

## MESSAGE

INSIDE THIS EDITION

FROM CHARLES SMITH, PRESIDENT & CEO

In an era of so many texts and emails, it is important to remember that personal relationships in business are not only important, but a strategic advantage. A case in point is the many relationships that were strengthened recently by hosting our annual distributor outing. Read more about the outing in this newsletter.

Over the last few years, our go-to-market strategy has focused on building a stronger network of dealers and distributors to complement our own retail outlets across the country. The decision was a good one and our stronger relationships within our sales channel are paying off with increased sales. It was my desire to cement those relationships further with an opportunity to get to know the key decision makers of our sales network. I wanted to personally thank them for embracing our brand and its products. It was important to do this away from the distractions of an office environment.

Yet, the greatest value in the experience was in listening to how their markets are growing and how General Shale can better serve them to take advantage of those opportunities. We will take this knowledge and craft from it new ways to help our distributors and dealers sell more of our products and add new ones along the way.

It's proof that companies don't buy from companies. People buy from people.

Sincerely,

Charles Smith



President & CEO  
General Shale



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# WOMEN'S SHELTER RECEIVES MATERIALS FOR BUILDING

A larger facility for women seeking to leave abusive relationships has opened in Cambridge, Ontario. Women's Crisis Services says Haven House can accommodate up to 45 women and offers enhanced security, programming and outreach services to women and their children. The facility provides housing and access to medical assistance and community outreach services.

Nearly 100 donors and community delegates attended the grand opening celebration on September 9<sup>th</sup>, which included the chain cutting (to symbolize cutting the chains of violence), unveiling of the donor wall and tours of the facility.

Arriscraft provided masonry for the project for half price. More than 9,500 square feet of Contemporary Brick, in the color Ivory White, was used. It was an approximate value of \$12,540. The total cost of the project for the 32,000-square-foot Haven House came to \$9.4 million.



Arriscraft donated Contemporary Brick, in the color Ivory White.



Brick was utilized on the interior of the women's shelter as well.



# BUILDING NEXT GEN BUSINESS LEADERS

When an East Tennessee State University graduate student class needed to talk to a local business with a multi-national presence, General Shale fit the bill.

Students from Johnson City's ETSU Engineering Technology Department are studying strategic management of technology and innovation. A group project required students to conduct a comparative study focusing on the company's innovation strategies in the United States and how they are different from strategies used outside the United States. That meant the students spent the morning with Executive Vice President Mark Kinser.

"These were some very bright students working toward their Master's Degree," explains Kinser. "We always want to help students, whether it be high school or college, to experience the real world a bit before they get out of school. We enjoy doing that."

Some of the questions asked of General Shale were:

How does your firm generate new product ideas?

What does your product development team look like?

Is there a dominant design standard in your industry? and

When do you typically introduce your new products?

Kinser says he talked to them about how the market drives your product innovation but sometimes there are limitations within

manufacturing. He talked to them about not only General Shale's innovation with products, but innovations in manufacturing as well.

The students also participated in a phone call with Helmut Sorger, CFO North America, who works from Austria, to discuss international aspects of our company from the financial side of the business.

Kinser says the students seem most impressed with General Shale's level of automation and sophistication in the manufacturing process. He feels the session was beneficial for the students and welcomes them back anytime.



ETSU students with Mark Kinser. L to R: Oduwa Omigie, Itode Fubara, Sodiq Akande, Edwin Soto, Ademola Adedoyin, Curtis Baird



*Several ladies enjoyed their outing on Lake Lure, NC*

## DISTRIBUTORS TREATED TO GOLF AND MORE IN THE BLUE RIDGE MOUNTAINS

The setting was the picturesque mountains outside of Asheville, North Carolina. The purpose was to show appreciation to General Shale's distributors. The result is better relationships and more sales of General Shale products through the distributor network.

What's called the "distributor outing" was an annual event for at least three decades until it was cut along with many other programs during the building recession. But CEO Charles Smith saw the value in spending time and building relationships with

the company's 3rd party distributors and brought back the event last year.

It was traditionally a golf outing, but as the makeup of those who participated changed, so too did the choice of activities offered. This year the outing was held at the Etowah Valley Golf Club in North Carolina, which provided access to Asheville and other areas to enjoy.

"As you can imagine years ago it was mostly men who came to these events. But of course now we have a much more diverse distributor base and we recognize not everyone wants to play golf," explains John Hammett. "So this year we included other activities such as dining events, hiking, spas and shopping as well as golf as a way to say thank you to all of our distributors for choosing to carry General Shale products."

Of the 70 or so in attendance, 46 were distributors and the rest were General Shale employees who took the opportunity to get some one-on-one time with their customers to talk about new products, how to use current products and ways General Shale can improve the relationship.

"I think this is another level of customer service we are offering," says Hammett. "We also get useful feedback on what they need from us as far as products. We can use this as an opportunity to talk R&D. We truly see them as partners and this is a way to show that."



*After a long day of golf and shopping, guests enjoyed a delicious dinner prepared by the Etowah Valley Golf Club.*



# SUCCESS PROFILE

## SUGGESTION BEING IMPLEMENTED

General Shale sales reps certainly keep the pavement hot with their travels. In hand they carry what are called “key panels” with 1”x1” samples of brick to show customers, usually architects. But sometimes, the target is simply too far away. So what is the best way to show a brick sample to those customers?

Amy Norman, Architectural Sales Representative, suggested simply taking a photo of the key panel and emailing it to customers, and submitted that idea through the Success Profile to the Modern and Future Oriented team.

“We thought it was a great idea,” says Luke Guinn, Marketing Communications Specialist. “But before we implemented that we had to consider the quality, presentation and color of a cell phone photo. We didn’t want the beauty of our products to be compromised.”

Since General Shale’s marketing department already uses an agency that color-proofs photos of other brick sample boards, the key panels are now being professionally photographed as well. Those photos are being turned into digital images housed on a website. The sales staff now simply emails the URL to customers.

“This allows us to have a clean, nice presentation, assures quality of the photograph and makes it easy with the link. Thanks to Amy’s suggestion it got the ball rolling,” adds Luke.

Currently all the key panels are being photographed and those digital images should be available soon.



# BRICK BY BRICK

The Pilot Flying J Battle at Bristol became college football's largest game ever with more than 150,000 fans in attendance at the Bristol Motor Speedway to watch the University of Tennessee battle Virginia Tech on September 10<sup>th</sup>.

General Shale has long been a supporter of University of Tennessee athletics, especially football. You'll remember the team's motto

with head coach Butch Jones was to rebuild the program, "Brick by Brick."

General Shale showed its support of the motto through the creation of specialty bricks made with the UT "Power T" for coaches and team members.

General Shale continues to demonstrate its support of the team with a full page ad in the game program.

It featured a football field built on top of a brick with the words, "How do you build a legend? Brick by brick. Hard

work, dedication and old-fashioned Tennessee grit—that's how teams are built. We make our bricks the same way."

"This was a historical game with a record number of people coming out to watch these two teams play inside what's one of the best NASCAR arenas in the country," says Mark Kinser, Executive Vice President. "We felt having an ad in this program was a great way to show people we're a supporter of football, and that of course the best way to build anything is 'brick by brick.' "

To transform the NASCAR area infield into a football stadium, 450 dump-truck loads of gravel were used before installing the AstroTurf surface. At the game it was announced that attendance was over 150,000 fans, but actual scanned tickets came up at 130,045. Officials admit as it got close to game time they stopped scanning tickets to get fans in faster.

The following weekend, Johnson City's ETSU took to the field at BMS to play Western Carolina. Although attendance was much less, it still set an ETSU home-game attendance record and it was an experience to play or watch football inside such a large arena.



# HISTORY & HERO HONOREES

For the third annual History and Heroes Night sponsored by General Shale at the Johnson City Cardinals game, General Shale chose to honor local heroes who have served our community through their careers and volunteerism. These heroes are all public servants in Washington County, Tennessee.

Each hero's name and a short description of his or her service were read between innings. Despite it being a rainy evening, the heroes held on until the end. Each honoree was also given a brick History and Heroes Night plaque.

The heroes honored were:

## **SCOTT WISEMAN**

A First Responder with the Washington County Rescue Service and a member of the group's Specialty Teams, which includes Technical Rope Rescue, Swift Water Rescue, and Dive Rescue and Recovery.

## **JASON HONEYCUTT**

Master Police Officer with the Johnson City Police Department. In addition to his 15 years as a police officer with the JCPD, Jason served in the U.S. Army Infantry for 13 years. He was deployed to Bosnia and twice to Iraq before honorably retiring with the rank of Sergeant First Class.

## **BOBBIE INGRAM**

An EMT IV Tech with the Washington County/Johnson City EMS. She's served with the organization for nearly a decade.

## **KEVIN COLBAUGH**

Because of his life-saving efforts on many calls, Kevin was given Tennessee's highest honor as Colonel, Aide de Camp, Governor's Staff. This award is considered equivalent to an actual military commission and the recipient is commissioned as a full colonel.

## **ADAM LUNCEFORD**

Johnson City Master Police Officer, an Evidence Technician and Crisis Intervention Officer. Adam served two tours in Iraq and is still serving as Staff Sergeant with the U.S. Army Reserves.



## **JEFF STORK**

Johnson City Police Officer and K9 Handler Jeff Stork and his K9 Officer Storm, an 11-year-old Belgian Malinois. Officer Stork has served for 24 years with the JCPD. K9 Officer Storm is credited with more than 75 arrests during his career.

## **MARK FINUCANE**

Former Assistant Fire Chief Mark still volunteers his time with several community boards and associations, including the United Way of Washington County and the Johnson City Up and At 'Em health and fitness initiative, and serves as an Adjunct Instructor for the Northeast Tennessee Regional Fire Training School.



*(From L-R) Scott Wiseman (EMT), Charles Smith, Mark Finucane (Fireman) and Mark Kinser on the field during History and Heroes Night.*

## GENERAL SHALE DONATES BRICK CHIPS USED FOR EAGLE SCOUT PROJECT

# THE PATH TO EAGLE

Eagle Scout is the highest achievement possible in the Boy Scouts of America (BSA). In order to achieve this rank, scouts must earn 21 merit badges and complete a community project that demonstrates leadership.

For 16-year-old Levi Neidigh, improvements to the landscaping and ground erosion problem at the Melrose Masonic Lodge seemed like a great idea.

His first thoughts were to use white rock to improve an eroding and overgrown bank. But after seeing the costs involved, he went back to the drawing board. It was suggested that he give General Shale a call and inquire about its brick chips.

Brick chips are what's left over from the manufacturing process, and they are becoming more popular in landscaping projects.

When Levi called Don Ballard, District Sales Manager in Roanoke, he said that General Shale would donate the chips for the project.

For four Saturdays in June, Levi, other scouts from Troop 136 of the Blue Ridge Mountain Council of the BSA, and volunteers from the Masons spent more than 190 hours spreading 20 tons of brick chips on the bank at the Masonic Lodge.

As part of the project, Levi created the work chart, organized the work days and managed the volunteers.

The project turned out better than expected. The lodge landscaping looks fantastic, according to lodge members.

The lodge recognized Levi and Don at a special event in October, and Levi will have his Court of Honor Ceremony for his Eagle Scout award on November 19<sup>th</sup>.



Levi Neidigh



General Shale donated 20 tons of brick chips for the project.



Troop 136 of the Blue Ridge Mountain Council





# TIME TO CELEBRATE

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## HOLIDAY SAFETY TIPS

With the holiday season rapidly approaching, many of us will start rushing around to buy gifts, decorate our homes and prepare home-cooked meals. But all that hurrying can lead to injuries and illness! Here are a few things to keep in mind as you get ready for the most wonderful time of the year.

### DECORATING SAFETY

Putting up decorations should be a joyous event—not one that leads to a trip to the hospital. A common tragedy that occurs during the holidays is fire. If you use a real tree in your holiday display, make sure it is placed away from sources of heat or flame, is always sufficiently watered, and place ornaments that are breakable or have small parts high enough so that small children and pets cannot reach them.

Other decorating tips include:

- Never use lighted candles on trees, curtains or other flammable items.
- Many holiday plants, like mistletoe, holly berries, Jerusalem cherry and amaryllis, can be poisonous to children and pets. Use care when decorating with these plants.
- Use only artificial trees that are rated as fire-resistant.
- Use no more than three light sets on any one extension cord.
- Don't stand on furniture when putting up decorations. Use only an appropriate size ladder or stepstool.
- Always keep three points of contact on a ladder.
- Use ladders with slip-resistant feet, and always wear clean, dry, slip-resistant shoes when on the ladder.

### HOSTING AND FOOD SAFETY

Food safety is important all year long, but it can be easy to forget the basics when you're in a hurry to cook for a large crowd. Here are a few reminders to avoid foodborne illnesses and cooking injuries:

- When preparing a holiday meal for friends and family, be sure to wash hands, utensils, sinks and anything else that has come in contact with raw poultry.
- Never defrost food at room temperature. Thaw it in the refrigerator, in cold water or in the microwave.
- While doing holiday cooking, keep your knives sharp. Most knife injuries occur due to dull blades.
- Use a clean food thermometer to cook foods to a safe internal temperature before serving.
- Avoid cleaning kitchen surfaces with wet dishcloths or sponges. They easily harbor bacteria and promote bacteria growth. Use clean paper towels instead.
- When reheating leftovers, bring the temperature up to at least 165°F to eliminate any bacterial growth.
- Refrigerate or freeze leftovers in covered shallow containers (less than 2 inches deep) within two hours after cooking.
- Being a smart party host or guest should include being sensible about alcoholic drinks. Use designated drivers to drive other guests home after a holiday party.
- The holiday season is one of the most stressful times of the year. You can't avoid stress completely, but you can give yourself some relief. Allow enough time to shop rather than hurrying through stores and parking lots.

# 3<sup>RD</sup> QUARTER NEW PRODUCTS

## NEW BRICK COLORS

Honeycomb, Java and Parchment brick colors are the newest additions to our Architectural Classics brick series from our Denver, Colorado, plant. These bricks feature unmistakable qualities and a strong sense of permanence for residential and commercial projects. Like all our Denver products, these new colors are created through the soft tones and natural hues native to the Rocky Mountains!

These bricks come in the modular size.



*Honeycomb*



*Java*



*Parchment*

## THIN ADAIR® LIMESTONE

Thin Adair® Limestone features the beauty and durability of quarried stone, cut into easy-to-install thin units. This dynamic product features three face rises, a blend of Adair® colors and patterns, and a split-faced finish.



*Adair*

## CANYON BRICK

Logan Canyon is the first color to be included in the new Canyon Brick Series. Logan Canyon's soft white finish highlighted with the series' signature texture provides a premium clay brick that is perfect for residential projects designed for a contemporary look and feel. NOTE: The Logan Canyon color is currently available only in the Southeast Region and is produced at the Spring City, Tennessee, plant.



*Logan Canyon*

## PINEWOOD BRICK

General Shale's Pinewood Brick is a lightweight, modular brick manufactured in our Roanoke, Virginia 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.



*Pinewood Brick*



# GENERAL SHALE RECEIVES SAFETY AWARDS IN TENNESSEE

The Tennessee Safety and Health Council recently awarded plaques to General Shale for eight of its locations in Tennessee.

Seven of the locations were recognized for having a “perfect record” for 2015. This means that no employees experienced an accident that caused them to miss work or that caused them to change job responsibilities until fully recovered.

While we were unable to attend the official ceremony in Chattanooga, Tennessee, Safety Manager Brian Ogle received the plaques on June 28, 2016.

The General Shale Safety Program is successful because of the dedication of company employees. While in today’s world, safety programs are generally defined by large binders of information that are used to train and document how to safely perform tasks, true success comes from individuals who make good decisions every day.

## The following locations achieved a perfect record in 2015:

- Corporate Office—Brian Ogle**
- Kingsport Distribution Yard—Stephanie Bullock**
- Knoxville Distribution Yard—Steve Samsel**
- Humboldt Distribution Yard—Rick Roland**
- McMinnville Distribution Yard—Billie Wood**
- Chattanooga Distribution Yard—Justin Greaser**
- Spring City Production Facility—Jeff Magee**

An award was also given to our Piney Flats concrete products location (Bryan Hoilman) for recognition of an incident rate that was at or below the National Safety Council’s average rate. This means that while this operation did experience a lost time accident, when compared to the total number of hours worked (exposure), the rate was less than the national average for similar employers.

The General Shale Safety Program starts on day one during orientation. A host of topics are covered that day, including:

- What to do in an emergency***
- Bloodborne pathogens***
- Coal safety***
- Confined spaces***
- Fall protection***
- Fire protection***
- Hearing protection***
- Head and eye protection***
- Driver safety***
- Forklift certification***
- Respiratory protection***
- Silica***
- Robot safety***
- Lockout tagout***
- Hot work programs***
- Hand tools***

In addition to this orientation, General Shale promotes its program via monthly training topics provided through Success Profile Safety Meetings; monthly production, sales and transportation articles; and contributions to quarterly publications. Those involved in the program strive to provide relevant and useful information to help all employees make better decisions at work and at home.

It is often heard in a brick plant the mantra, “Fingers, ears, eyes and toes—you came to work with them intact; you should go home the same way, every day,” started by Brian Ogle himself.

# GENERAL SHALE LEADS THE WAY

General Shale leads all of Wienerberger with participation in the iComm intranet.

This perfect participation caught the eye of Wienerberger executives, who wanted Marketing Director Dawn Henning to explain how it's done.

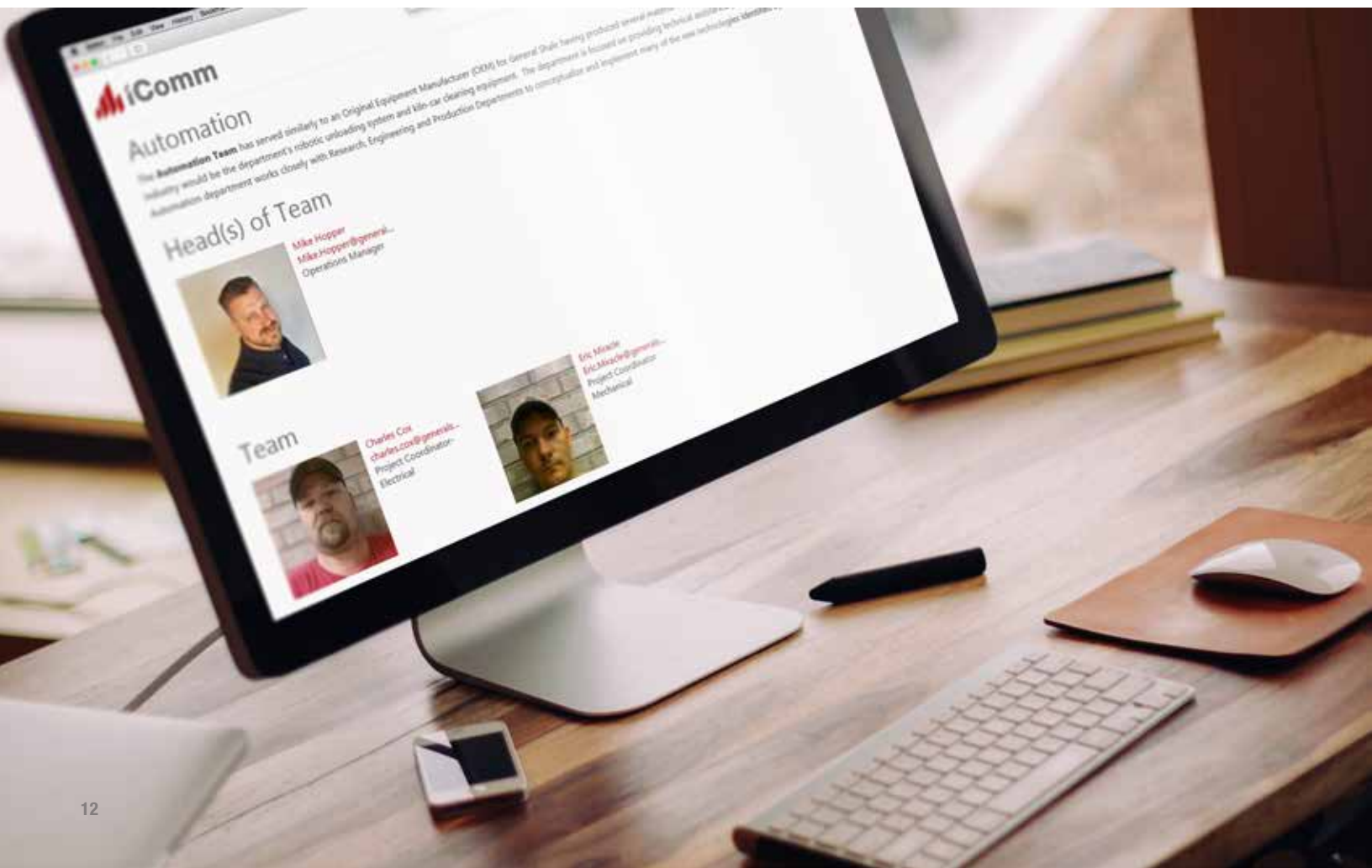
A simple video was produced explaining the simple steps that were taken to have all 25 General Shale teams upload their photos and profiles to iComm. The video will be shown to other countries trying to improve their iComm participation rate.

Dawn said the first step was to divide the company into 25 teams and assign team members and team leaders. Then

she contacted each team leader via email with instructions on uploading information and photos. There was also help in taking and uploading photos available through the marketing department if needed.

Right away, participation was about 90%. Through follow-up calls and emails it wasn't long before General Shale's iComm participation was 100%.

Dawn's simple explanation on how it was done can be summed up in this statement made in the video: "As soon as they knew there was a job to be done and what was expected, they just did it. And that's the General Shale culture."





# ICOMM TEAM FEATURE —AUTOMATION DEPARTMENT

By now you're probably becoming more familiar with the General Shale and Wienerberger iComm Intranet, which improves communication between company employees at all levels. Each quarter we'll look more closely at how various departments are using the service.

This quarter we'll look at the Automations Department, based in Corbin, Kentucky, and see how they are using iComm.

The four-person department, led by Mike Hopper, uses the program to keep up with company activities on the news feed.

"It's excellent," says Hopper. "I've looked at iComm to see what's going on overseas with their clay building materials. I think it's a great way to share ideas and learn from each other."

The team page is also a good place to discover exactly what it is that each department does.

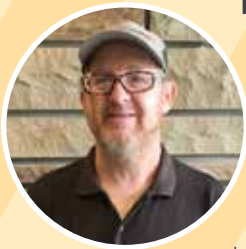
"Over the years we've served as an original equipment manufacturer for General Shale," Hopper explains. "They say necessity is the mother of invention, and years ago the traditional suppliers of the industry couldn't meet demand because things were going so strong. So we began to build our own equipment because we couldn't get it. Now we've become more service-oriented."

Although the Automation Department hasn't posted anything on its page yet, Hopper says he envisions using the page as a place to view equipment repair and tutorial videos.

"I think we could help others with tutorial videos; it could be a real resource for others," says Hopper. "That's the great thing about iComm. If two heads are better than one, then having the whole company as a resource is really amazing."

# 40 ★ ★ ★ ★ YEARS of SERVICE

This quarter, three General Shale employees are celebrating 40 years of service.



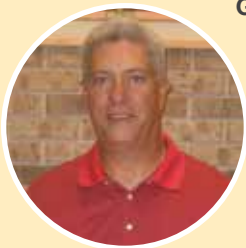
**Byron Boyd**, of Arriscraft's Cambridge plant, started working at 21 years old. His first day was spent outside repiling chimney bricks. He moved indoors after just one day and started working on the line.

"Since then I've had many different jobs, running saws, cutting stones ... I've learned how to do most things in the saw area," says Byron.

He says he's seen many things change over the years, including automation that requires less heavy lifting and the emphasis on plant safety. Something that has also changed is the people. Byron jokes he's outlasted them all. But meeting all those people over the years is one of the things he likes most about his job.

"I have just enjoyed working the different jobs, and the people have been great," he says.

Byron is about one year away from retirement. He's married with two grown children. In his spare time he repairs computers and does home renovations—things he'll probably do more of when he retires.



**Gary Rossman** also started at General Shale when he was 21 and a college student. His first nine years at the company were at the headquarters in Johnson City, where he worked as a design draftsman in Engineering. From there he had a number of short stints in the same region including computer operator in IT, inside sales, outside sales and district sales manager in Johnson City, Kingsport and Elizabethton, Tennessee.

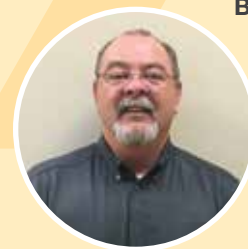
He also worked in the Mooresville, Indiana, plant before taking over as Distributor Rep for Middle Tennessee in 2015. He's happy there in Murfreesboro; his son and grandkids live just 30 minutes south of him now.

Gary says, "I absolutely love the company and I love the industry. There's just something about General Shale people that makes you enjoy your job, and you're proud of what you produce. It's one of those products that I believe in and it's just a joy to come to work."



He adds, "I'll work for a few more years. I'm only 61, but feel like I'm in my 20s in my heart."

Outside of work Gary says he's an avid bass fisherman, and even makes fishing lures. He says he likes golf but he's not so great at it ... and it looks like he'll have a few more years on the job before he gets to work on his game full-time.



**Billy Alvis** is also celebrating 40 years at General Shale, so if you've been around the company for a few years, chances are you know him. He's worked in both production and sales at six different locations, including Huntsville, Alabama; Mooresville, Indiana; Louisville, Kentucky; Roanoke, Virginia; Spring City, Tennessee; Piney Flats, Tennessee; and finally back

to Johnson City. Job titles include burning and machining supervisor, assistant plant manager, plant manager, district sales manager, inside sales, and currently he's in Johnson City at the headquarters as Outside Sales Manager.

But the Johnson City native began as an hourly worker, driving the fork truck, working on monorail and hacking line.

When asked "what do you like best about working for General Shale?" he responded, "It is a family atmosphere. I love what I do and love the people." He went on to say, "Every day is different; I like dealing with the public, and there's new challenges every day."

Billy says his family is supportive of his moves within General Shale although he admits it's sometimes hard to move kids when they are in school. But he never really considered another job. "When I go to work for someone, that's what we do," he says.

Billy says he's proud to have been part of the implementation of automation when he was in Spring City—what he calls "the most state-of-the-art plant we have."

He's been fortunate to see the growth and changes around General Shale these past 40 years. Eventually he wants to enjoy the changes in his own family—i.e. grandkids—but he hasn't set a date for retirement just yet!

General Shale is appreciative of all its dedicated employees. In particular, we would like to recognize those employees who are celebrating milestone work anniversaries this quarter.

Three of those employees are celebrating 40 years with the company! Congratulations to them and all of our employees on your work anniversaries.

We thank you for your service and commitment to General Shale.

NAME	LOCATION	YRS SVC
Wanda Marshall	Mooreville, IN	35
Sharron Watson	Cambridge, ON	30
Chris Viau	Cambridge, ON	30
Clif Marklin	Moncure, NC	30
Glen R Martin	Roanoke, VA	30
John Byrne	Cambridge, ON	20
John Galway	Cambridge, ON	20
Billy Sexton, Jr	Mooreville, IN	20
Eric C Brigance	Memphis, TN	20
Danny W Stacey	Roanoke, VA	20
Carl Watson	Warton, ON	20
Mark A Whitehead	Piney Flats, TN	15
Matthew Berry	Rome, GA	15
Craig Swirzon	Cambridge, ON	15
Paulo Oliveira	Cambridge, ON	15
Daniel Medeiros	Cambridge, ON	15
Jonathan K Roland	Humboldt, TN	15
William J Ferguson, Jr	Wilmington, NC	15
Mario A Penson	Fort Valley, GA	10
Angela Mason	Cambridge, ON	10
Lewis E Pressley, III	Moncure, NC	10
Sue Burnside	Cambridge, ON	10
Jay W Taysom	Denver, CO	10
Charles W Couch	Raleigh, NC	5
Joseph A May	Piney Flats, TN	5
Rhonda Duncan Bridges	Grover, NC	5
Steven Earl Poag	Grover, NC	5
Harold R Stinnette	Spring City, TN	5
Tim J Ray	Spring City, TN	5
Aimee C Merideth	Chattanooga, TN	5
Mark A Greenlee	Piedmont, SC	5
Sabra K Carmody	Corporate, Johnson City, TN	5
Joseph R Williams	Wilmington, NC	5



# WIENERBERGER REPS LEARN ABOUT AMERICAN HOME BUILDING

When General Shale President and CEO Charles Smith was asked to explain the “typical American home-building experience” to Wienerberger representatives, it was decided a video would be the best way to show it.

Charles will be heading to Vienna with the new “Selling Process” video that is an ingenious “split-screen” concept that shows both sides of the home building / home buying process. One side is shown from the perspective of General Shale—creating the brick and selling it to a home builder. The other side is from the perspective of a young couple expecting their first child, who are excited to be designing their new home, including choosing the exterior brick.

The video finishes with the couple living in their new home and turning off the lights, only to turn them back on when they hear their newborn baby cry.

“The heartfelt and informative video gives Europeans a look at how homes are often built and sold here in the United States, which is very different from the way things are done there,” explains Dawn Henning, Director of Marketing and Retail Sales. “We thought this short story was a great way to show both the technical and emotional sides of home building and buying.”

The video, along with several others, can be seen on the General Shale website under Professional Videos.



PHOTO: [thecookierookie.com](http://thecookierookie.com)

## TAILGATING CHICKEN ENCHILADA DIP

### INGREDIENTS

3 Tbsp. Mexican-style hot sauce like ¡Sabor! by Texas Pete®  
1 (8 oz.) block cream cheese, softened  
1 C colby-jack cheese, shredded, divided  
½ C mayonnaise  
1 (4 oz.) can green chili peppers, chopped  
1 (14 oz.) can petite diced tomatoes, drained  
½ tsp. cumin, ground  
2 tsp. chili powder  
3 C chicken breast, cooked, shredded  
Tortilla chips

### DIRECTIONS

Preheat oven to 350°F.

In a large bowl, thoroughly mix cream cheese, hot sauce, ½ cup cheese and remaining ingredients except tortilla chips.

Spoon into oven-safe serving dish; cook uncovered until bubbly, about 20 minutes.

Add remaining cheese and broil until golden brown.

Serve with tortilla chips.



# HAVE YOU LIKED THE GS STRONG FACEBOOK PAGE?

If not, you are missing out on healthy eating and living advice and a chance to win free stuff! Just ask Anthony Simmons from our Spring City Plant. Anthony won a Fitbit after liking, sharing and commenting on a post on the GS Strong page. Easy!

“We are trying to gain exposure for our GS Strong Facebook page—it’s a great place to highlight our wellness initiative,” explains Alison Kestner, Benefits Manager. “We’ll be doing more contests in the future as well, so stay tuned!”

Some of the other posts you may have missed were a 12-week fitness challenge that included exercise tips and recipes, and a 10-week series on bad habits in the workplace to avoid.

There’s also valuable information about programs for employees such as the Employee Assistance Plan.

You can find the GS Strong page at [facebook.com/gstrongprogram](https://facebook.com/gstrongprogram).

**ANTHONY SIMMONS!**

I still can't believe I won. I love the Fitbit! Thanks GS Strong!!!

-Anthony Simmons,  
Spring City Fork Truck Operator

**GS STRONG**  
building a better YOU





## KUDOS KORNER

Each quarter, supervisors will have a chance to nominate an employee who is doing a great job to be highlighted in the General Shale newsletter. This quarter, we're featuring Daniel "Danny" Gorman, Yard Supervisor at the Chicago South plant. Area Sales Manager David Gilmore nominated Danny for this prestigious honor.

"Danny is just a great employee," says David. "He is pretty fluent in SAP—our computer system—and is just on top of everything here."

David says Danny has a positive attitude, always does his job, keeps the yard clean and is always available to help a fellow employee. Running the yard at Chicago South is no easy task. In the past five years, the location has gone from shipping just under 5,000 bricks to shipping nearly 4 million!

"There's no way we could be doing this without him," says Gilmore. "He keeps track of inventory, trucks coming in, trucks going out... He may wear boots and drive a forklift but he's more like a CEO of this brick yard."



Danny Gorman

# JEANS DAY



General Shale has done its part to help raise money for the Tri-Cities Heart Association Heart Walk in Johnson City.

The company held a "Jeans Day" where employees could pay to wear jeans for the day on September 2<sup>nd</sup> for the American Heart Association.

Heart disease and stroke are America's No. 1 and No. 5 killers. Designed to promote physical activity and heart-healthy living, the Heart Walk creates an environment that's fun and rewarding for the entire family.

The Tri-Cities Heart Walk was held Sunday, Sept. 18<sup>th</sup>. The \$100,000 goal was blown out of the water, with nearly \$130,000 total raised!

# EMERGENCY ROOM VS. WALK-IN CLINIC VS. DOCTOR'S OFFICE?

While at work, everyone (hopefully) knows to report an incident to his or her supervisor, and if care is needed, there is a process to ensure care is provided quickly. But what about when you or a family member is injured at home? Do you know what choices you have when it comes to care for these situations? Is it better to go to a hospital emergency room, a walk-in clinic, or a doctor's office?

General Shale cares about your safety at home as well as at work, so this month our safety training topic spills over into how to handle an emergency at home. In an emergency, our first instinct is to minimize the time between the injury and application of care, right? Your first instinct might be to go to the emergency room, and in many circumstances that is the quickest way to receive care. However, let's look at some statistics about receiving care without breaking the bank.

Let's look at the numbers:

## IT'S YOUR MONEY. IT'S YOUR TIME.

Average cost and waiting time per visit.

EMERGENCY ROOM (ER)	URGENT CARE	DOCTOR'S OFFICE	CONVENIENCE CARE CLINIC
\$1,553*	\$135*	\$100*	\$58*
Over 4 hours**	Wait times vary	May have little wait time	Wait times typically 15 minutes or less

## HERE'S A QUICK GUIDE TO HELP YOU DECIDE.

To save time and money, pick the place that best meets your need.

EMERGENCY ROOM (ER)	URGENT CARE	DOCTOR'S OFFICE	CONVENIENCE CARE CLINIC
For the immediate treatment of critical injuries or illness. If a situation seems life-threatening, call 911 or go to the nearest ER. Open 24/7.	For conditions that are not life-threatening. They're staffed by nurses and doctors and usually have extended hours.	The best place to receive routine or preventive care, track medications or get a referral to see a specialist.	Staffed by nurse practitioners and physician assistants. Treat minor medical concerns that aren't life-threatening. Often in stores or pharmacies. Usually open nights and weekends.

EMERGENCY ROOM (ER)	URGENT CARE	DOCTOR'S OFFICE	CONVENIENCE CARE CLINIC
Conditions treated***			
<ul style="list-style-type: none"> <li>- Sudden numbness, weakness</li> <li>- Uncontrolled bleeding</li> <li>- Seizure or loss of consciousness</li> <li>- Chest pain</li> <li>- Head injury</li> <li>- Blurry or loss of vision</li> <li>- Severe cuts or burns</li> </ul>	<ul style="list-style-type: none"> <li>- Minor cuts, sprains, burns, rashes</li> <li>- Fever and flu symptoms</li> <li>- Headaches</li> <li>- Chronic lower back pain</li> <li>- Joint pain</li> <li>- Minor respiratory symptoms</li> <li>- Urinary tract infections</li> </ul>	<ul style="list-style-type: none"> <li>- General health issues</li> <li>- Preventive services</li> <li>- Routine checkups</li> <li>- Immunizations and screenings</li> </ul>	<ul style="list-style-type: none"> <li>- Common cold/flu</li> <li>- Rashes or skin conditions</li> <li>- Sore throat</li> <li>- Earache</li> <li>- Sinus pain</li> <li>- Minor cuts or burns</li> <li>- Pregnancy testing</li> <li>- Vaccinations</li> </ul>

\* Cost estimates are based on Cigna internal analysis of national 2013 averages of participating facilities; actual cost may vary by location, facility, and the type or level of services received.

\*\* America's Emergency Care Environment, A State-by-State Report Card - 2014, American College of Emergency Physicians (ACEP).

\*\*\* List is not all-inclusive.

Did you know that the cost of an emergency room visit is up to 8 times higher than the cost of an urgent care (walk in) facility? To make a real-world comparison, the average cost is actually over \$1,500 compared to an urgent care location, which averages \$135.

To take this one more step, a doctor's office averages an out-of-pocket cost of \$100. Comparing \$100 to \$1,500 really shows the differences in out-of-pocket costs.

Other factors must be considered in a crisis, with time being a primary factor for determining where you decide to seek care.

Let's look at the wait times.

The average wait time is no less than 4 hours at an emergency room (based on "pain tolerance").

Wait times at urgent care and doctor's offices can vary substantially. For example, if you call your doctor's office, there should be minimal wait time.

Often in an emergency situation this is not possible, but remember if you select the emergency room as the primary method of care with hopes of receiving care quickly, you may be disappointed.

There are obviously going to be other factors to take into consideration, but when you look at cost and waiting times, the emergency room may not be the most effective solution. As you're reading this, you may say to yourself, "I don't know where else to get care other than an emergency room." The good news is that a single phone call can resolve this right now! Our health insurance provider, Cigna, has trained staff on hand who will tell you what clinics are available to you; it's that easy. All you have to do is call 800-244-6224.

As always, if you have ideas or suggestions for safety topics, please notify Brian Ogle at 423-952-4205 or send an email to [brian.ogle@generalshale.com](mailto:brian.ogle@generalshale.com).

Evaluate the situation to save yourself time and money!

## KNOW WHERE TO GO.

With one easy, toll-free call to the Cigna 24/7 Health Information Line.

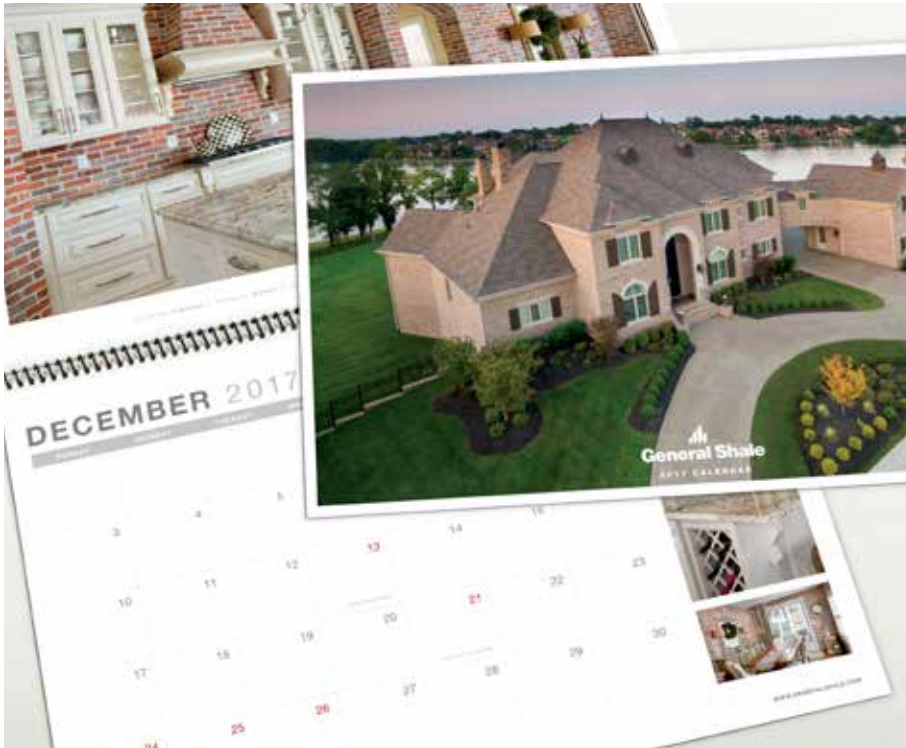
One call to the Cigna 24-hour Health Information Line could help save time and money - and provide peace of mind. Talk to a specialist trained as a nurse to help you decide if you need to go to an emergency room, urgent care center or convenience care clinic, or your doctor's office.

They can also suggest home treatments when appropriate, or provide instructions on how to locate an urgent care center or convenience care clinic. The 24-hour Health Information Line is available 24 hours a day, seven days a week, 365 days a year. This service is included as part of your medical plan, so there is no extra cost to you and you can call as many times as you wish.

Call 800.Cigna24 (800.244.6224)



**QUESTIONS?**  
We're here to help.  
EAP: 877.622.4327  
Cigna Customer Service: 800.244.6224  
24-hour Health Information Line: 800.244.6224



  
**General Shale**

**WE WANT  
TO HEAR  
FROM YOU**

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](mailto:dawn.henning@generalshale.com).

# CALENDAR COMING SOON

Even though there are a few months left in 2016, General Shale has been preparing the 2017 calendar for months.

This year's calendar features homes and buildings from several states including Ohio, Tennessee, Colorado, Michigan, North Carolina, South Carolina and Nevada.

The calendar features residential and commercial buildings for the main shots, as well as interior and exterior uses of brick, rock and outdoor living products for insert photos. The cover photo, featuring the home of the year, uses first-time-ever aerial photography shot with a drone.

The calendar is currently being printed, and more than 1,300 calendars will begin going out in the mail in November. The calendar is the result of months of hard work, beginning with General Shale sales reps submitting homes and buildings they feel would be good candidates for the calendar. Calendars are not just given away; some are customized for distributors who want to order calendars with their name on the lower tab for their customers.

The footnotes on each featured home give the location state and name of the builder, contractor and architect, as well as the photographer credit, so often the calendars lead to more recognition and business for those who are featured. It's become an honor in the brick industry to have your project selected for the General Shale calendar.



## LAST QUARTER'S THROWBACK PHOTO

Left to right: Herman "D" Jeter, Bill Hawkins, Hunt Archer, George Sells



## 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](mailto:dawn.henning@generalshale.com).



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