

MESSAGE

FROM CHARLES SMITH, PRESIDENT & CEO

Looking back on 2017, I want to thank everyone for their hard work. The year saw sales growth, achievements, and new challenges. The addition of PipeLife and the acquisition of Columbus Brick made 2017 an important milestone for our company.

While the economies of the U.S. and Canada continue to grow, brick business growth has been much slower. During the 4th quarter of last year, U.S. new residential housing starts began to grow significantly over the same period in 2016, and we are hopeful that the slow start to new construction will accelerate in the new year.

I spent a great deal of time last year visiting with customers and our sales team. I'm even more convinced that contractors and homeowners must continue to be reminded that brick is a better choice and that General Shale brick is their best overall value.

That means we must always be focused on producing quality brick at the best price while providing superior customer service that no other brick company can provide. If we do these things well, we will ultimately win on our path to making 2018 a very good year. Part of our company's mission statement says it well: "General Shale's mission is to continue as the preferred solutions provider of building materials in North America because of the enduring quality, energy efficiency, and natural beauty that our products provide." Let's keep our eyes on the prize of being our professional best.

Sincerely,



Charles Smith
President & CEO
General Shale



PAVER AWARD FOR KING UNIVERSITY

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COLUMBUS BRICK COMPANY

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ETSU STUDENTS VISIT

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PET ADOPTION

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GENERAL SHALE RECOGNIZED



“... it’s an honor that the timelessness and durability of our products were chosen to preserve and maintain the beauty of King’s historic grounds.”

Charles Smith
President and CEO
for General Shale



IN PAVER AWARDS

Poor Boy Lawncare & Landscaping received an honorable mention in the 2017 Hardscapes North America (HNA) Awards for a King University restoration project using General Shale products.

The awards are the North American Hardscape Industry's top honors for outstanding, professionally designed residential and commercial outdoor projects. First-place and honorable mention awards are presented annually for projects featuring clay, concrete, or porcelain pavers; segmental retaining walls; or a combination of hardscape products, including natural stone, thin masonry, and mortared walls.

More than 55,000 of General Shale's wire-cut red clay brick pavers were used in the restoration of King University's Oval, an iconic walkway and community space that occupies the heart of the school's main campus in Bristol, Tenn. The entrances to King's Chapel, Parks Hall, and the E.W. King Library were included as part of the project.

"We are delighted that our clay brick pavers have been incorporated into King University's campus," says Charles Smith, president and CEO for General Shale. "The Oval is a central feature of this 150-year-old institution, and it's an honor that the timelessness and durability of our products were chosen to preserve and maintain the beauty of King's historic grounds."

BurWil Construction Co. of Bristol, Tenn., served as the general contractor for the project, and Poor Boy Lawncare & Landscaping of Johnson City, Tenn., served as the subcontractor. Representatives of Thompson & Litton in Bristol and the Brick Industry Association recommended the design for the restoration.

General Shale's product played a key role in maintaining the 19th-century Georgian style of the Oval, which reflects the architectural theme of King's campus. The walkway, which was first paved with bricks in 1962, had shifted and settled from decades of foot traffic and weathering, creating the need for repair and refurbishment.

"Over time, the Oval had deteriorated from long-term use and weather," says Adam Dennison, owner of Poor Boy Lawncare & Landscaping. "King wanted the clay brick pavers to not only be durable, but also to match the feel of the campus and its surrounding buildings, and General Shale had the perfect product."

Restoration took place over a three-month period during the summer of 2015. The new surface does not incorporate the use of mortar, which makes the pathway more durable and easier to maintain.



Columbus Brick Company

SINCE 1890

GENERAL SHALE ACQUIRES COLUMBUS

General Shale recently announced that it has acquired Columbus Brick Co., a family-owned manufacturer located in Columbus, Miss.

The acquisition adds a robust portfolio to General Shale's extensive masonry lines, and expands the company's presence into new geographic areas yielding high levels of brick wall share.

"Along with introducing a unique, premium brick line into General Shale's product offerings, Columbus Brick Company brings a well-cultivated customer base that spans 18 states," says Charles Smith, president and CEO of General Shale. "Columbus Brick delivers a long track record of high-quality products, as well as distribution channels that ideally complement our own delivery system. The acquisition provides General Shale with the opportunity to increase our U.S. footprint through additional locations in the Midwest and South, and we are excited to bring this outstanding company under our umbrella."

Columbus Brick is a family-owned, fourth-generation company that manufactures a variety of face bricks and custom shapes in a broad range of colors, textures, and styles for residential and commercial applications. Established in 1890, the company is



Al Puckett

the only U.S. brick manufacturer to offer genuine papercut brick. Columbus Brick can manufacture a maximum of 140 million brick units annually and employs 75 individuals.

Going forward, Columbus Brick will retain its name as a subsidiary of General Shale and fall under the leadership of Charles Smith. Al Puckett, Columbus Brick's former CEO, will serve the company in an advisory capacity, and Ed Thebaud, general manager, will continue to oversee day-to-day operations.

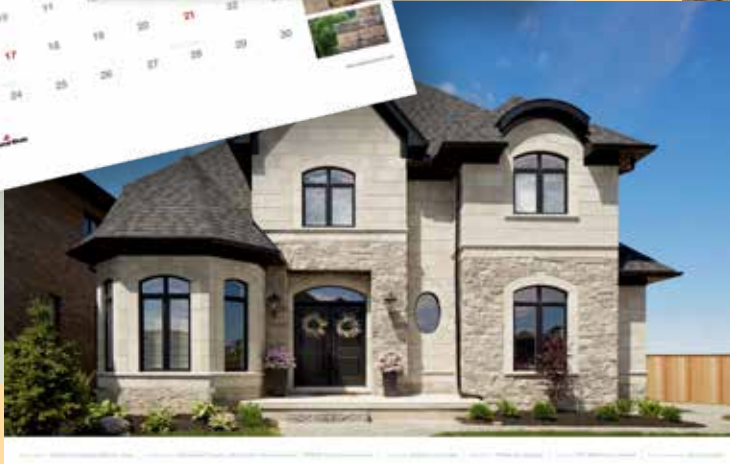


BRICK COMPANY

“This acquisition demonstrates General Shale’s commitment to advancing our mission, which is to remain the preferred solutions provider of building materials in North America,” Smith says. “It also ensures Columbus Brick’s exceptional masonry products will remain in the marketplace for many more years to come. Both companies are committed to maintaining our solid customer and distributor relationships, and we will continue to support those relationships going forward.”



THE 2018 GENERAL SHALE CALENDARS HAVE SHIPPED!



- July—Outdoor living space in Kentucky (Serenity 150 Fireplace and Stacker 150 Woodboxes)
- August—Residence in Ontario, Canada (Mystic Grey Tumbled Vintage Brick, Silverado Fresco Stone, and Birchbark Renaissance Stone)
- September—Interior space in Ohio (Peppermill Thin Brick)
- October—Residence in South Carolina (Old Georgian Tudor Brick)
- November—Commercial Building in Tennessee (Lightweight Raleigh Court Brick and Suede Renaissance Stone)
- December—Residence in Ontario, Canada (Renaissance Driftwood and Shadow Stone Driftwood Stone)

We are proud to announce that the 2018 General Shale calendars have shipped. This year's calendar has raised the bar once again, with beautiful architecture and incredible locations.

The calendar hosts fresh new applications of our masonry products in residential, commercial, and municipal architectural projects. Each month highlights a beautiful new project and the key architectural features that set it apart. These projects represent locations across the United States and Canada. Each one is unique and is photographed perfectly to showcase its beauty and breathtaking surroundings.

Below is a list of structures that have been highlighted in the 2018 calendar:

- January—Residence in North Carolina (Nottingham Tudor Brick)
- February—Commercial complex in Utah (Cordova Brick)
- March—Residence in Texas (Old Carbondale and Ironworks Brick)
- April—Municipal building in North Carolina (Davidson Blend Brick)
- May—Residence in North Carolina (Spalding Tudor Brick)
- June—Residence in Tennessee (Bridgemore Tudor Brick and Cavanal Thin Rock)

The May spread features the winner of the General Shale 2018 "Home of the Year." This Newport, N.C., beach home is a true work of art, with traditional architectural features and perfectly integrated modern features. General Shale factors heavily in the exterior look of the home as well as the outdoor living spaces. Built by Taylor Builders of Eastern Carolina, this home offers a lot to inspire this year's builders.

If you haven't already received your calendar, you should be seeing it show up very soon in the mail. If you aren't already on our calendar distribution list, contact your local General Shale distributor and request to be added.





CHARLOTTE HEAVY HITTERS EVENT

On Thursday Oct. 19, the Charlotte Business Journal held its fourth annual Heavy Hitters award ceremony. This event spotlighted commercial real estate projects in the area over the past year.



Twenty-two projects that were completed between July 1, 2016, and June 30, 2017, in the Charlotte region were

recognized as finalists during the ceremony. Of those 22 finalists, five used a substantial amount of General Shale products in their construction. Below is a listing of those finalists and the General Shale products that were used in each project.

- AvidXchange—Englishpub Thin Brick and Coffeebean
- LPL Financial—Monobuck Brick
- Ivey's Hotel—Ironworks Thin Brick

- Waverly Mixed-Use Development—ARRIS.clip Ginger and ARRIS.cast Cast Stone
- Chick-fil-A—Silverstone Velour and Smoke Gray Velour Brick
- The Porter's House Restaurant—Ironworks Thin Brick
- Providence Farms Apartments—Ironworks Thin Brick
- Providence Farms Office Building—Pewter Frost Brick
- Sedgefield Shopping Center
- Shops—Graystone Velour Norman Size and Smoke Gray Velour Norman Size Brick
- Harris Teeter—Modular Graystone, Smoke Gray, Chestnut Velour, Red Velour, and Rock Face Brick

Each of these projects held its own set of challenges and design goals. However, through their work with the General Shale sales staff, the development teams were able to create these beautiful new commercial properties.

We congratulate all the finalists who were honored with this prestigious award, and we thank them for choosing General Shale for each of these projects.





EAST TENNESSEE STATE
UNIVERSITY

ENGINEERING STUDENTS FROM ETSU VISIT GENERAL SHALE

This quarter, General Shale had the opportunity to host a group of engineering students at the Piney Flats facility. This visit gave students the opportunity to see a functioning manufacturing facility at work and to observe the concepts they've been studying in action.

The ETSU students who visited were from the engineering construction class. This is a fundamentals class for all forms of manufacturing and production engineering disciplines. The class gives students a foundational understanding of how a manufacturing facility operates and the demands and limitations that define the production process.

General Shale hosted 22 students from the class and their professor, Joseph Shrestha. The group was at the Piney Flats facility for a 2-hour tour and Q&A meeting. Students were provided with all the equipment they would need to tour the production floor safely.

The event began with an introduction of the tour staff, led by Jonathan Dowell, Assistant Plant Manager; a welcome to the students; and a safety briefing so that all visitors were fully aware of the safety procedures within a working production facility. The Piney Flats facility primarily produces construction block and commercial products.

During the tour of the facility, students were able to see the full production process for 8-inch lightweight block, including how they're produced, finished, and cubed for shipping. They were shown the process for how block material is mixed and the process for preparing it for forming—as well as how many blocks they can produce per batch. Students were shown the many different sizes, colors, and face finishes that can be produced at the General Shale facility.

The students were also shown how the General Shale team at Piney Flats produces many of the necessary custom parts needed at their facility. The ability to fabricate specialty tools and parts for the plant is critical to staying efficient and profitable. It was important for students to understand that some of the work needed at a facility like this is in maintaining and improving the actual functionality of the plant, which positively impacts the company's success and product quality.

At the end of the tour, visitors were given an opportunity to ask questions of the General Shale staff.

Below is a short list of some of the more popular questions that were raised:

How many different products can the Piney Flats plant produce?

The General Shale Piney Flats facility can produce 900-1,000 different product variations to meet customer needs.

Does the facility use any recycled materials in their production?

Yes, General Shale uses recycled cinder, which is a byproduct of the coal-firing process. This material is used to lighten the construction block material without compromising strength and durability.

Where does General Shale get their materials for their blocks?

General Shale has many different suppliers, but primarily gets their cement from a yard in Kingsport, Tenn., and their "block dust" (pulverized stone) from a local quarry.

General Shale is grateful to be able to host educational tours like this for local schools.

The information we can provide on real-world business and manufacturing processes is crucial for students to understand the practical application of the theories they are learning in the classroom. We look forward to hosting similar events in the future to help the next generation of professionals see the General Shale difference.



GENERAL SHALE STAFF BRINGS THE HOLIDAYS TO SENIORS

79 FURRY FRIENDS HAD A BETTER CHRISTMAS

On Friday, Dec. 15th, General Shale staff from the corporate offices in Johnson City gave a special holiday treat to seniors at Adult Day Services. This is a daycare program for seniors in the area that gives them a place to socialize and receive needed care.

The General Shale team received the names of 46 people with specific needs for the holidays and prepared a care package for each person. This program is a huge help to the seniors in the area who do not have family support to provide essentials during the holidays.

General Shale had over a dozen staff members take the packages to the Adult Day Services facilities and personally hand out the gifts. The team also provided food and treats for the event and sang carols to guests at the center.

We are very thankful for those who participated and send warm wishes to our area seniors.

General Shale was very pleased to once again partner in a pet adoption event with their friends at the Washington County, Tenn., Animal Shelter; The Humane Society of Washington County; the local CBS/ABC affiliate WJHL; and Friendship Ford to help area animals find their “fur-ever” homes.

The event was Thursday, Dec. 7th - Sunday, Dec. 10th with an Open House at the animal shelter, which General Shale was instrumental in the construction of with the donation of premium building materials.

At the event, adoption fees were reduced to only \$35. That included all spaying/neutering services, microchipping, and any other adoption fees.

There were other ways to help if visitors couldn't adopt a new pet. The shelter was accepting monetary donations, clumping kitty litter, blankets, sweaters, and food. These supplies and monetary donations are critical to the support and well-being of the many pets awaiting a new home and family.

By the end of the event, over 79 animals had been adopted, as well as the shelter receiving much-needed supplies and over \$3,500 in donations. Thanks to all those General Shale staff members who helped with this important event. Your support has made a world of difference in the lives of so many animals this season.



Photos of Washington County Animal Shelter pets by Deana Fleenor



SPECIAL HOLIDAY GENEROSITY FROM OUR MANASSAS FACILITY

The General Shale facility in Manassas, Va., took part in giving back to its community this holiday season. The team there was excited to participate in local donations and charitable events to help those in need. Manassas sales representative, Patrick Pullen, coordinated these holiday efforts.

Patrick participated in the “Adopt-A-Family” program hosted by the local Salvation Army chapter by adopting a local family in need. This program matches an impoverished local family with individuals or group sponsors to provide for their tangible needs at Christmas.

Without the benefit of an adoption, these families would have very little to look forward to during the holidays. The adoption program is designed to be a once or, on very rare occasions, twice in a lifetime event for recipient families. When an Adopt-A-Family match is made, the family information and wish lists are sent to the sponsor.



The Salvation Army ensures that the family receives the gifts and food during the week before Christmas. This year, the Salvation Army and the local chapter helped 420 families through this program. Patrick was glad to take part and give back to his community in such a meaningful way.

Patrick also volunteered to help distribute gifts from the Salvation



Army warehouse through this program. Meeting these families and hearing a little bit about their circumstances was inspiring. This is a huge operation that has an incredible impact on local families who are in real need during the holidays. The food and gifts that are provided will likely be the only things they have to celebrate.

General Shale applauds Patrick’s generosity and all that the Manassas facility and our other facilities do to be a positive force in their local communities. Through participation in programs like Adopt-A-Family, General Shale looks to make all the communities we do business in stronger and better.

.....
THANK YOU!
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KEEPING YOUR HOME SAFE FROM COMMON HOUSEHOLD CHEMICALS

Household chemicals serve important functions in our daily lives. In fact, it's hard to imagine life without them. However, when household chemicals are used improperly, they can be hazardous. Learning how to properly use, store, and dispose of these products can help you avoid unnecessary injury and illness and protect the environment.

Purchase and Use

Although children are at risk for accidents related to household chemicals, they are not the only group. Many adults suffer unintentional injury, poisoning, or death when they do not follow label instructions or attempt to mix different substances. It's important to make informed decisions about the type of household chemicals you bring into your home. Before you buy, read the packaging to make sure you know exactly what you're purchasing.

The following are a few common terms and definitions found on labels:

- **Caution:** Indicates the lowest level of potential harm. It means that the product is not likely to produce permanent damage as a result of exposure, if appropriate first aid is given.
- **Warning:** Indicates a higher level of potential harm than "Caution," meaning that you could become seriously ill or harmed. It is also used to identify products that can easily catch on fire. These products are required by law to be placed in child-resistant packaging.
- **Danger:** Indicates the highest level of potential harm. Accidental exposure to the eye or skin could produce tissue damage, and swallowing the product could produce damage to the mouth, throat, and stomach, or even death. "Danger" is also used if the material could explode if exposed to an open flame. These products are required by law to be placed in child-resistant packaging. You may also find a skull-and-crossbones symbol along with the words "Danger-Poison" on certain pesticide products, which means the product is a systemic poison.
- **Toxic or Poison:** Can cause injury or death if swallowed, inhaled, ingested, or absorbed through the skin. Effects can be immediate (acute) or delayed (chronic).
- **Flammable:** Easily catches fire and tends to burn rapidly. Avoid ignition sources, even remote ones, as vapors may travel or concentrate.
- **Corrosive:** The chemical or its vapor can cause severe burns on contact.

- **Irritant:** Causes soreness or inflammation of the skin, eyes, mucous membranes, or respiratory system.
- **Reactive:** Contains unstable compounds that may react with air, water, or other chemicals. Reactive chemicals should not be mixed unless directed, and even then with caution.

Other tips to consider: Buy only the amount you need, select the least toxic items available, and use multipurpose products whenever possible. These measures help control the need for storage or disposal of excess material. As an extra safety measure, select products with child-resistant packaging.

When using household solvents, proper protective equipment is a must. Also, make sure the area that you are working in is properly ventilated, and never smoke while using solvents, glues, and flammable mastics.

Other types of household chemicals can pose dangers, especially to children. These include mouthwash, nail polish remover, perfumes, and other personal hygiene products, as well as mothballs, automotive fluids, etc.

Storage

Always keep household chemicals in their original containers, locked and secured, away from children, and separate from food and other household substances. Also, avoid exposure to extreme heat or cold, as many household products can be affected by temperature.

Disposal

Periodically clean out storage cabinets and safely dispose of outdated and unneeded household chemicals. Carefully follow the disposal instructions indicated on the label. Never pour hazardous wastes into storm drains, onto the ground, into any body of water, or down the drain, as it may result in health or environmental problems. Also, check with your municipality to see if they offer a chemical disposal, recycling, or reuse program.

In the Event of an Emergency

If you suspect poisoning from a household chemical has occurred, call the nationwide Poison Control Center (PCC) toll free number, (800) 222-1222, which will automatically connect you to the nearest PCC. PCCs are staffed 24 hours, seven days a week by pharmacists and registered nurses and maintain information on recommended treatment for the ingestion of household products and medicines.

For other types of household chemical emergencies, keep phone numbers for police and fire departments near the phone.

CIGNA INTRODUCES NATIONAL SUPPORT LINE AND MINDFULNESS SESSIONS FOR VETERANS AND THEIR FAMILIES/CAREGIVERS

As a leader in the U.S. health care system, and a proud employer of veterans, Cigna is committed to helping veterans. To show our appreciation for veterans' sacrifices, Cigna established the Veteran Support Line and Mindfulness Program.



About Cigna's Veteran Support Line

The Veteran Support Line provides a wide range of assistance for veterans, as well as their caregivers and families, whether they are Cigna customers or not. **The Support Line is free and available 24/7/365 at 855.244.6211.**

- It is completely anonymous. Cigna does not ask for verification of military status or relationship to a veteran and does not ask for any personal identification.
- It's staffed by licensed Cigna behavioral health specialists, some of whom are veterans themselves and understand the unique and often difficult experiences both veterans and their caregivers often face.
- There is a dedicated triage team that will help veterans find the right resources and services including pain management, substance use counseling and treatment, financial issues, food, clothing, housing, safety, transportation, parenting and child care, aging services, health insurance, legal assistance and more.
- If someone who is in a crisis calls, they will be immediately routed to a member of our crisis team trained to handle these specific situations.

About Cigna's Mindfulness Programs

Cigna launched its Mindfulness for Vets program, specifically designed for all veterans, whether they are customers or not, to provide training in mindful stress management, acceptance and compassion. **The telephonic program will be available every Tuesday at 5 PM ET at 888.244.6260 (passcode 536435).**

- Many veterans suffer from chronic pain due to injuries, post-traumatic stress disorder, opioid dependency and other causes of stress at a higher rate than the general population. Mindfulness is an evidence-based therapy proven to have a positive impact on depression, stress, anxiety, performance, sleep, addiction and post-traumatic stress disorder.¹
- The program is facilitated by a Cigna specialist and typically lasts for 45-60 minutes with time at the end for veteran participants to ask questions and share experiences.
- All veterans, their caregivers and families, whether they are customers or not, are invited to participate in Cigna's other Mindfulness sessions currently open to all Cigna customers. **These take place every Monday and Thursday at 6 PM ET and every Wednesday at 8:30 PM ET at 888.244.6260 (passcode 388032).**

¹ <https://jamanetwork.com/journals/jamainternalmedicine/fullarticle/1809754>



'TIS THE SEASON FOR HEALTHY LIVING

**TOTAL LOSS
FOR THIS PERIOD**
29.2
POUNDS

The General Shale Weight Watchers program has been a huge success this year. We want to congratulate all the participants for their commitment to a healthier lifestyle.

We know that the holiday season can be extra challenging for those who want to make healthy decisions. Always remember that our team is always available to encourage and support participants when you are feeling particularly tempted by tasty treats.

To that end, we want to recognize a few people at General Shale's corporate offices who have hit their lifetime goal weight this quarter. Congratulations to all the people who are making long-lasting healthy-living decisions and being an inspiration to all of our other participants. Great job!

LIFETIME GOAL WEIGHT WINNERS

- Missie Barnett
- Jonathan Livingston
- Susie Bowers
- Jim Blocker
- Dawn Malone

**TOTAL LOSS
FOR THE WHOLE
PROGRAM**
697.2
POUNDS



NEW PRODUCTS INTRODUCED IN 2017

General Shale announced several new products this year, continuing our commitment to build the best library of colors, styles, and features for the industry. The products we've released cover all areas of construction, from interior accent products to outdoor living spaces. These new products have been developed from customer feedback and our own internal trend research. General Shale will continue to be an industry leader for quality and innovation with new products like these for years to come.

Here is a brief review of the products released during 2017. For more information about any of these, contact your local representative.



Bryce Canyon



Copper Canyon

BRYCE CANYON & COPPER CANYON

ANNOUNCED FEB. 1. Bryce Canyon and Copper Canyon are the two newest colors of our industry-unique Canyon Brick Series. Bryce Canyon's earthy body is highlighted with subtle cream-colored accents, making the series' trademark texture appear even more striking. True to its name, Copper Canyon has a definitive copper-colored face with varying degrees of light and dark tones that truly emulate the character of a furrowed landscape. Both colors are an excellent choice for new residential construction.



Gathering 75 Outdoor Fire Pit



Entertainer 75
Outdoor Fire Pit

GATHERING 75 & ENTERTAINER 75 OUTDOOR FIRE PITS

ANNOUNCED FEB. 28. Two new fire pits have been added to our lineup of Outdoor Living Products. The Gathering 75 Square Fire Pit has the same elegance as the Gathering Grill, only without the grill insert. The Entertainer 75 Round Fire Pit has all the charm of the original but with a more rugged look and slightly easier setup. Both kits require only beginner-level building knowledge to install.



Andover - Impressionist Series

IMPRESSIONIST BRICK SERIES

ANNOUNCED AUG. 2. Impressionist Brick harnesses historic brick architecture to achieve the ultimate contemporary masonry design. Defined by its exaggerated unit lengths and shallow face heights, Impressionist Brick is now available in three color tones with two distinct textures, including Andover, Bedford Brown, Keswick, Manchester, Rothwell, and Wexford Fog.



Driftwood Brick Series

DRIFTWOOD BRICK SERIES

ANNOUNCED AUG. 29. Driftwood is a “true brown” brick characterized by heavy face distressing that uniquely captures a naturally organic look. If the desired finish for your new home calls for natural flair, Driftwood might be just the right choice!



Frasier Canyon Series

FRASIER CANYON BRICK SERIES

ANNOUNCED OCT. 12. Frasier Canyon Brick’s signature texture is highlighted by a delightfully balanced mix of light and dark tones and provides a nice “in-between” option when compared to Bryce Canyon and Logan Canyon of the Canyon Brick Series.



Cape Cod - Arriscraft Thin Building Stone Coastal Series

ARRISCRAFT COASTAL SERIES THIN BUILDING STONE

ANNOUNCED SEPT. 21. Our Coastal Series is a unique addition to our Arriscraft Thin Building Stone lineup. Offered in Amalfi, Baja, Black Sands, Cape Cod, and White Cliff, this thin-adhered series is ideal for those who prefer a sleek “ashlar” look with a mortar joint.



Nightshadow

NIAGARA MIST & NIGHTSHADOW

ANNOUNCED NOV. 14. Our Cleveland County plant has two new additions: Niagara Mist and Nightshadow. These new colors are a great representation of the unique visual palette we are able to achieve at this plant, and one that continues to grow in popularity within our commercial markets.



Biscayne - Arriscraft Thin Building Stone Midtown Series

ARRISCRAFT MIDTOWN THIN BUILDING STONE

ANNOUNCED SEPT. 21. Midtown Thin Building Stone is reminiscent of a linear brick. Biscayne, Broadway, Lombard, Newbury, and Peachtree (colors shown above in 2 1/8”) are all available in two sizes that can be laid separately or combined for a distinct finish.



GENERAL SHALE “ANGELS” MAKE A DIFFERENCE FOR THE HOLIDAYS

This year, General Shale chose to “act locally” with their holiday charity project.

The company chose to focus on children in their own area who have needs this Christmas. Partnering with The Salvation Army’s “Angel Tree” project, General Shale adopted 60 children in the Washington, Unicoi, and Greene county areas.

The Angel Tree program takes in submissions from all around the area and then reviews and qualifies the needs to ensure those with the greatest need get priority. They then provide those who want to give with a card that has a child’s name, clothing sizes, and age.

General Shale announced their participation in the Angel Tree program to their Johnson City staff in November and placed the cards on a tree in the corporate lobby. Participation in the event was completely voluntary, but all the cards were quickly taken by “angels” at General Shale. We are very grateful for the generosity our staff displayed this season.



Each child listed “two things they need and two things they want” on their card. The age range of children was from 9 months to 12 years old. There were many who asked for bicycles and riding toys. The General Shale “angels” presented 23 full-size bicycles and eight smaller riding toys to make the holidays special for their recipients. All 60 children had a warm and happy holiday thanks to the kindness of our staff.

We look forward to continuing to participate in programs like this that remind us how much impact we can have as individuals and as a business, right in our own back yard. Thanks to those who participated, and we hope our generous staff at all our locations had happy holidays.



COOKIE TIME!

Nothing makes our guests feel more welcome than the smell of freshly baked cookies when they enter our homes. This quarter we have a special "treat" for our readers, an authentic, old-fashioned homemade sugar cookie recipe. This particular recipe has been a family favorite passed down for generations. We hope you enjoy it as much as we do!



OLD-FASHIONED SUGAR COOKIES

INGREDIENTS

- 1 ½ C Flour
- ½ Tsp. Baking Powder
- ½ Tsp. Salt
- ½ Tsp. Baking Soda
- ½ C Shortening
- 1 Egg
- 3 Tsp. Milk
- 1 Tsp. Vanilla Extract

DIRECTIONS:

Mix together all dry ingredients, cut in shortening, blend in egg, milk and vanilla extract. Roll out on a floured board, cut into shape with cookie cutter. Place on cookie sheets that have been lightly greased with shortening and powdered with flour. Bake at 350 degrees for 8-10 minutes.

Yield: 3 dozen sugar cookies

FROSTING RECIPE:

- 2 C Powdered Sugar
- 1 Tsp. Vanilla Extract
- 1 Stick Butter
- 1 Tbsp. Milk

GENERAL SHALE WORK ANNIVERSARIES

General Shale would like to congratulate and thank all those who are celebrating anniversaries this quarter. We have many celebrating decades of service to the company and we are so grateful for your commitment and contributions to the success of General Shale.

This quarter, we have three different employees who are celebrating 40 years or more with the company. We hope you enjoy hearing the stories they have shared.



RICHARD STARR (celebrating 45 years this quarter)



Richard Starr began his professional career with General Shale straight out of high school in 1973. He began as a purchasing agent at the Moncure, N.C., facility. He also was a dump truck operator at the facility at the same time. In the late 1970s, Richard accepted a position as a supervisor.

During his career he has acted as a supervisor in the mill room, kilns, and grinding/mining departments. He is proud of the work he has done and that he was able to continue to work within the Moncure facility throughout his career.

Richard loves softball and baseball, having played for years, and now is an avid spectator supporting the sports. He also enjoys NASCAR and fishing in his spare time. He lost his wife to cancer in 2006, and has raised two children and one grandchild, now 17 years old, on his own.

40 YEARS OF SERVICE

GLEN FRANKLING (celebrating 40 years this quarter)



Glen Frankling began his career with Arriscraft on Jan. 1, 1978. His first position was as a territory sales representative in Cambridge, Ontario.

He held this position for three years before accepting a promotion to western regional sales manager in 1981. During this time, he managed a team of seven for the western region of Canada.

In 1984, Glen became the general sales manager for Canadian sales—a position he held for 11 years. He then became the vice president of sales and marketing in 1995. Glen still oversees sales and marketing for Arriscraft. In 2002, he took a new title as vice president of sales and distribution, still overseeing sales and marketing functions but also adding distribution responsibilities.

Glen stated that there have always been two things that have kept him motivated and engaged at Arriscraft. First, he works with a fantastic team. There is a true sense of family at Arriscraft, and the combination of that support and commitment is encouraging. Second, there have always been new challenges and new opportunities to undertake. New markets, new products, and new teams to develop have kept Glen and the other members of the Arriscraft team focused on constant improvement.

Glen has five children and six grandchildren. In his spare time, he loves to travel and is an avid car enthusiast.



Each quarter, General Shale wants to thank and recognize employees celebrating employment milestones in the company. We appreciate your dedication and commitment.

★ ★ ★		
Roger L Witherspoon	Johnson City, TN	35
Gregory Alan Roy	Cambridge, ON	35
Jose Yescas	Cambridge, ON	30
Exequiel Torres	Cambridge, ON	30
Bill Corbett	Cambridge, ON	30
Phillip H Howell	Roanoke, VA	30

NAME	LOCATION	YRS SVC
Anthony W Fabrizio	Johnson City, TN	25
Raul Juarez III	Moncure, NC	25
Jeff Bilodeau	Cambridge, ON	20
Henry Paiva	Cambridge, ON	20
Andrew Fletcher	Cambridge, ON	20
Leroy Jesso	Cambridge, ON	20
David Boone	Cambridge, ON	20
Doug Moore	Cambridge, ON	20
Chellis Parsons	Cambridge, ON	20
George Wheeler	Charlotte, NC	20
Charles M Cox	Woodbine, KY	15
James Taegel	Denver, CO	15
Michael L McGhee	Fort Valley, GA	15
Jonathan R Livingston	Johnson City, TN	15
Phil T Taylor	Johnson City, TN	15
Michael J Johnson	Siloam Springs, AR	15

NAME	LOCATION	YRS SVC
Pamela M Hall	Billings, MT	10
David L Gilmore	Montgomery, IL	10
James C Galmon	Grover, NC	10
Roger W Peeler	Grover, NC	10
Christopher M Griffin	Fort Valley, GA	10
Austin C Britt	Fort Valley, GA	10
George M Mara	Sanford, NC	10
Robert A Zani	Spring City, TN	10
Brandi L Ebbs	Cambridge, ON	5
Rafael Duenas Hernandez	Denver, CO	5
Brandon W Lucas	Charlotte, NC	5
Melvin F Taylor Jr.	Mooresville, IN	5
Louie S Bold	Siloam Springs, AR	5
Leonardo Y Hernandez	Siloam Springs, AR	5
Justin D Honea	Siloam Springs, AR	5
Jimmy R Beck	Siloam Springs, AR	5
Dustin H Deakins	Spring City, TN	5
James R Morgan	Piney Flats, TN	5
Travis E Saults	Piney Flats, TN	5
Alan W Tipton	Piney Flats, TN	5
Marvin J Wolfe Jr.	Piney Flats, TN	5
Robert A Darnell	Piney Flats, TN	5
Sargent W Bowers	Piney Flats, TN	5



THE 2017 GENERAL SHALE CHRISTMAS CARD

For any folks who may have missed a cheery holiday note,
or need a warm reminder of the season past, here is our GS Christmas card.
Please share your holiday cheer in an upcoming newsletter.
Send photos to dawn.henning@generalshale.com



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wienerberger