

MESSAGE

FROM CHARLES SMITH, PRESIDENT & CEO

Today, online retailers are challenging even the best “brick-and-mortar” stores like Walmart and Macy’s for consumer dollars. Thus, there is a risk of losing the personal connection between a seller and its customers. That is why extraordinary customer service has never been more important to General Shale.

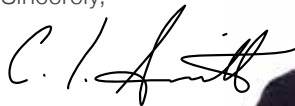
Some experts have identified the fear of a poor customer experience as a reason why more consumers are buying online. Consumers would rather make a few clicks to educate themselves about a purchase than suffer through a frustrating experience with a bad sales associate. Being the best in customer service gives General Shale a tremendous edge.

For example, Myra Costner, who handles customer service at our Rome, GA, facility, received an email from a homeowner in Florida who was trying to find the General Shale color of brick used to build his home in 1994, for a planned addition. Instead of just emailing the person back, she called. The customer later contacted General Shale leadership to express his thanks for such a positive customer service experience, calling Myra “a breath of fresh air.”

While we hope that our customer service always results in a sale, Myra’s friendly response to an email inquiry created an indelible opportunity with that potential customer for a lifetime.

No matter how advanced the business of customer service becomes, remember that people usually prefer to buy from a person, rather than a computer screen. Customer service is key to long-term growth for General Shale.

Sincerely,



Charles Smith



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TUSCALOOSA HOME BUILT WITH ENDURANCE BRICK

Tuscaloosa resident Tony Humphreys lost his mobile home to a tornado in 2011. This spring, he was selected to become the owner of a Habitat for Humanity home built with donated Endurance RS4™ Structural Brick by General Shale and Alabama Brick. Endurance RS4 Bricks are oversized to be safer and stronger than traditional brick, are more resistant to high winds and seismic loads, and can lower insurance premiums.

Humphreys told a local TV station that he feels blessed to receive the home. “[I’ve got] mixed emotions overall, but I am thankful and thankful to God, number one, because without Him none of this would have happened,” Humphreys said. “It is just a huge honor.”

This is the first brick house built by Habitat for Humanity in Tuscaloosa. And because the home sits in the familiar “Tornado Alley,” using Endurance Structural Brick gives the homeowner more peace of mind.

Ellen Potts, Executive Director of Habitat for Humanity, says she is thankful for the special donation made to them.

“It should be able to withstand winds up to 180 miles per hour, and it looks beautiful. It fits in well with this neighborhood, because many of the homes here are brick,” says Potts.

Construction on the residence began in March 2016 and was completed in June.

Here is how Endurance Brick is built for sustainability:

- Oversized brick (2 ¾" × 11 5/8" × 5 5/8") for greater coverage
- Save money and build faster—no need to use block for interior walls
- Virtually eliminates the need for wood or steel sub-framing
- Works with any type of foundation
- Allows use of standard windows and doors
- Withstands higher loads
- No new skills required for construction
- Special shapes available
- High “curb appeal” for faster sales
- Creates additional interior square footage
- Can lower fire insurance premiums
- Meets all seismic requirements
- Cost-efficient for single-wythe fences and sound barriers
- Wide range of colors, as well as a variety of surface textures for every application



The bricks used on this home improve energy efficiency.



Habitat for Humanity team members welcome Tony Humphreys to his new home.



Humphreys and the General Shale team are all smiles upon the home's completion. Left to Right: Josh Conkle, Andy Hall, Jeff South (Alabama Brick), Scotty Scott (Alabama Brick), Tony Humphreys (homeowner), Dawn Henning, Corky Clifton.



a letter from



**Habitat
for Humanity®**

To give you an idea of the need that homeowner Tony Humphreys had, this is a letter written by the Executive Director of Habitat for Humanity of Tuscaloosa describing his situation that was sent to General Shale executives.

Dear Friends,

I have been involved with Habitat Tuscaloosa since 1997, and Tony's home is one of the worst I have ever seen. It's a trailer which was picked up and set down by the tornado, and never repaired. Therefore, there is no insulation under the trailer, some of the plexiglass windows were blown out and had been duct taped back in place, and we'll just say the plumbing would never meet code. He can't use his bedroom and sleeps in the den. There are bullet holes in the sides, and Tony showed me where homeless people have lived underneath the trailer. You can't make this stuff up.

When Tony burst into tears when he saw the beginnings of his new home on Tuesday, I thought I understood, but I really didn't until I saw how awful his current home is.

I've attached pictures, so you can see something of what it's like. You really have no idea how much this new brick home will mean to Tony, and therefore, to all of us at Habitat for Humanity of Tuscaloosa.

Ellen W. Potts

Executive Director, Habitat for Humanity of Tuscaloosa





BUILDING FOR A BETTER TOMORROW

Beardsley Community Farm, Knoxville, held an Open House and Ribbon Cutting Ceremony on Monday, May 9, for its new education center, made possible in part by generous support from General Shale and other community partners.

The education center was designed and largely constructed through the efforts of the University of Tennessee's College of Architecture & Design students and faculty.

Founded in 1998, the farm is an urban, nonprofit community farm that produces food for local hunger relief organizations and shelters. The facility will enhance Beardsley Farm's mission of creating a

meaningful public space to benefit the community. As the new "front door" to the education farm, the new structure will welcome visitors, volunteers and staff. There are also classrooms, honey-processing facilities, office spaces and restrooms. Additional amenities include an amphitheater and an outdoor classroom.

The primary structure is triple-width load-bearing brick, detailed to take advantage of historic structural methods while also innovatively addressing thermal performance and water mitigation.

General Shale supplied all brick and mortar used on the project.



UT College of Architecture and Design students and Asst. Professor Jennifer Akerman, along with Knoxville Mayor Madeline Rogero, gather to celebrate the new Beardsley Farm education center, designed and built by the students with support from General Shale and others.

UT COLLEGE OF ARCHITECTURE+DESIGN

CELEBRATES SILVER ANNIVERSARY

In 1966, the University of Tennessee College of Architecture opened its doors in Estabrook Hall for about 20 students. Fifty years later, the College of Architecture & Design has moved into the dynamic Art and Architecture building and expanded to include the schools of Architecture, Interior Design and Landscape Architecture for more than 400 students.

As a long-standing partner of the UT College of Architecture & Design, General Shale is pleased to have helped commemorate this accomplishment with alumni, friends and industry partners during the 50th Anniversary Celebration April 28–30, 2016.

In addition to being a Platinum Funder for the 50th Anniversary Celebration, General Shale was the sponsor of the keynote lecture during the event. Thom Mayne, principal of the internationally acclaimed architectural practice Morphosis, addressed the design community as the keynote speaker.

Since 1980 General Shale has provided funding in scholarships, lectures and special projects at the UT College of Architecture & Design, supported the education of dozens of students, and advanced the goals and academic ideas of the college.



Mark Kinser giving a speech



JUST DRIVE

Summer travel season is in full swing, but don't let that family vacation turn tragic with a vehicle accident.

According to the National Safety Council, 35,000 lives were lost in vehicle crashes in 2014. The three biggest causes of fatalities on the road are alcohol, speeding and distracted driving.

One of the most common contributors to distracted driving is cell phone use. Some states have focused on bans of handheld devices, and car manufacturers continue to increase hands-free devices to help prevent distractions while using a cell phone.

Don't assume you can safely multitask behind the wheel. Distracted driving is more than the temptation to use a cell phone. Eating while driving, putting on makeup, using a GPS device or even just changing a radio station takes the driver's focus away from driving.

At 60 mph, a vehicle is traveling at 88 feet per second. It can take up to 3 seconds for the human brain to recognize that action is needed to avoid a collision ... which means the vehicle has traveled 264 feet before the driver acts. Many times that is too late.

Remember that one call or one distraction can change everything.

Have an enjoyable and SAFE summer!



MANUFACTURING
 PRODUCT
 BIOMEDICAL
 COLLEGE
 ECONOMICS
 DIVERSE
 ETSU
 CBAT
 ECONOMICS AND FINANCE
 INDUSTRY
 MANAGEMENT
 MILITARY
 ETSU
 CBAT
 MANAGEMENT
 CONSTRUCTION
 MARKETING
 TECHNOLOGY
 INSTRUCTOR
 DIGM
 MENTOR
 ENGINEERING
 TECHNOLOGY
 ELECTRONICS
 COMPUTING
 YOU
 GOAL
 MARKETING
 DEVELOPMENT
 FINANCE
 STUDY
 YOU
 GOAL
 YOU
 C. JOBS
 ETSU
 MANAGEMENT
 CBAT
 INTERIOR DESIGN
 COLLEGE OF BUSINESS AND TECHNOLOGY
 SURVEYING AND DIGITAL MEDIA
 SURVEYING
 INDUSTRIAL
 AUTOCAD
 ACCOUNTANCY
 ADOBE
 DESIGN
 SURVEY
 BUSINESS
 DIGITAL MEDIA
 FINANCE
 STUDENT
 COMPUTER
 GRADUATE
 COMPUTING
 MILITARY SCIENCE
 MAPPING
 2016
 YOU
 JOBS
 JOB
 GOAL
 MEDIA
 SURVEYING AND DIGITAL MEDIA
BUCS & BRICKS

With its headquarters in Johnson City, TN, General Shale has always had a close association with the city's East Tennessee State University (ETSU). In addition to hiring many ETSU graduates, General Shale supports the university with masonry materials for multiple projects including ETSU's softball, baseball and soccer stadiums; the ETSU parking garage; and the yet-to-be-built ETSU performing arts center and football stadium.

General Shale recently hosted ETSU Business and Technology students and faculty for the 4th annual General Shale/ETSU Career Social and Networking Event. This year, the event was renamed Bucs & Bricks.

The goal of the event is to introduce ETSU students and faculty to career opportunities at General Shale. In attendance at this year's event were representatives from the company's manufacturing, sales/marketing, engineering, finance, IT, logistics and human resources departments.

The event was widely publicized on campus and students were encouraged to bring resumes and questions for the General Shale team. Guests were treated to refreshments, T-shirts and door prizes.



Arriscraft Employees Help Co-Worker's Young Daughter in Cancer Battle

When your child has cancer, fighting the disease is only part of the battle. The other struggles include the expense of your child being treated at an out-of-town hospital, missed days from work, and worry over his or her health as well as your finances.

But thankfully, Arriscraft employee Greg Rego is receiving help and support from fellow employees for his daughter's fight with acute myeloid leukemia (AML). Eight-year-old Breanna Rego is currently in remission from AML, but is still undergoing treatments. (Mom Cassy Maio is a former employee.)

Fellow Arriscraft employee Angie Mason organized a fundraiser to raise money for the family's numerous travel and hotel expenses (prior to them being accepted into the local Ronald McDonald House), and plant employees donated more than \$2,000 for the family in just one week. Another fundraiser is also being planned, and once again, Arriscraft is showing support to the family both financially and emotionally to make this event a success.

WE ARE NOT ALONE, AND THIS GIVES US THE STRENGTH TO HELP BREANNA FIGHT

The family plans to donate any leftover funds to the Ronald McDonald House to benefit other families in need.

According to childrenscancer.org, "AML is the second most common form of leukemia in children. AML is primarily a cancer of the bone marrow and lymph nodes. In AML the regulatory mechanisms go awry and the bone marrow produces too many immature and abnormal cells called 'blasts.' These blasts circulate through the blood stream and lymph system, where they disrupt

the normal function of organs. Because this disease progresses so rapidly, it is imperative that aggressive treatment begin as soon as possible."

Updates from Breanna's GoFundMe page recount her struggle during treatment: "Currently an inpatient at McMaster Children's Hospital in Hamilton, Breanna has already begun a series of aggressive chemotherapy treatments. It comes as no surprise that the chemotherapy drugs designed to rid Breanna of the rapidly progressing cancer are very hard on her young body."

But more recently, there was a more encouraging update, stating that Breanna is now in remission, facing a few more inpatient and outpatient chemotherapy sessions on her journey to become completely cancer-free. Remission means that at least for now, Breanna will not need a bone marrow transplant. Her mother added, "Greg and I are truly grateful to God for listening to our prayers and cries for help, and we are TRULY thankful for everyone's prayers. Please keep praying, though!"

Additionally, the family would like to pass along their appreciation to the Arriscraft family:

"Greg and I would just like to thank the employees of Arriscraft from the bottom of our hearts. The employees have been keeping us in their thoughts and prayers and it means the world to us. No family ever expects that something this devastating would happen to their family, especially their own young child, but the community has shown us we are not alone, and this gives us the strength to help Breanna fight with all she has."

To make any donations or stay updated on Breanna's progress, visit her GoFundMe page at gofundme.com/breannasbattle.



Two General Shale sales reps have completed rigorous training to become Certified Masonry Professionals. The certification is offered through the NC Masonry Contractors Association.

Laura Lineberry from the Raleigh, NC, office and Carson Greif from the Charlotte, NC, office recently completed the training.

IT JUST ADDS ANOTHER LAYER OF EXPERTISE FOR GENERAL SHALE

To enroll in the program, professionals must have at least five years of experience in the masonry or construction field. The program then requires eight days of eight-hour classes. Participants must pass a written exam at the end of the course.

Matt Mara Sr., Architectural Rep, says this certification will help Lineberry and Greif have a better understanding of the depth of a project, which will give them an advantage over competitors in regard to their professional knowledge.

“They’ll truly understand the entire makeup of the wall,” says Mara. “They’ll be a source for an architect, and will be able to effectively consult with a mason in the field. It just adds another layer of expertise for General Shale to set us apart in this industry.”

If you are interested in becoming a Certified Masonry Professional, contact your supervisor.



Laura Lineberry



Carson Greif

A NOTE FROM JOSH CONKLE

RECRUITMENT & TRAINING SPECIALIST

General Shale has always had a goal to give our employees the tools they need to accomplish the job. My role as the Recruitment and Training Specialist is to make sure I hire quality people and manage a successful training program. Training should be ongoing throughout an employee’s career. Learning new techniques, trades, etc., is vital in keeping our minds fresh and focused. With that being said, we will be including scheduled training classes within the quarterly newspaper. Third-quarter training classes are shown below:

BIA Brick University—An online, 12-module training class for our Outside Sales Team. Modules vary from a half hour to over an hour. After the 12 modules are completed, you will receive a BIA certification for completing the training. It is recommended to start this training as soon as possible; however, it can be completed across the rest of this year.

Drivers’ Clinic—The Transportation Department is working on creating a safety video for new and existing drivers. The goal is to roll out the program to our drivers starting in September.

SAP Training—SAP training will resume in September. We will go back to a quarterly training schedule.

Our training program, planned through 2020, is a live document. The idea of a live document is you can add to or adjust it as needed. If you have any ideas for training needs, please do not hesitate to let me know. I can be reached at 423.952.4258 or josh.conkle@generalshale.com.

Remember, “no ideas are the only bad ideas” in terms of training!





SUCCESS PROFILE

2016 TEAM LEADERS

Corporate Development Manager Andy Hall says that periodically changing team leaders keeps fresh ideas flowing.

“Success Profile is no different than other programs and teams in that from time to time change is necessary. New ideas and new perspectives challenge us all,” he says.

The new team member additions will help grow the process as well as support the new initiatives for 2016. All new team members were nominated by their managers. If you are interested in being on a team in the future, let your manager know of your interest.

Overall Project Coordination:

Andy Hall

Steering Committee:

Charles Smith, Mark Kinser, John Hammett,
Kevin Ham, Dan Green, Dawn Henning, Steve Mason

Modern & Future Oriented	Value Pricing	Building with a Clear Conscience	High Touch Company	Technological Leader	Leader in Energy Efficient Construction	Expert for Building Professional
Project Rep. Andy Hall	Project Rep. David Gilmore	Project Rep. Brian Ogle	Project Rep. Scott Clark	Project Rep. Mike Hopper	Project Rep. Jonathan Livingston	Project Rep. Matt Mara
Luke Guinn Marta Zonneveld Jay Taysom Ryan Padgett Ross Coggins	Rod Griffith Chris Tipton George Winsor Julie Schmidt Brittany Gray Lowell Paine	Matthew Berry Josh Brock Tommy Scalf Nelson Camara Louie Bold Blake Bolton	Richard Baker Myra Costner Chip Bolton Alison Kestner Susie Bowers	Ron Bacon Wally Crawford Chad Wilkinson Donny Cox Steven Higgins	Jim Bryja Michael Beal Justin Greaser Matt Mara Carson Greif Gene Guetzow	Bobby Wright Barney Wanner Gordon Yeazel Nat Medina Patrick Pullen Todd Wilkinson Paul Elder
Advisor: Dawn Henning	Advisor: John Hammett	Advisor: Mark Kinser	Advisor: John Hammett	Advisor: Dan Green	Advisor: Kevin Ham	Advisor: Steve Mason

WORKPLACE SAFETY



BOLT EXPLOSION SOLUTION IMPLEMENTED AT MONCURE PLANT

Often a workplace incident in which an employee is injured is considered a “freak accident” or a case of being “in the wrong place at the wrong time.” And it would be rare for a machine to build up enough pressure for a small bolt to blow off and hit someone in such a way as to cause an injury. But that’s not a chance Moncure, NC, Supervisor Ed Ellis was willing to take.

“We have had issues with our extruders. When they build up too much pressure and are not turned off in time, the mounting bolts can actually explode, and those bolts can shoot out and become projectiles,” explains Ellis. “It can be very dangerous.”

Ellis says that at times the bolts have traveled anywhere from 15 feet to 50 feet.

About a month ago he brainstormed on a way to either prevent the bolts from exploding or to keep them from hurting anyone if they did. He’s since thought of and implemented his own system to tether the bolts in case of an explosion.

“I hooked steel cables to the bolts to act as safety tethers to keep them from becoming projectiles,” says Ellis. “I did have to purchase some parts—a total of about \$300 that included ¼-inch steel cables, carabiners and some connection pieces.”

Safety Manager Brian Ogle says this is a great example of problem solving. “Ed did such a great job on this; this project went out to all brick plant and regional managers for installation at their plants.”





SAFETY TRAINING CLASS CHANGES

General Shale is making some changes to its quarterly safety training classes to make them more interesting, more interactive and more effective.

“The classes, which normally run about four hours, will now feature guest speakers, open discussions to solve problems and videos, like the one used last quarter for kiln conversions,” says Safety Manager Brian Ogle.

“Our risk analysis for converting a kiln from coal to gas was very involved,” explains Ogle. “We tried to identify every risk possible before our team was to start this process. During the changeover in Spring City, we shot a couple of videos and used those at our safety meeting, and we were able to identify a couple of issues so that going forward, we are even better prepared to equip our teams with everything possible to reduce their chance of injury.”

CLASSES NOW FEATURE GUEST SPEAKERS, OPEN DISCUSSIONS AND VIDEOS

Ogle reminds everyone that regulatory issues will still be covered, but these additional tools and techniques are meant to enhance the meetings and make them more interesting.

Every location at General Shale conducts a monthly safety evaluation (even the corporate office). Ogle receives those, and the process ensures that at least once every month safety concerns are evaluated at every General Shale operation. But apparently, one of the toughest hurdles to overcome, according to Ogle, is getting employees to report hazards or near misses without fear of disciplinary action.

“In today’s environment, rigid rules are required, and those rules must be enforced, which often results in a required disciplinary action against some of our people,” says Ogle. “So when that is the environment we have to work in, it is challenging to get someone to approach us and say, ‘Hey, this happened (or almost happened), and I don’t want it to happen again or hurt someone next time.’ As simple as that sounds, it is tough to get our people to engage with us on that level.”

Ogle feels the changes in the safety meetings to involve a more open conversation may change that.

“We are breaking that wall down, in my opinion, with this protocol in our Engineering Department,” Ogle says. “If we can keep this momentum rolling, we will be able to shift our culture a bit so that our people will let us know if there are risks or hazards that we haven’t identified and corrected.”



GS STRONG

building a better YOU!

The GS Strong Facebook page is back and stronger than ever! We're focused on keeping the GS Strong Facebook page active. Every week, you'll see healthy recipes, wellness updates, facts and statistics for every employee to use and share. If you have a Facebook account and are interested, click the "thumbs up" to like our page. Encourage your co-workers to like the page, too! If you have any questions about our GS Strong program, contact Alison Kestner at alison.kestner@generalshale.com.



BBQ Nachos

RECIPE: delish.com

INGREDIENTS:

- 4 slices bacon, chopped into 1" pieces
- ½ red onion, chopped
- 1 lb. ground beef
- Kosher salt
- Freshly ground black pepper
- 1 c. barbecue sauce
- 1 bag tortilla chips
- 3 c. shredded cheddar
- ¼ c. sliced scallions

DIRECTIONS:

Preheat oven to 350°F. Heat a large skillet over medium. Add bacon and sauté until crisp. Drain bacon on paper towels, reserving 2 tablespoons of fat in pan. Add onion; sauté until soft. Stir in ground beef, breaking up the meat with a wooden spoon. Season with salt and pepper. Cook, stirring often, until beef is cooked through. Add BBQ sauce and bring to a simmer. Turn off heat. Spread out the chips on a large baking sheet. Pour the BBQ beef mixture on top, then sprinkle with cheese. Bake until cheese is melted and everything is warmed through. Garnish with scallions and serve warm.



D W K S F T H P O K C E X O Y
 Y S V M F A X G H E U C M R L
 R E I M B U R S E M E N T I I
 A U L I F S A Y R A T A R E M
 W R T S N R O A C N I R T N A
 B A C O D L O C H T E U R T F
 T O S H P R O G S H S D A A T
 W A L M I U A K H R F N I T W
 M M E T N T U E H A R E N I B
 E K F T S R E G B B I V I O R
 E Q I E X E R C I S E R N N I
 M N D E T C A R T S I D G C C
 G S S E C C U S G U G Z O F K
 D S M S A F E T Y F R M V Q W
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|--------------|------------|-----------|---------------|
| Accounting | Bucs | Family | Orientation |
| Architecture | Distracted | Frog Hair | Reimbursement |
| Beardsley | Employee | Habitat | Safety |
| Bolts | Endurance | Icomm | Success |
| Brick | Exercise | Masons | Training |



IT PAYS TO EXERCISE

General Shale employees can be reimbursed for part of the cost of their gym memberships ... if they are dedicated.

“The reimbursement is 35% of your monthly gym membership, but you have to visit at least 15 times per month,” explains Alison Kestner, General Shale Benefits Manager. “Employees need to send a log from the gym for their attendance and a copy of their bill to the Benefits Department.”

Unfortunately, right now few employees are taking advantage of this program, but that may change. The GS Strong Wellness Committee is working to improve the reimbursement program to make it easier for employees to qualify for the reimbursement. As soon as the details are worked out, a mailer will be sent to every employee. In addition, these changes will be posted on the GS Strong Facebook page, so stay tuned for these exciting updates!

“Since wellness has become an integral part of large corporations, General Shale hopes to lead the brick industry by setting a higher standard,” Kestner says. “Exercise helps give you a balance, controls your stress and promotes a healthy lifestyle. And it has the potential to drive down the cost of health insurance.”

Employees can sign up for the reimbursement at any time during the year.

In addition to gym memberships, General Shale will reimburse 50% of the fee for other classes such as yoga, Pilates or other types of health classes as long as the employee goes to at least 50% of the scheduled classes.

General Shale is hoping this incentive program will entice employees to begin practicing healthier habits when it comes to exercise.



If you are interested in learning more about the program or need reimbursement, please email Alison at alison.kestner@generalshale.com.



PHOTO: Sally Quinn RECIPE: delish.com

Skinny Pineapple Cheesecake Bars

CRUST INGREDIENTS:

- ¾ c. graham cracker crumbs
- 2 tbsp. unsalted butter, melted

FILLING INGREDIENTS:

- 6 oz. light cream cheese, softened
- ¾ c. plain nonfat Greek yogurt, at room temperature
- 2 large eggs, at room temperature
- 1 large egg yolk, at room temperature
- ¼ c. granulated sugar
- ⅓ c. pineapple juice
- 1 tsp. vanilla extract

Optional: Top with pineapple and cherries for serving

DIRECTIONS:

Preheat oven to 300°F. Line an 8- or 9-inch square baking pan with aluminum foil or parchment paper, leaving an overhang on all sides to easily lift the bars out of the pan before cutting. Set aside.

Make crust: Mix graham cracker crumbs and melted butter in a medium bowl until combined. Evenly press crust mixture into the prepared pan. Bake for 8 minutes. Remove from the oven and set aside.

Make filling: In a large bowl using a whisk attachment, beat the cream cheese on high speed until completely smooth, about 1 minute. On medium-high speed, beat in yogurt until completely combined. Beat in eggs and egg yolk until combined. Finally, beat in remaining ingredients until everything is combined and there are no lumps.

Pour filling onto the crust. Bake for 30 minutes or until the center of the bars no longer jiggles. Allow the bars to cool for 30 minutes, then transfer to the refrigerator to chill for 3 to 4 hours or even overnight.

Once chilled, lift out of the pan using the overhang on the sides and cut into squares. Store in the refrigerator.

We like to recognize employees who are celebrating milestone work anniversaries this quarter. Thank you for your service and commitment to General Shale.



Frank Dishner, Kingsport, TN—40 years



NAME	LOCATION	YRS SVC
David Peckford	Cambridge, ON	35
Joseph M Murray	Piney Flats, TN	30
Peter Schmidt	Cambridge, ON	30
Michael Beal	Arriscraft U.S. Sales	30
Jose F Gomes	Cambridge, ON	30
Jose Pires	Cambridge, ON	30
Frank Clark Jr	Roanoke, VA	30
Karen B Cutshall	Johnson City, TN	30
James A Croy	Denver, CO	30
Mike Baker	Fort Valley, GA	25
Robby Garland	Roanoke, VA	25
Johnnie Kelly	Moncure, NC	25
Scott A Kinnear	Denver, CO	25
Pam Harrington	Sanford, NC	25
Nelson L Thomas	Raleigh, NC	20
Craig Hedger	Cambridge, ON	20
Michael Martin	Cambridge, ON	20
William Neary	Cambridge, ON	20
Stephane Germain	Quebec, Canada	20
Floyd A Badders	Moncure, NC	20
David S Ingle	Mooreville, IN	20
Avery Martin	Roanoke, VA	20
Rodney Garrett	Evansville, IN	20
Paul Zettle	Warton, ON	20
Andrew Miller	Warton, ON	20
Alex Pollard III	Kernersville, NC	15
Robert H Withrow	Manassas, VA	15
James N Carter	Fort Valley, GA	15
Epifanio Morales-Gama	Moncure, NC	15
Kerry L Atkins	Mooreville, IN	15
Steve Samsel	Knoxville, TN	15
Tony Shaughnessy	Cambridge, ON	15
Jason D Nieman	Cambridge, ON	15
Davey J Collins	Johnson City, TN	15

NAME	LOCATION	YRS SVC
Michael Forehand	Fort Valley, GA	10
Antonio Millan	Fort Valley, GA	10
Juan Alberto Anzaldo	Fort Valley, GA	10
Jose Iban Diaz	Fort Valley, GA	10
Tracey G Hall	Wister, OK	10
Erika Dejesus	Chicago West, IL	10
Mario Escamilla	Colorado Springs, CO	10
Terrance O'Leary	Cambridge, ON	10
Robert Brannen	Cambridge, ON	10
Thai Nguyen	Cambridge, ON	10
Pete Kitchens	Billings, MT	10
Dan Evers	Billings, MT	10
Paul R Edwards Jr	Rome, GA	10
William J Montgomery	Rome, GA	10
Bryan J Seal	Sterling Heights, MI	10
Dave Slater	Wister, OK	10
Jerry G Ray	Piney Flats, TN	5
Brian L Arrowood	Piney Flats, TN	5
Brandon E Bowman	Marion, VA	5
Christopher L Davis	Spring City, TN	5
Curtis L Rievley	Spring City, TN	5
Donovain Gillespie	Spring City, TN	5
Teresa A Sutton	Cambridge, ON	5
Patty Duncan Henning	Johnson City, TN	5
Jonathan E Davenport	Rome, GA	5
Katie Yokie	Memphis, TN	5
Kevin P Hurley	Wilmington, NC	5

FINER THAN A FROG HAIR
SPLIT THREE WAYS

THANK YOU FOR 40 YEARS



*Frank Dishner,
Kingsport, TN*

The second time was the charm for 40-year GS employee Frank Dishner. The first time Dishner came to work for General Shale was in 1973, but he was soon laid off. After working for another company that later shut down, Dishner went back to General Shale in Kingsport, TN, in 1976 and asked if they needed any help. That same day Dishner filled out an application, passed a physical and went to work at the Kingsport brickyard.

Although Dishner says he's worked in several capacities for General Shale, including actually making the bricks and in mill rooms, he's primarily worked loading blocks and bricks onto trucks for customers.

In fact, he says he's "handled enough brick by hand to build Kingsport and Knoxville."

Dishner is someone who interacts well with the customers. When asked how he's doing, he'll often say something like "finer than a frog hair split three ways." He immediately puts customers at ease with his friendly demeanor. "I come in with a smile and leave with a smile," Dishner says.

When asked why he's stayed at General Shale for four decades, Dishner says he "just took a drink of the water and decided to stay."

Dishner, who turned 61 in May, says he has no plans to retire. "I'm still in fair shape and run with the young'uns," he boasts.

Dishner lives in Hawkins County and enjoys coaching baseball, riding motorcycles, and spending time with his four children, seven grandchildren and one great-grandchild.



WELCOME: NEW SUPERVISORS ORIENTATION

General Shale hosted an orientation at the corporate office on April 20–21 for newly hired manufacturing supervisors. The goal of the program was to introduce newer supervisors to General Shale's culture and processes through exposure to a variety of staff members across multiple corporate functions. In addition to a presentation from our corporate team, the group enjoyed dinner together and an afternoon of clay target shooting. We intend to host future orientations to include a broader group of supervisors, sales reps and staff functions.

SUPERVISOR

Clayton Ray

Dustin Mayberry

Jake Schmidt

Blake Bolton

Oscar Martin

Mike Nichols

Jacob Cardwell

PLANT

Piney Flats, TN

Rome, GA

Rome, GA

Mooresville, IN

Denver, CO

Spring City, TN

Spring City, TN





ICOMM INTRANET LAUNCHED

Despite having a vast ocean in between General Shale and parent company Wienerberger, communication between employees can now happen instantly using the new iComm intranet.

Dawn Henning, Director of Marketing for General Shale, says, “iComm is similar to an internal newspaper or a private social media platform where you can network and enter into dialogue to collaborate more efficiently on projects and share knowledge with other employees no matter where they are located.”

In addition to a navigation bar that includes About, News, Teams, Service and Culture tabs, a top navigation bar includes areas for more personalization, including:

MySite—Personal profiles for each user, basic contact info from the active directory and a place to personalize your profile. Other users can ask questions based on your area of expertise.

MyTeam—Permanent workspace for teams, IT service---at a cost to the company.

Communities—Can be a workspace for users from different teams, business units and countries to collaborate on projects ---free to use.

Organizations—A more detailed look at the “World of Wienerberger.”

Corporate iComm, Austria

General Shale, U.S. and Canada

Clay Building Materials Europe, Austria

Semmelrock, Germany

Pipelife, Sweden

Steinzeug Keramo, Norway

There is also a robust search capability in case you aren’t sure where to go.

The iComm intranet solution was officially launched in March. But in the coming months you’ll be learning more about iComm as you begin to more about iComm as it is rolled out to your region or segment.

In the meantime, if you have questions or need help, please contact anyone in Marketing.



ICOMM TEAM FEATURE —ACCOUNTING DEPARTMENT

Each quarter we'll feature a different team and tell you how it's using the iComm intranet.

This quarter we'll look at the Accounting Team, led by Ron Berry.

The Accounting Team has been among the first to use iComm, posting progress on their team getting the month's books closed on time, as well as a fun post about the team participating in "Red Nose Day." Red Nose Day is a fundraiser organized by Comic Relief. Proceeds benefit nonprofit organizations that work to lift children and young people out of poverty in the U.S. and overseas.

"We posted some photos and things from our participation in that, and we got some nice comments, even some comments from overseas," says Berry. "It's a small world—even smaller today—and to get responses from across the world like that, it's pretty neat."

Berry, who's worked for General Shale for 18 years, says he's pleased with parent company Wienerberger's ability to continuously improve communications and tools to help employees do their jobs even better.

"They're always doing something new, and that's an admirable trait from Wienerberger's side," he notes.

Berry says he likes iComm because of the ability to learn best practices from others in the company, within General Shale or internationally. Recently his team worked on some new accounting practices, and the key contact was in Vienna.

He also likes the ability to "follow" other employees and learn more in their areas of expertise, including Heimo Scheuch himself.

Berry adds that the Accounting Team is learning more ways to use iComm every day, and says it's a great new tool for General Shale.

2ND QUARTER **NEW PRODUCTS**

ARRISCRAFT MATTERHORN BUILDING STONE NEW COLORS

Three new colors have been added to the Arriscraft Matterhorn Building Stone product line. With its unique look and simple installation, Matterhorn Building Stone is quickly gaining popularity.

While all Arriscraft stone is made from only natural materials (i.e., sand and lime), Matterhorn is perhaps the greenest option because it's recycled material. In fact, Matterhorn Building Stone is made with 99% reclaimed material. Instead of discarding waste material left over from stone manufacturing, Arriscraft collects this material and uses it as the base material to create Matterhorn.

Matterhorn's dynamic combination of guillotined and tumbled finishes creates an especially natural charm. The three new colors are August, Barnwood and Chalet.



August



Barnwood



Chalet

PINEWOOD BRICK

General Shale's Pinewood Brick is a lightweight, modular brick manufactured in our Roanoke, VA, plant. Pinewood Brick is characterized by subtle yet distinct variations of dark brown tones, which are highlighted with hints of tan tones atop a slightly distressed face texture. The result is an inspiring, natural earth-tone finish that is ideal for residential projects but suitable for commercial projects as well.





DYNAMIC FORECASTING

The Accounting Department is excited to announce the launch of Dynamic Forecasting. This accounting tool will be used to more accurately forecast and budget revenue for the company.

Felicia Vanslager, Accounting Manager, served as the North America Project Leader. Dynamic Forecasting connects the current supply chain management features with the forecasting and budgeting process, which was previously completed through Integrated Planning.

Felicia worked diligently with Wienerberger in Vienna and our local sales, IT and SCM group to get the project up and running. The project is now live and has been very successful.

“Dynamic Forecasting will be an excellent tool for our company,” says Ron Berry, Financial Accounting Manager for General Shale. “It will give us greater detail in planning and increased accuracy, which can in turn benefit the entire company. This process integrates the day-to-day operational planning at the site level with upper-level management budgeting.”

Berry says he’d like to give a “special shout-out” to Oliver Sviszt, DFC Project Lead from Vienna, for all his extra hard work on this project. Felicia will now be turning over the reins to Brittany Gray, who will be leading the U.S. in the next forecast and upcoming budget on the new software. Laurie Wright of Arriscraft is the main contact for Canada.

THIN WINS EVERY TIME



Scott Clark

Originally, our thin brick was not well received by pre-cast concrete fabricators (those who build panels in a plant and then place them by crane on-site). In spite of those doubts, our team knew that our product would work well when paired with the correct liner, and that given the opportunity to present the products, we could demonstrate this to potential customers.



Jim Riccio

The opportunity arose when the Charlotte team was approached by a mortar rep to increase business. An agreement was made that they would look at increasing business if the mortar representative would get them in front of pre-cast and tilt-up contractors. The representative agreed, taking Scott Clark, District Sales Manager, and Jim Riccio, Thin Veneer Sales Manager, to meet Metromont Pre-Cast. The forward-thinking plant manager understood that the Old Brick Originals™ thin brick line is a look that is beautiful and in high demand for the coming wave of urban infill, a rising trend in growing cities. Metromont conducted a test panel with the liner suggested and knew they had something to offer architects that no competitor could match.

The Metromont partnership was built with the Capitol Towers Parking Deck job using 90,000 “Trainstation” OBOs cut to a $\frac{3}{4}$ ” thickness to accommodate the production process. Capitol Towers also used 88,000 of the full bed brick equivalent. Contractors like Metromont work very early in the design process with the architect and are involved in jobs before they are public knowledge. They are a force multiplier as they are selling our product for us! At the recent North Carolina AIA convention for architects, we noticed they had our Denver panel with NO other brick shown. Using our product gives them a competitive edge.

A 600,000-unit job was recently completed using our thin brick, and another job is shipping that is 260,000 General Shale thin bricks! All this results from our Charlotte team leveraging relationships for the opportunity to preach our message. Great job!



SOLIDIFYING WITH STONE

A Knoxville customer recently approached Sales Rep Nick Sheets with their building plans. They were originally going to use a Castone product, but after seeing a mockup panel of our thin rock natural stone with their brick selection, provided by Nick, a decision was made quickly. The owners and builder saw the benefit of our natural stone vs. a manufactured stone. The home consisted of 72,240 Stonefield Tudor queen-size bricks and 6,500 sq. ft. of our thin rock masonry in 50% Tennessee Fieldstone and 50% Rock Creek. The mortar used was Cemex Colonial Buff Type N.



Nick Sheets

Now the builder, Cornerstone Custom Homes' Ed Rodriguez, is promoting our stone to his other clients to demonstrate how they can get a natural product for close to the same price as a manufactured stone. Nick has also talked to the contractor about getting photos taken for next year's calendar! Great job, Nick!



Stonefield Tudor



Rock Creek



TN Fieldstone



EYES ON THE TARGET



Perry Zynda

A masonry contractor who has been a longtime customer of General Shale recently contacted Perry Zynda, Outside Sales Representative, about design ideas for a hardware and sporting goods store in Chadron, NE. This customer was presenting ideas to remodel an old lumber store with a masonry addition.

Perry came up with a combination of split-face block and thin brick masonry for the exterior and ground-face block for the interior. Perry's customer presented this concept to the owner and ended up taking the project on as the general contractor, using an all-masonry design. In addition to the building itself, Perry designed a retaining wall to hold up the parking lot using Amastone SRW units. The completed project used Sterling split-face block, Grey ground-face block, Slate Amastone, and Thundercloud and Shadow Canyon modular brick, which resulted in an all-around beautiful combination.

The community and customers really love this building. As a result, we have secured many more projects with similar materials. Great job, Perry!

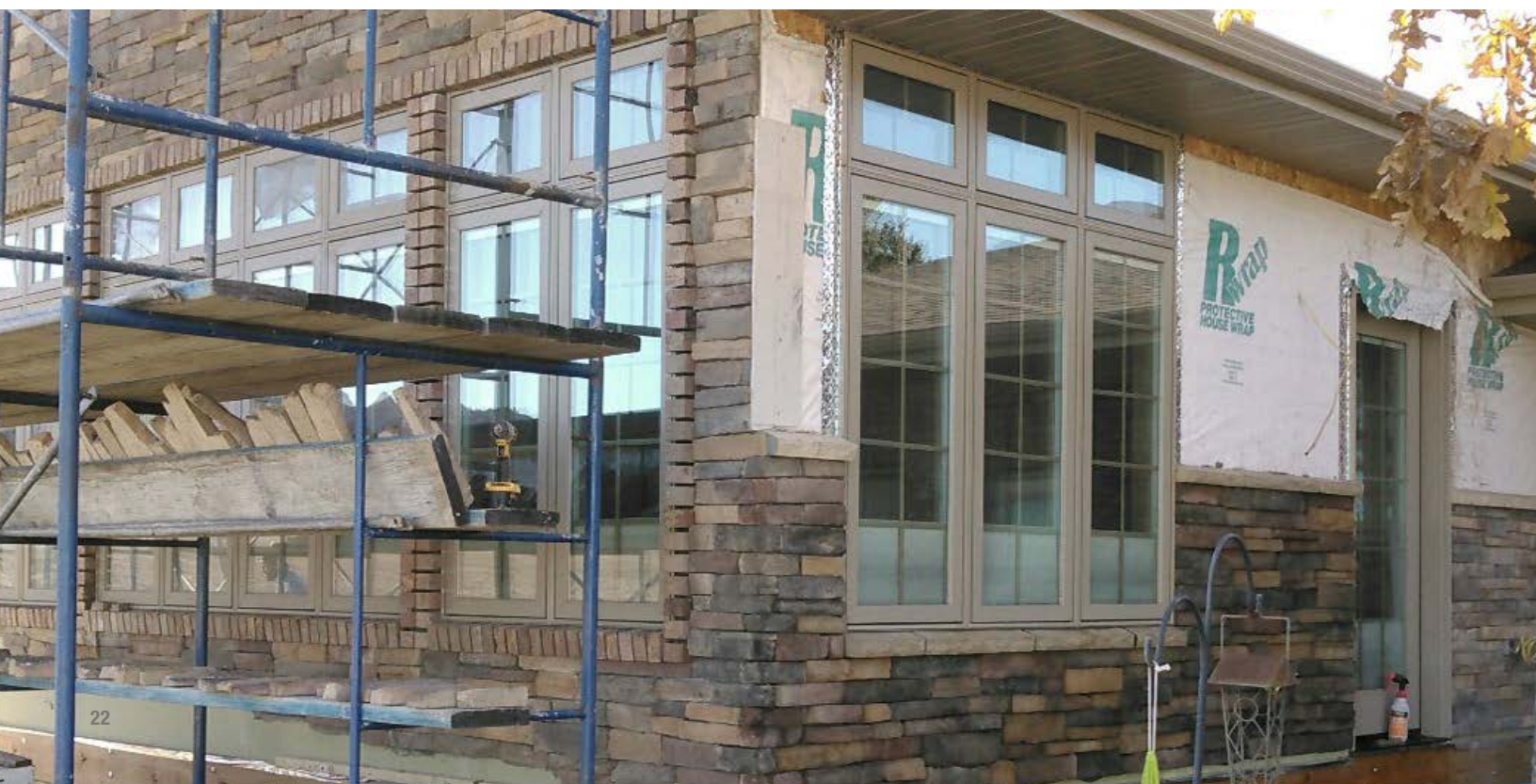
KEEP ON KEEPING ON

A customer from Scottsbluff, NE, was referred to the Cheyenne showroom to see if a match could be found for a 30-year-old house. He had driven to brick suppliers in Colorado and Nebraska and tirelessly searched the internet looking for a satisfactory match. Sales Representative Carl Schadel gathered several samples from the eastern General Shale plants and distributors in an effort to find an acceptable match. After no success, Carl presented the new Tudor brick that the Denver plant would be manufacturing, as it would have some of the desired color ranges. The customer decided to wait six months for the production run to be manufactured; however, a match still could not be found. During the sample search, Carl also showed the customer our Thin Rock, Arristack and several synthetic stone options. They liked some of the options but did not like the mortar joints, so Carl discussed the issue with dry-stack stone in their climate and problems with freeze/thaw. This opened the discussion of the MVIS system and its advantages over traditional scratch and lath systems. After eight months of searching for the best brick match, the customer decided to go with synthetic stone. The mason contractor had never used the MVIS product, so Carl worked with him to make sure he was comfortable with

the products, installation and pricing. After special pricing was agreed upon, with an agreement that feedback on the project would be provided when finished, he secured the job using the MVIS system. The mason usually purchases the selected stone from a dealer in Scottsbluff, but because of the extensive help Carl provided to him and the customer, he ordered the entire product from General Shale! The customer was so happy with the stone that they added to the project twice before the mason was finished with the original order. The original stone order was for only 400 square feet of stone, but, due to the extra effort, we have secured two other orders with the mason. What would normally take a day and a half with the scratch and lath system took only about six hours with the MVIS. As a result, the mason will start quoting the MVIS on all his future jobs. The customer really appreciated the fact that Carl took the time and went the extra mile, unlike our competitors, to secure a product that complemented their existing brick. There are two best practices at play here: making sure the customer is happy with their selected product and securing future business with the mason. Carl did a great job!



Carl Schadel





Impressions is our General Shale Employee Newsletter. Through this quarterly review we strive to provide employees and retirees with insight and information into the various events and activities that have taken place throughout the corporation. Is there an upcoming event or topic you would like to see mentioned or considered? Please send your ideas to Dawn Henning at dawn.henning@generalshale.com.

HOW CAN WE HELP YOU TODAY?

Did you know that General Shale has an Employee Assistance Program (EAP)? It's a great benefit available for every General Shale employee. The benefit is currently underutilized, and General Shale wants to make employees aware that EAP is there when needed. It's just a call or a click away!

Information about EAP is available through Self-Service in the Benefits Information tab on the General Shale website.

General Shale will also be sending out brochures and refrigerator magnets to all employees about the program in the coming months.

EAP personal advocates will work with you and your household family members to help you resolve issues you may be facing, connect you with the right mental health professionals, direct you to a variety of helpful resources in your community and more.

Take advantage of a wide range of services offered at no cost to you

- 3 face-to-face counseling sessions with a counselor in your area.
- Legal assistance: 30-minute consultation with an attorney face-to-face or by phone.*
- Financial: 30-minute telephone consultation with a qualified specialist on topics such as debt counseling or planning for retirement.
- Pet care: Resources and referrals for pet sitting, obedience training, veterinarians and pet stores.
- Identity theft: 60-minute consultation with a fraud resolution specialist.
- Parenting: Resources and referrals for childcare providers, before- and after-school programs, camps, adoption organizations, child development, prenatal care and more.
- Eldercare: Resources and referrals for home health agencies, assisted living facilities, social and recreational programs, and long-distance caregiving.

As an employee of General Shale, you have access to the valuable Cigna Employee Assistance Program at no cost to you.

Call 1.888.371.1125
Or log in to CignaBehavioral.com
 Have your employer ID handy: [generalshale](http://generalshale.com)

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Some work/life services offered under the Cigna Employee Assistance Program may be provided by a Cigna contracted third-party vendor.

*Employment-related legal issues are not covered.



THROWBACK MOMENT

The previous month's photo was of Athene Smith and Sandy Meade Garber's father.



GENERAL SHALE THROWBACK MOMENT

Recognize these faces? Let us know; we'd love to hear the story behind this photo.

Do you have a throwback photo of your time at General Shale?
Please share, and maybe we'll feature it in an upcoming newsletter.
Send photos to dawn.henning@generalshale.com.



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