salmon on smoker rack, skin side down. Cook in smoker at 165°F for 3 to 5 hours.

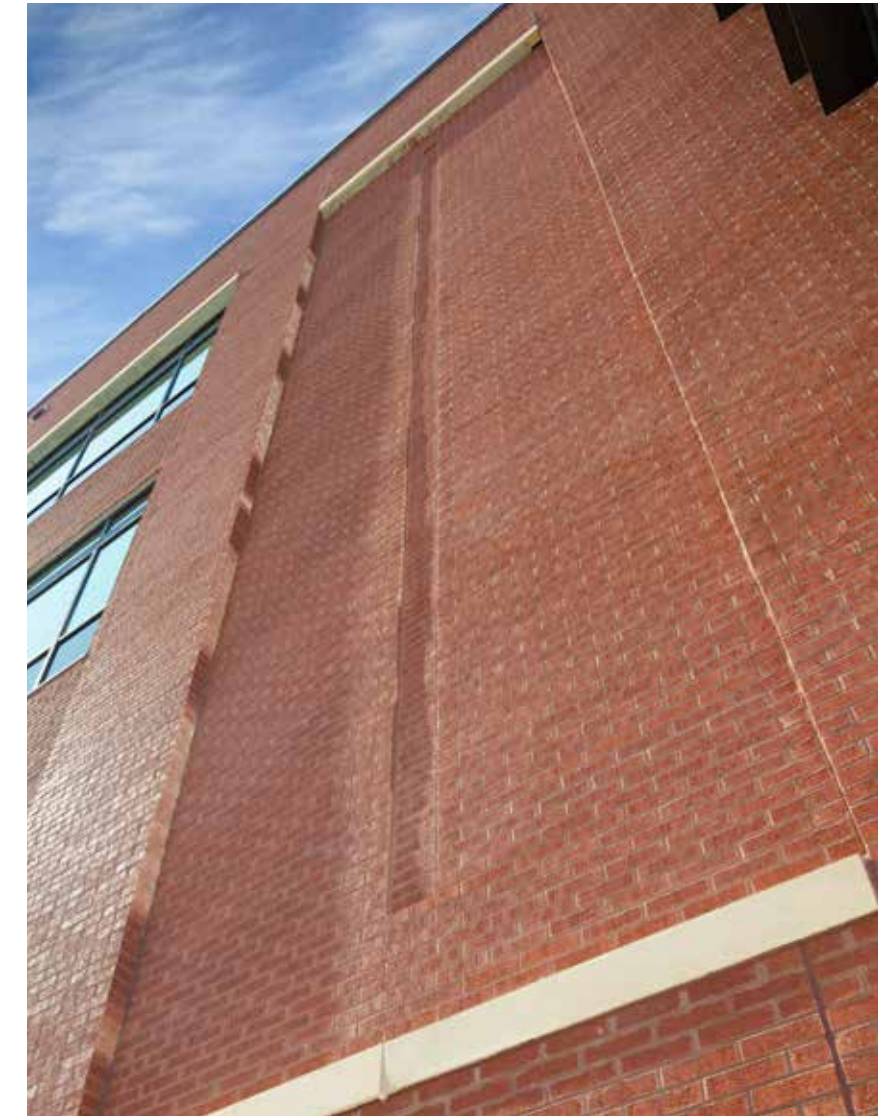
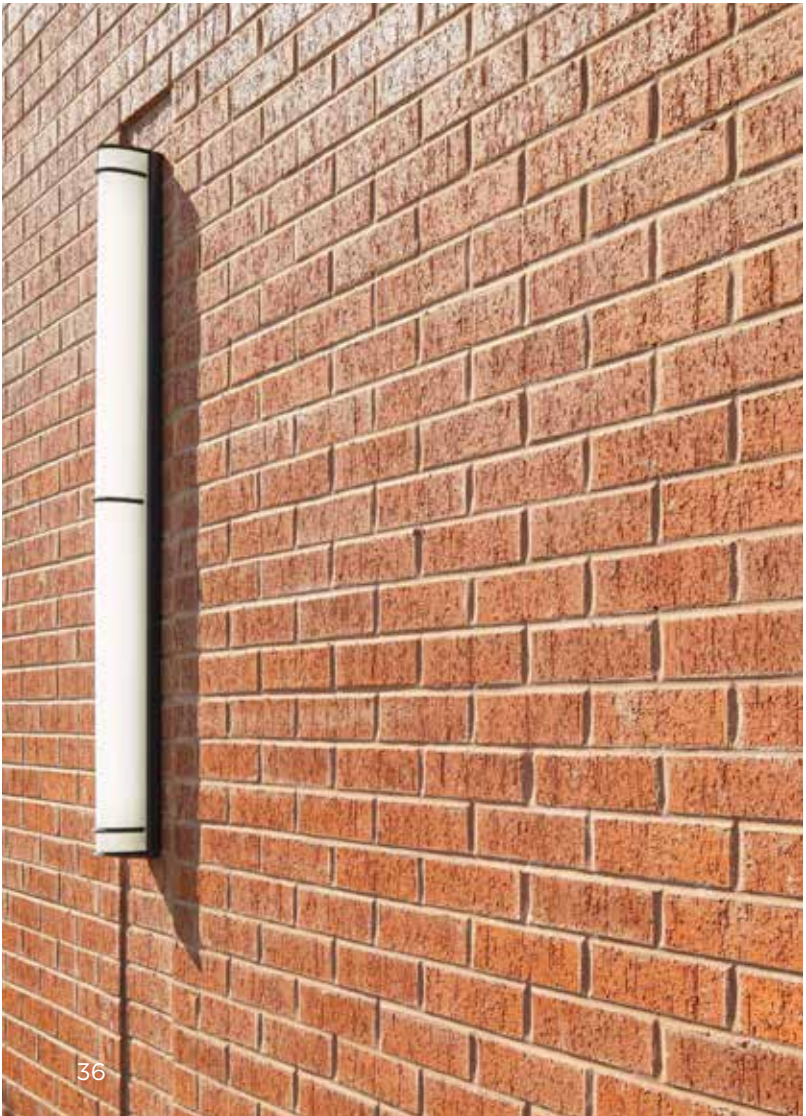




**BRICK NAME** // RED RANGE WIRE CUT, RED CENTENNIAL  
**GENERAL CONTRACTOR** // J. A. STREET & ASSOCIATES  
**PHOTOGRAPHER** // PETER MONTANTI

THE  
**FOOD CITY**  
CORPORATE OFFICE





# BUILDING NEW TO COMPLEMENT THE OLD



**A**s one of America's 50 largest supermarket chains\*, K-VA-T Food Stores' corporate growth in the past few decades exceeded the available space at its main corporate office in Abingdon, Virginia. For the past 35 years, employees were scattered at multiple buildings around town – so the excitement of building a new corporate headquarters was felt company-wide.

Don Smith, VP of Store Planning/Development for K-VA-T, says several different architecture firms were approached, but it was the four-story brick design from McCarty Holsaple McCarty that was ultimately chosen to be built in the middle of town – a historic area known for its century-old homes and buildings that occupy Abingdon's historical overlay district.

"We realized the importance, that it was the first time that they were combining all of their headquarters under one roof," says Nathan Honeycutt, associate with the architecture firm. "We knew they wanted to respect the historic aspect of Abingdon but also have a modern look that shows they are a forward-thinking company. So the challenge was to merge the two ideas."

Since brick is a timeless material that is both traditional and modern, it was an easy choice for the building's exterior. The harder sell was getting the client to agree to using two different types of brick and two different colors of mortar on the building.

Honeycutt thought having different planes of brick would give an interesting depth to the building. He says it is a technique used in historical architecture, but not usually on this large a scale. The first plane, which is the majority of the building, was done using Red Range Wire Cut brick and a lighter mortar. The back plane, which is where the windows are recessed an inch, is done with Red Centennial brick and a darker mortar.

"The darker mortar gives more of a monolithic appearance and, in contrast, the lighter mortar gives a more aggregated appearance. This helps the eye see the depth of the recessed windows and is very visually appealing," Honeycutt says.

"The decision to do two different bricks wasn't an easy one, but we did the mock-up with General Shale's help and it really showed what we were trying to achieve," Honeycutt adds. "General Shale is an amazing company, and they have a great support system for commercial builders and architects. They were great to work with."

Another way the architect brought a historical feel to the building was using a stone base similar to many of the older buildings seen around town. It's a way to accentuate where the building meets the ground, but with a more subtle transition, which also gives it more of a contemporary feel.

\* Progressive Grocer Magazine



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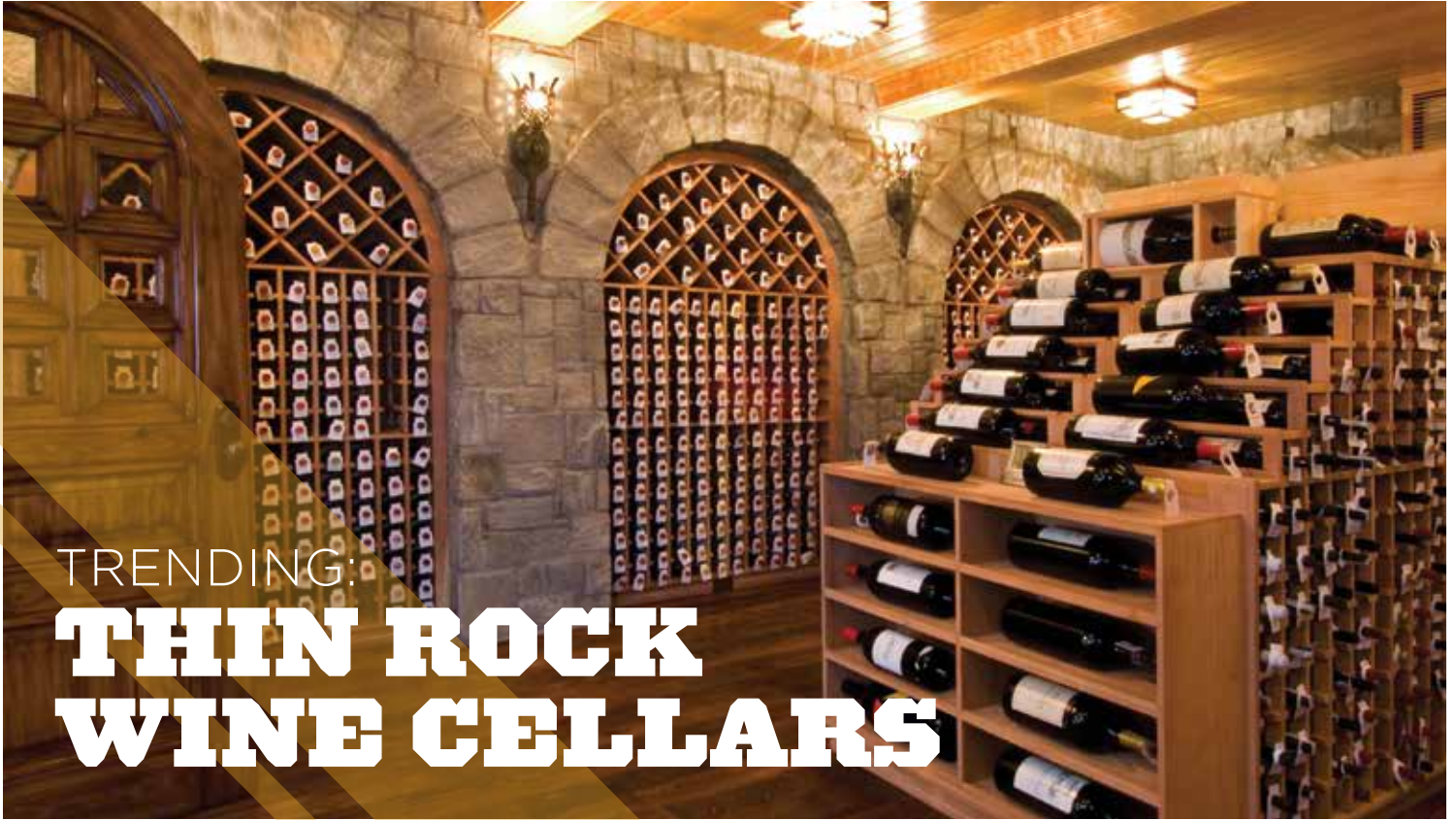
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## TRENDING: **THIN ROCK WINE CELLARS**

The rich, warm tones that thin rock and stone can bring into a home perfectly complement a beautiful wine collection, making it the ideal material for creating your own wine cellar.

As most wine connoisseurs are aware, the temperature at which a wine cellar is maintained is crucial to proper storage. The standard rule of thumb is 55°F/13°C. If you are using an existing cellar space, the ambient temperature is probably just fine for storing wine. Otherwise, you may need to invest in a cooling system to maintain the proper temperature.

Whether you use existing space or section off an area for your wine cellar, you will need to install insulation and a vapor barrier on the walls. Once the protective aspects are handled, the beautiful stone or thin rock can be installed.

The ceiling needs insulation and a vapor barrier as well, but make sure you know what kind of lighting you will be installing beforehand (e.g. row lighting, hanging lights, etc.).

An unfinished basement floor is typically just fine, functionally speaking. But for some added sophistication and class, you might want to

consider thin rock for your flooring as well. The Rock Solid Originals™ line of thin rock from General Shale is ideal for this application.

Windows and glass doors are not very good insulators, so if you have one or the other in your wine cellar area, you may want to consider sealing them off to help maintain a constant temperature.

Choose your wine racks BEFORE you lay out your walls. Materials for wine racking are usually either metal or wood. Typical wine racks display bottles on their sides, but some allow them to be displayed sideways for a different look. The racking you choose depends primarily upon the size of your wine cellar and the size of your collection.

With this knowledge, you should be able to begin designing your very own wine cellar with stone or thin rock right away!

### **GREAT NORTH AMERICAN TIPS & IDEAS**

Thin rock gives even a modern wine cellar a classic, old-world look. Try Rock Solid Originals™ from General Shale.

# GET GRILL FRIENDLY



## FINDING JUST THE RIGHT WINE FOR OUTDOOR ENTERTAINING

Outdoor dining - or dining "al fresco," as the Italians call it - often lends itself to a more relaxing, laid-back vibe than eating indoors.

The Italians are the undisputed experts in the art of dining al fresco (although the French are a pretty close second). To them, an outdoor meal often involves a wide variety of savory and sweet foods to share rather than several organized courses.

And of course, they love wine. A relaxing meal outdoors is a social occasion that demands a good bottle of vino - preferably several varietals to please every guest and complement every bite.

According to *Wine Spectator* magazine, choosing an appropriate wine comes down to a few simple rules:

- 1.** Don't force it. If you don't like a particular food, no wine will make you enjoy it. Eat what you like.
- 2.** A wine and a dish should be equal partners in weight (richness), with neither overwhelming the other.
- 3.** A wine pairing works best when it is matched to the most prominent element in a dish, typically the sauce, seasonings or cooking method.

With these guidelines in mind, choose your wine for an outdoor gathering the same way as you would for any other. And it is just as important, if not more so, to maintain appropriate temperatures for each bottle:

White, rosé and sparkling wines should be served

cold, so chill them prior to guests' arrival and keep them on ice.

Light-bodied red wines can be slightly chilled, but not as cold as whites.

Full-bodied reds should be served at just cooler than room temperature - around 60 to 65 degrees.

The key to creating an easy-to-use ice bucket is to fill it only halfway with half ice and half water. This allows bottles to move freely when placed in and taken out of the bucket. Just be sure to keep a cloth nearby to wipe off the water when necessary.

Outdoor gatherings are meant to be relaxing, so don't stress over the wine selection.





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# BRICK ART

## SMALL DETAILS, LARGE IMPACT

When you think of brick, you most likely think of the rigid, firm, square building material we all know and love. But before brick is fired and hardened, it's made from pliable clay that can be formed into any shape ... even amazing works of art.

The use of brick as sculptured art is a centuries-old tradition. But when the idea was first introduced to Johnny Hagerman, it opened his eyes to possibilities he'd never imagined.

That was some 30 years ago, and now Johnny is one of the country's foremost brick sculptors, and he has been creating hundreds of intricate shapes for General Shale for years. Hagerman was an art teacher at a small school in the Appalachian region of Southwest Virginia when he first saw how brick could be used as art. "I was aware that brick was made out of clay, of course, but it just amazed me how this material was used to create these amazing sculptures," says Hagerman. "I thought it was so wonderful." Hagerman soon had his art class working with the material. Any clay that was left over he experimented with on his own time as well. "It was primitive but so satisfying. It became a challenge to get better at this medium," Hagerman remembers. "I'm pretty much self-taught by mistakes."

Eventually Johnny did get better, much better in fact, and started work part time for General Shale in the 1980s creating murals and more that included animals, landscape scenes and more. He decided he'd found his true calling and resigned from teaching to create brick murals full time under General Shale's Masonart® brand.

The possibilities of what Johnny can create are nearly unlimited. His designs add dimension, uniqueness and beauty to any home or commercial business. One of his favorite designs can be seen at the Opryland Resort in Nashville, Tennessee. "I got to meet Roy Acuff, and that was a really neat thing," he recalls. Another favorite hits closer to home and is prominently displayed at the Southwest Virginia Community College. "It's a carving of some ancient pictographs found in a cave on Paint Lick mountain near my childhood home in Tazewell County, Virginia. I really enjoyed doing that one."

Johnny says working for General Shale has been a privilege because the company truly supports his work and the arts in general.

"I love this medium," Johnny concludes. "A good day is when you have no idea how much time you've spent working and can't believe it's already time to go home. I have a lot of days like that."

### So how are these works of art made?

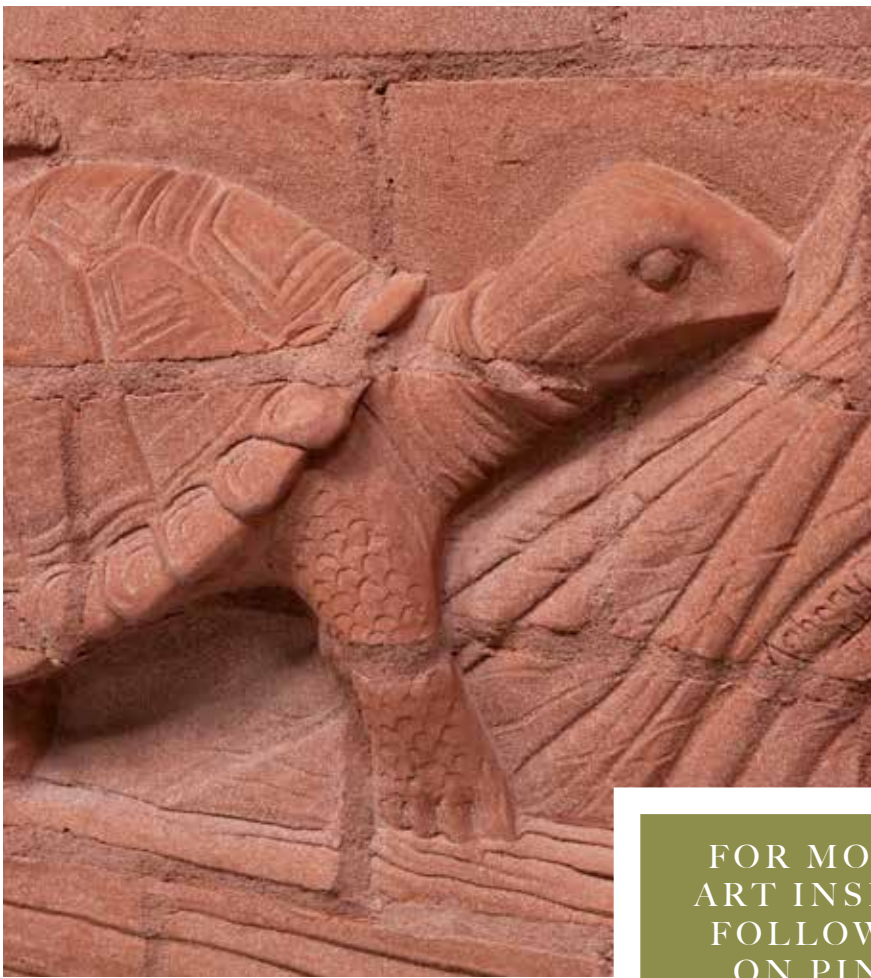
No matter how intricate the design of a General Shale Masonart® project is, each job starts the same way: with an idea. Those ideas are put to paper on a grid to replicate the brick pieces that will be used. The image is then transferred to a full-scale brick grid, which allows Hagerman to see how the individual bricks will work in harmony to create the mural.

Carving begins after the unfired brick is coursed onto the artist's easel. Pottery and woodworking tools are used to perfect the intricate three-dimensional design. As soon as Hagerman's carving is complete, any needed color is added to the face of the brick using a sandblaster.

Then the pieces of the unfired mural are numbered as they are disassembled and carefully transported to a special General Shale kiln in Johnson City. The first pieces are air-dried and then placed in the kiln at 300 degrees for about 60 hours. The temperature slowly climbs to 1,050 degrees Fahrenheit, and then the bricks are cooled back to room temperature. This process can take up to seven days to ensure that even the thickest pieces of the mural are ready.

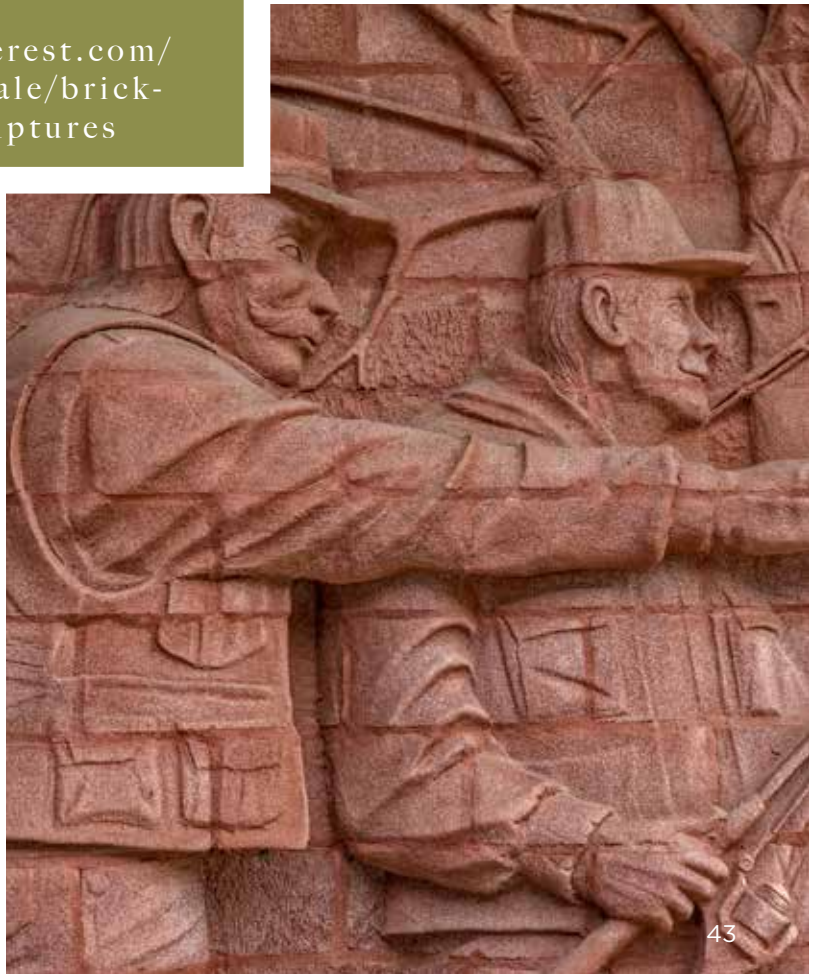
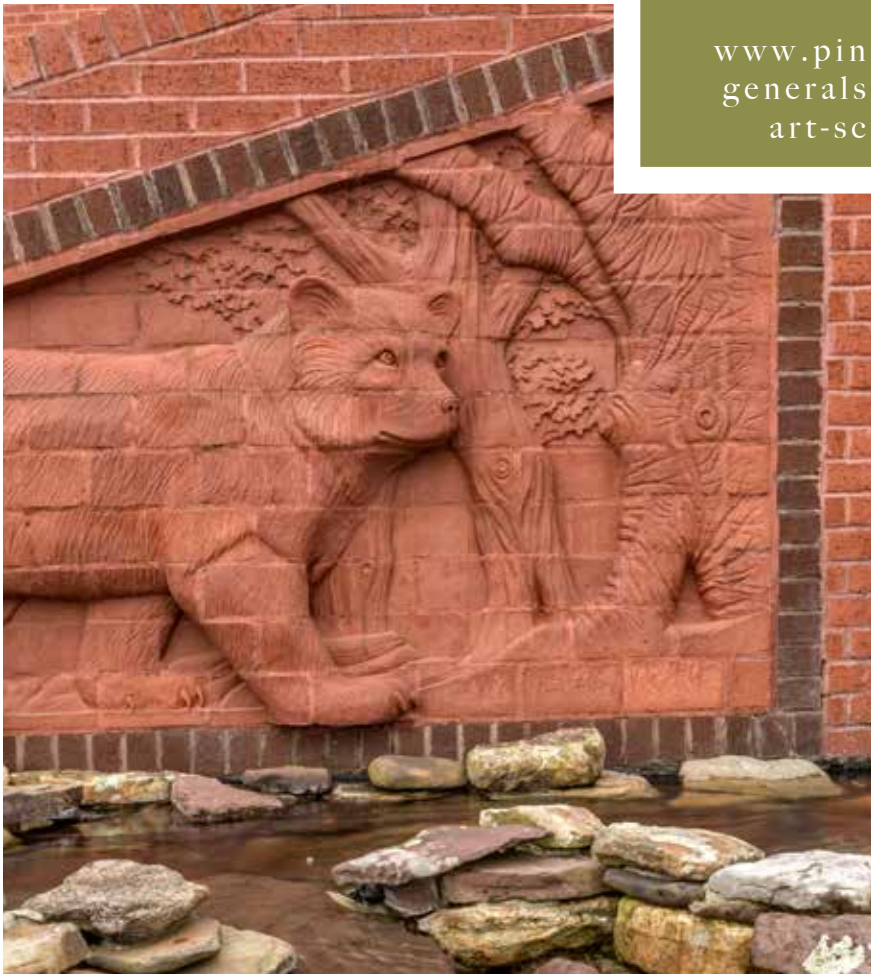
Upon cooling, the artist inspects every brick, and then the individual pieces are carefully packaged to be transported back to the job site where skilled masons reassemble the masterpiece using the numbers and the original design on the grid. All that is left to do is to sit back and enjoy a unique work of art or, as it's referred to in the industry, Masonart®.





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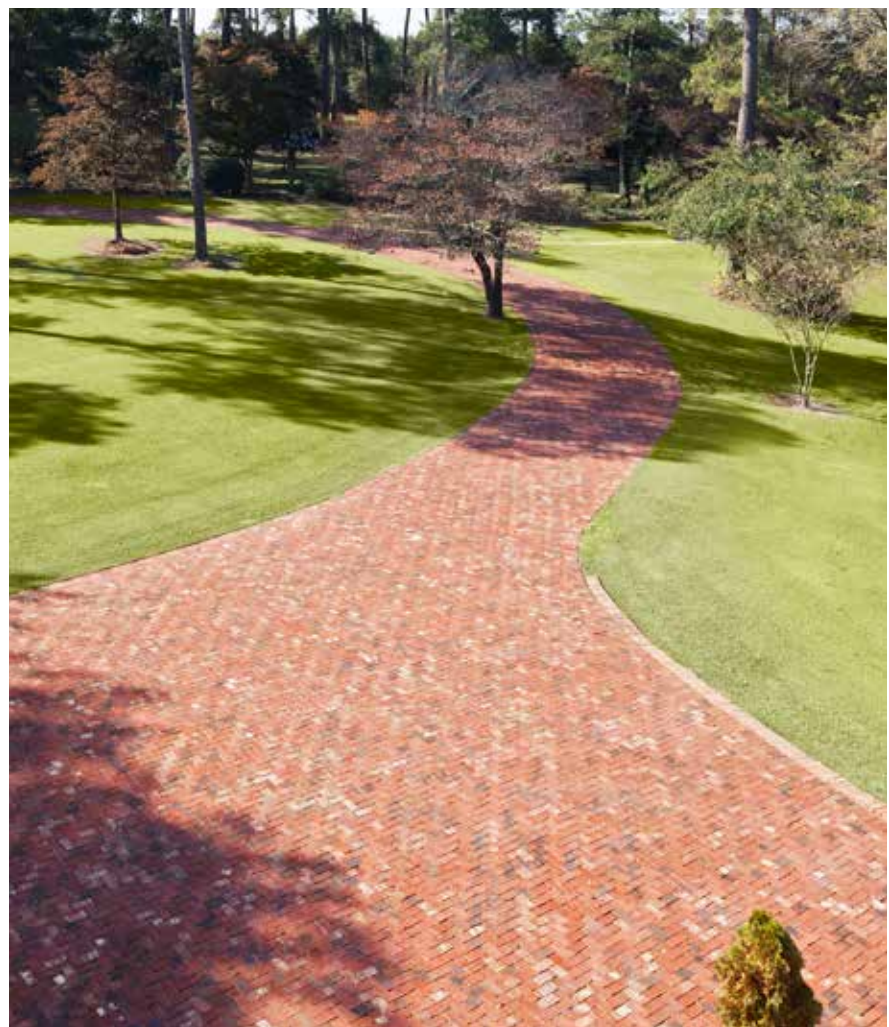


Featured in *Garden & Place* magazine, the Johnsons' brick paver driveway won best of show in the paver category in 2014.

BRICK NAME // PHOENIX  
PHOTOGRAPHER // ERIC LUSHER



*the*  
**JOHNSON  
RESIDENCE**  
*— North Carolina —*





# PAVING THE WAY

*How one family in Virginia added award-winning curb appeal with a new brick-paved driveway.*

**I**t began as a way to spruce up the Johnsons' home for their granddaughter's birthday party. Luanne Johnson wanted clay pavers for sidewalks leading from the new pool to the house. It was a relatively small job; the first order of Phoenix clay pavers from General Shale was about 2,000 bricks. Phoenix bricks and pavers are made at the Brick Haven plant in Moncure, North Carolina – not far from the Johnsons' home.

After the installation of the sidewalk, the Johnsons were so pleased that they decided the front driveway needed a facelift, too. Their home, built in 1969, had an asphalt driveway that never really matched the Georgian-style brick home.

Initially, the Johnsons just wanted to do the parking area in front of the house, but they soon realized they needed to expand the project.

"We just thought doing one little section didn't look right. We didn't really know just how many pavers it was going to require," says homeowner Bob Johnson, "but I knew it would be a lot." The final number of pavers required was 48,000.

The order was so large that it made Terry Wright, General Shale district manager in Wilmington, North Carolina, take a second look. "When I first saw it and realized this was a residential order, not a commercial order, I actually called back to double-check, and they said yes, 48,000 pavers!"

It took more than a month for installers to complete the massive project. And the final look is beautiful. "We really love it," says Luanne. "Guests pull up and just want to stand there and stare at it and walk around on it. Everybody just loves it."

Bob says he's looking forward to seeing the look of the pavers over time as they age and weather a bit. He feels the driveway will eventually look as though it's been there since the home was originally built. And although there is still a bit of asphalt driveway at the home, Bob laughs and says he thinks 48,000 pavers are plenty enough for now.

## GREAT NORTH AMERICAN TIPS & IDEAS

Using brick pavers on your driveway, sidewalks and parking areas can vastly increase the curb appeal of your home.



# SOLID FOUNDATIONS

**This Habitat for Humanity house is the strongest and most energy-efficient on the block, thanks to General Shale.**

It's a first-of-its-kind project for the nonprofit charity Habitat for Humanity, which builds houses for those in need – an all-brick exterior home built with General Shale's Endurance RS4™ Structural Brick.

The home was built in Johnson City, Tennessee, for single mom Lisa Story and her teenage son. Construction began in October 2013 on the two-bedroom cottage and wrapped up in early spring 2014. Although Lisa has done a lovely job of decorating on the inside, the most remarkable aspect of the home is its exterior, built with one of the strongest, most energy-efficient bricks possible, Endurance RS4 Brick.

Endurance bricks are larger than standard bricks and are installed much differently than in traditional brick homes. With solid-sheet insulation and General Shale's method for reinforcing the brick, it virtually eliminates the need for wood or steel subframing. This house will be greener, quieter and more weather-resistant than homes built with traditional brick.

Brian Ogle, General Shale's corporate manager, safety and risk, who is overseeing the project, says he's amazed at the strength this product brings to the home.

"You're basically building a vault," explains Ogle. "And from an energy-efficiency standpoint, I'm excited to see what kind of electric bills Ms. Story has. It's going to be so much lower than any of her neighbors. The insulation properties of this product ... I don't even know of anything that compares."

Ogle says the project depended heavily on volunteers and he was pleased so many General Shale employees and their families donated their time.

"I think one of the keys to General Shale's success is an active participation in our communities," Ogle says. "The most powerful product we have is our people. We were pleased to bring that level of experience and professionalism to this deserving family."

The family also donated their time to this project and to other Habitat for Humanity homes being built in the area.

"That's what I like about this project ... you have to give a little bit to receive," says Lisa. "When I found out about this pilot project and that we had been selected, I was overjoyed. I almost couldn't believe it. I'm so grateful to General Shale for that."



**GREAT NORTH AMERICAN TIPS & IDEAS**

Endurance RS4 Brick is the perfect solution for homes, especially in areas prone to high winds, tornadoes and earthquakes. It is also recommended for hospitals, schools, courthouses and police stations.

It's appropriate that because it is built with Endurance brick, the home is considered so strong and stable from a construction standpoint. Because figuratively, that's exactly what Lisa says her family needs – and what this home brings to her.

General Shale CEO Charles L. Smith, when reflecting on the project, said, "This is the kind of project that General Shale was pleased to be a part of. It may sound like a cliché, but it warmed our hearts to be able to help our community in this way."

"To us this means stability, something that is ours. We've never owned a home before or had something to call our own," Lisa adds. "This is just incredible."



# Happy, Healthy Brick

*Short and sweet brick maintenance tips from the pros*

**W**hile brick is one of the most durable and maintenance-free building materials available, a little TLC can go a long way toward keeping it beautiful for years to come.

To help maintain the structural integrity of brick, check periodically for water damage and replace damaged mortar if necessary.

**Question:** What if my brick home has moss, mold or mildew?

**Answer:** Mix one cup of bleach with a gallon of water. Thoroughly soak the problem area with water, then apply your bleach and water mixture with a natural or synthetic bristle brush. Soaking the brick before cleaning will keep it from absorbing the bleach.

**Question:** How do I get rid of mortar and construction dirt without damaging new brick?

**Answer:** For best results, clean as soon as possible, but not until initial mortar set has occurred, typically 2 to 5 days. Remove heavier mortar stains as completely as possible with paddles, scrapers or brushes.

General Shale recommends selecting a cleaning agent according to the following brick categories:

- Category A brick: EaCo Chem's NMD 80™ or SureKlean® products made by ProSoCo®

- Category B brick: EaCo Chem's NMD 80™, ProSoCo's SureKlean™ or Vanatrol®

- Category C brick: SOS 50™, made by EaCo Chem®, or nonacidic detergents such as EnviroKlean™ or 2010 All Surface Cleaner by ProSoCo®

**Question:** My home has lots of old brick with cracked mortar - what should I do?

**Answer:** Removing the old mortar is the first step - but it should be done carefully by a professional to avoid damaging surrounding brickwork. Then fresh mortar is applied in layers, with the depth twice the width of the mortar joint.

If it is difficult to match the color of the old material, a contractor can take a sample of the old mortar, crush it and dissolve it in acid to leave behind the sand aggregate, making it easier to identify the right shade.

NOTE: General Shale does NOT recommend using a pressure washer on any of its masonry products.





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THE  
**RUTLEDGE  
COMMUNITY**  
NORTH CAROLINA



**GREAT NORTH  
AMERICAN  
TIPS & IDEAS**

Brick can be used for so much more than building façades – it adds appeal to entryways, water features and even mailboxes.





# CHANGING IT UP

## COASTAL COMMUNITY ENHANCES BEAUTY WITH SEVERAL BRICK PROJECTS

Brunswick County, North Carolina, is a vacationer's paradise. The salty air and warm temperatures attract thousands each year. And those who call it home want subdivisions that reflect the area's natural beauty. At Rutledge Park, a mix of water features, vegetation and man-made infrastructure featuring General Shale brick does exactly that.

Rutledge Park is an upscale community of nearly 250 home sites ranging in size from 2,200 to 5,000 square feet. Prices range from \$650,000 to more than \$1 million. With that price comes unmatched attention to detail in the common areas.

Developer H.L. Holmes envisioned an entryway that would make a statement, but it wasn't until he discovered General Shale's Phoenix line that he knew he'd be using it throughout the neighborhood. Phoenix brick and pavers are made at the Brick Haven plant in Moncure, North Carolina.

"The property itself has a very natural setting, with water features and large trees, and it needed to have a complementary brick. Phoenix has the look of Old English brick," says Holmes.

But you never tire of seeing the same color brick because it's used so differently in many areas such as the lattice around the pool and bridges and the many special designs.

One thing that drew Holmes to General Shale is the fact that you can find so many product options in the same color, especially with the use of molds.

"I like to say the difference makes the difference," says Holmes. "Having the ability to take a mold and use different shapes such as on our entryway columns just adds such a distinctive element to the design; it really sets us apart."

Holmes worked with Terry Wright, General Shale district manager in Wilmington, North Carolina. Wright explains, "H.L. had the vision, and we worked very closely with him to let him know what General Shale could do. As brick experts we were able to show him the possibilities. I think that's what helped elevate this project to the magnitude it became."

Construction on Rutledge Park began in 2005. The third phase of the neighborhood should be completed by 2015.

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## GREAT NORTH AMERICAN TIPS & IDEAS

As a market leader for more than 60 years, Arriscraft produces consistently superior building stone products that are backed by an industry-unique lifetime warranty.

**I**f you're not thinking of stone as "modern," think again. The age-old look of stone is gaining popularity in contemporary home design.

According to Marta Zonneveld, marketing manager for Arriscraft, architects and designers these days are introducing more sleek, geometric lines and shapes, asymmetric features; and interesting rooflines. In contemporary design, simplicity is key. Accents and accessories are used sparingly and add to the design rather than taking center stage.

"We are seeing more natural materials such as stone, brick and wood, and we see many contemporary homes that blend materials, especially a darker color of wood siding set horizontally," she says. "In Canada, we've found the contemporary

look primarily in Quebec and Ottawa, where it has gained popularity over the past five years and is now making its way from custom homes to smaller, mid-budget homes," Zonneveld adds.

In the rest of Canada and the U.S., the contemporary look is mostly found in custom-designed homes, but some tract builders are trying out contemporary elements with their designs as well.

Contemporary design does not have to be limited to large custom homes. The fundamentals of this style can be incorporated into homes of any size. Likewise, a thoughtfully designed modern home can be equally in place in a chic urban community as in a family neighborhood.

The Arriscraft™ products that are best suited for the contemporary style are:

- Shadow Stone® Building Stone, featuring linear lines and bold color selection
- Renaissance® Masonry Units, with very simple, clean shapes and a commercial look and feel
- Edge Rock, bold and blocky with a split face that shows a rough texture

Other sources:

<http://www.houzz.com/photos/contemporary/Arriscraft>

<https://www.pinterest.com/arriscraftstone/stone-is-modern/>

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