

MESSAGE

FROM CHARLES SMITH, PRESIDENT & CEO

Like every General Shale employee who celebrates a work anniversary, there is always a time to reflect. I want to share my thoughts on my recent 25th anniversary, and the culture that makes us great.

When I started my career at General Shale, it never occurred to me that I would someday be president. Yet wonderful people along the way saw something within me that had some promise and set me on a path that challenged me and prepared me to play a leadership role some day. It all began when Mark Kinser, now our Executive Vice President, hired me to work at our Knoxville, TN, plant.

In a little more than seven years in Knoxville, many extraordinary people helped me learn the business and challenged me so that I could prove myself worthy of the next milestone. The same can be said of the wonderful people at our North Carolina plant, where I spent another three years.

From there, I learned so much by playing a role in modernizing or building new plants in the 2000s. I learned by having to react to the Great Recession that would set our path to growth. There are too many people to mention along the way that were true professionals and part of a General Shale culture that grooms promising talent to play a positive role in our company's future.

I share this reflection only to point to one of the reasons we are a great company. We truly are a team of individuals who know how to make brick, block, stone, and now, plastic pipe. We also know how to grow talent the right way—by identifying promise, setting a path to success and nurturing those who demonstrate performance. Within our culture, everyone can play a role in advancing our talent for the best benefit to our company and us all.

Thanks to everyone who has helped me along my journey. I'm proud to say that I am just like every employee celebrating a work anniversary here; mine happens to be my 25th.

Sincerely,



Charles Smith
President & CEO
General Shale



INSIDE THIS EDITION



CAREER QUEST AT ETSU

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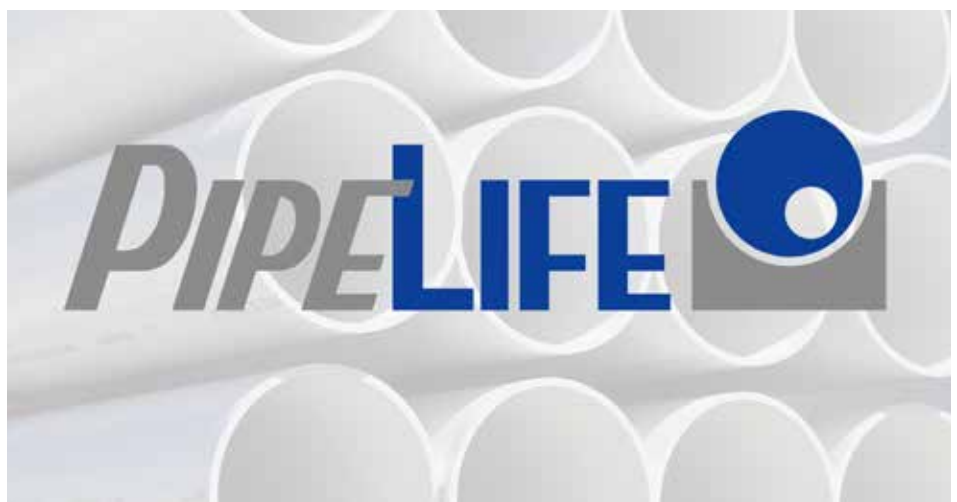
SKYDIVING PROPOSAL

P 13



AMERICAN KESTRELS

P 20



WELCOME PIPELIFE!

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GENERAL SHALE'S PILOT HAS BEEN FLYING HIGH FOR A QUARTER OF A CENTURY



General Shale's Aviation Department Manager and Chief Pilot Mike McGaha has been flying since he was a student at Science Hill High School in Johnson City, Tenn.

In addition to flying for General Shale, Mike has also flown for a regional airline, a charter company, and another local company in the Tri-Cities. But General Shale is where he's spent the last quarter of a century.

When asked what he liked about flying for General Shale, Mike's first answer was the people. "The passengers are great. They are all very professional with high integrity. There's nobody I've flown that I didn't like."

In fact, despite what you may think—it's not only General Shale executives whom Mike has had the pleasure of transporting. "Almost every level gets to use the airplane... it's used as a tool for the whole company. I've enjoyed getting to know them all."

Some trips are more exciting than others, but all have been used to the benefit of the company.

"I remember a few times when it's just been a quick flight to get parts to keep a plant running," Mike explains. "I was able to pick up the needed parts that helped get the plant back online quickly and efficiently, instead of shipping them overnight."

Even though Mike travels for work, he also loves to travel in his personal life. He says he would eventually like to see all 50 states before he's 60 and seven continents by the time he's 70 years old. As of now, he's visited 45 states and two continents. In the meantime, he'll keep flying for General Shale, enjoying his two daughters and golf with friends.

Congratulations to Mike McGaha on his 25 years at General Shale!

HISTORICAL HIGHLIGHTS

1819

Wienerberger established in Vienna.



1834

Charles Babbage invents the precursor to the modern computer, the "Analytical Engine."





TENNESSEE HIGH CLASS TOUR

Students from Bristol, Tennessee, toured General Shale's Piney Flats plant to learn more about masonry earlier this spring. The students at Tennessee High School are taking an entry level "Fundamentals of Construction" class. In addition to masonry, the class introduces students to several trades and covers the basics—safety, tools, and career possibilities.

The instructor, Brad Goodman, says the visit is a win-win for both the school and for General Shale.

"The main reason we came to visit was to spark an interest in the masonry trade. We both benefit from the students taking an interest in masonry," he explains. "Students will be more likely to take my second and third level classes that teach masonry. In return they could pursue a masonry career and become the future of the industry, and that benefits General Shale."

After the plant tour, the students came to the General Shale headquarters and toured the brick museum, which the students found very interesting.

Goodman says he plans to return with future classes for tours.



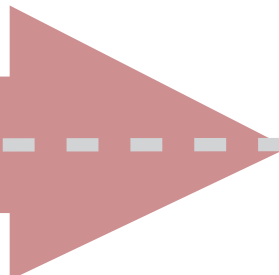
1846

The brick foundation for the town hall at Appomattox, Va. is laid.



1849

California gold rush begins.





GENERAL SHALE IMPRESSES



General Shale used virtual reality headsets and 3D video to show students what it's like to be a General Shale employee at a unique career fair called Career Quest. The event was held in Johnson City, Tenn., at East Tennessee State University.

General Shale joined other industries in the construction, advanced manufacturing, healthcare, and information technology fields on March 21st and 22nd in showcasing their available jobs in those fields to more than 5,000 students, from 8th grade through seniors in high school.

The General Shale display was one of the more popular stops for students, as the latest in visual technology was used to give students a realistic view of several of the jobs available within General Shale. The demonstration was as close as you could get without actually being at a plant.

"It went very well," says Josh Conkle, Recruitment and Training Specialist for General Shale. "That age range is very big on technology and it caught their eye and drove them to our booth. Once there, we were able to show them what jobs we have available and show them what it would really be like to be there through these glasses."

The jobs highlighted were Kiln Attendant, Setting/Packaging Machine Operator, Heavy Equipment Operator, and Manufacturing Supervisor.

HISTORICAL HIGHLIGHTS CONTINUED

1861

U.S. Civil War begins.



1875

The first running of The Kentucky Derby.





AT CAREER QUEST

The virtual reality videos can be seen on our website under “career videos,” but to enjoy the full effect of the 360° videos, virtual reality headsets should be used.

Employees who helped organize and work the Career Quest event were Conkle, Scott Ledford, Bryan Hoilman, Luke Guinn, and Mike Hopper.



1879

Thomas A. Edison invents practical electric light.

1893

The Monadnock Building in Chicago, IL is completed. It remains the tallest all-brick skyscraper in the world today.





ICOMM FOCUS— IT AND MARKETING DEPARTMENTS

This quarter, our iComm Focus will be on the Marketing and IT Departments.

The Marketing Department is responsible for the company's advertising, public relations, social media, internal and external communications, website and digital, and media and press management. The department uses iComm to post about recent PR awards, new products, and company events.



Dawn Henning
Director of Marketing & Retail Sales

You can actually thank the Marketing Department for the implementation of iComm at General Shale. In fact, because of the Marketing Department's efforts, General Shale led all of Wienerberger with participation in the iComm intranet and was the first company to reach 100% participation in the program.

The department is now responsible for maintaining and overseeing the iComm system at General Shale, including training when needed.

Dawn Henning, Director of Marketing & Retail Sales, admits there was a learning curve for General Shale employees to learn the SharePoint program.

"It's a little harder... if you are in Europe you've had that hands-on training already. So one of the things we did was, probably a year before this came through, I put our team through a daylong training session with SharePoint to get them ready," explains Henning. "Even now, we've got a group of people who love it, and a group of people who are still hesitant to use it."



Luke Guinn
Marketing Communications Specialist

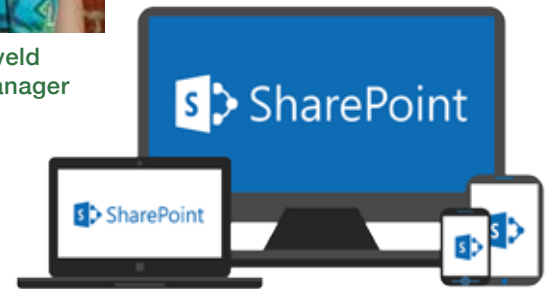
Each quarter, the department and CEO Charles Smith receive statistics of which teams within the company are using iComm.

"I'm satisfied with what we are doing with iComm," says Henning. "Our culture is very different from some of the other countries within Wienerberger. I try to make sure our listings and everything are up to date. And although it could be used more, I think everyone should just keep doing what they're doing. Everyone uses it according to their needs."



Marta Zonneveld
Marketing Manager at Arriscraft

Henning adds that if anyone is still unsure about how to use iComm, she can help. Just give her a call and she can either walk you through the steps or point you to several tutorials that can help.



HISTORICAL HIGHLIGHTS CONTINUED

1909

The Indianapolis Speedway is upgraded in 63 days using 3.2 million paving bricks.



1910

Kingsport Brick in TN produces the south's first red facing brick.





The General Shale IT Department Team is divided into two sections: IT Network Support led by Wally Crawford, and Software Support led by Heather Starnes. Their team members are Jeff Anderson, Connie Bogart, Mike Downing, Greg Johnson, and Dawn Malone.

The IT Team supports financial software systems including accounting, and maintains all the hardware in North America, which includes setting up computers, iPads, and personal phones, and maintains data at the Johnson City headquarters.

The team hasn't posted much on the iComm system, but uses it as a networking tool.

"We keep up with the happenings in the Wienerberger IT department. They post announcements and presentations that we also use and it makes us more unified as a company to be on the same page with our IT capabilities," says Crawford.

Wally and Heather both say the ability to put a face with a name for IT calls has been very helpful.

Heather explains, "When someone calls, you can look them up and know what their job description is. That's helpful to be able to meet their needs. You can anticipate what questions or problems they may have and what their solutions would be as far as the network."

The IT Team says they plan to use iComm in the future to continue networking and using it as a resource to stay in step with what other companies in the Wienerberger family are doing in regard to IT advances.



Wally Crawford



Heather Starnes



Connie Bogart



Jeff Anderson



Mike Downing



Dawn Malone

1914

World War I begins.



1928

Kingsport Brick & Johnson City Shale Brick TN merge to form General Shale Brick Corp.



NEW HIRES EXPERIENCE EAST TENNESSEE HOSPITALITY AT ORIENTATION

Despite being one of North America's largest brick manufacturers, General Shale wants to welcome each of its new hires in a special way. That's why the New Hire Orientations are now an annual event, welcoming new employees and introducing them into the culture and organization of the company.

This year's event was held in April and was attended by eight new employees from various plants and facilities. The group came to General Shale's Johnson City, Tenn., headquarters to meet supervisors, get to know one another, and to learn more about General Shale.

Organizer Josh Conkle, General Shale's Recruitment and Training Specialist, says he tries to make the event both educational and fun.

For the educational part, each department head speaks to new employees, explaining his or her position and how he or she can be of help to the new employee. CEO Charles Smith also offered a presentation about General Shale's history and legacy, the company structure, and the Success Profile; and presided over a Q&A session.

For the fun part, the group traveled up the road to Bristol, where they had a bowling tournament, shot pool, and had a casual dinner at Uncle Buck's Fish Bowl & Grill at Bass Pro Shops.

New Hire Attendees:

- Rome, GA—James Whittle
- Mooresville, IN—Ryan Tinsley
- Orland Park, IL—Carrie Matthews
- Charlotte, NC—Bill Clark
- Charlotte, NC—Kent Cloninger
- Piney Flats, TN—Itode Fubara
- Moncure, NC—Olamilekan Adedoyin
- Johnson City, TN—Reed Darden

General Shale Speakers:

- *President and CEO*—Charles Smith
- *Executive Vice President*—Mark Kinser
- *Sales*—John Hammett
- *Engineering*—Kevin Ham
- *Real Estate/Environment*—Greg Bowles
- *Research*—Jonathan Livingston
- *Marketing*—Dawn Henning
- *Success Profile*—Andy Hall
- *Information Technology*—Wally Crawford
- *HR*—Scott Ledford
- *Recruiting and Training*—Josh Conkle
- *Safety/Risk Management*—Brian Ogle
- *Payroll/Benefits*—Sabra Carmody/Alison Kestner
- *Purchasing*—Phil Taylor
- *Accounting/Treasury*—Ron Berry/Jonathan Bailey



HISTORICAL HIGHLIGHTS CONTINUED

1931

The Empire State Building, composed of 790,000 tons of steel, stainless steel, and aluminum, 200,000 cubic feet of Indiana limestone and granite, also includes 10 million bricks.

1935

The first PVC pipes were manufactured in Germany.



GENERAL SHALE EDUCATES FUTURE ENGINEERS ON MASONRY



On the campus of the University of Tennessee in Knoxville, dozens of engineering students who were set to graduate this spring got one last lesson this April—from Jim Bryja, General Shale’s Manager of Engineering Services. He spoke to future structural engineers about proper masonry practices to help them prepare for working with brick.

The students were about to earn their master’s degrees and enter the work force. Bryja brought hands-on practical advice to the students that they normally wouldn’t learn in a textbook.

“Over the years, Bryja has developed a list of the ‘what not to do’ practices as well as a list of best practices,” says Josh Brock, an Architectural Sales Representative for General Shale. “Basically he told them about anything that could go wrong in a project and what could have been done to prevent it.”

Brock says the class was interactive and is another great way to expose future customers to the General Shale brand.

This is not the first time General Shale reps have met with the students. In the past, students have taken plant tours at the nearby Spring City Plant.



BUCS AND BRICKS

For the 5th year in a row, General Shale hosted East Tennessee State University Business and Technology students and faculty for a Career Social and Networking event known as Bucs and Bricks.

The goal of the event is to introduce ETSU students and faculty to career opportunities at General Shale.

At this year’s event were representatives from several of the company’s departments including outside sales, inside sales, manufacturing, marketing, and accounting.

Students were encouraged to bring resumes and questions for the General Shale team. Guests were treated to refreshments, T-shirts, and door prizes.

The event was organized by General Shale Recruitment/Training Specialist Josh Conkle. Conkle says that of the 36 students and faculty who attended, many of them were impressive and could be potential employees at General Shale.

1939

World War II begins.



1941

U.S. joins war after Japanese surprise attack on U.S. fleet at Pearl Harbor.



WHAT'S GOOD FOR YOUR GUMS, CAN BE GOOD FOR YOUR HEART



Learning about gum disease can help your heart stay healthy.

Did you know that people with gum disease may be at increased risk for heart disease?* And inflammatory substances (the natural response your body has to infection) can build up in the blood stream, making heart disease worse.**

Better health starts with your mouth

Heart disease is the leading cause of death in the United States.*** The good news is that you can help your heart and reduce your risk of gum disease by brushing and flossing every day.

You may not notice gum disease right away. So be sure to visit your dentist for an exam and cleaning twice a year, or as your dentist recommends. Even if you think you're doing a good job brushing and flossing, plaque can still remain in your mouth. And plaque can harden into a more dangerous substance called tartar. Only a dental professional can remove the tartar and plaque you may miss at home.

Aim for heart-healthy gums

It's simple.

- › Brush twice a day
- › Floss once a day, preferably at night, because brushing doesn't clean between teeth
- › Get regular dental checkups

Warning signs for gum disease

- › Red, swollen or tender gums
- › Bleeding while brushing or flossing
- › Gums that pull away from the teeth
- › Loose or separating teeth
- › Bad breath that doesn't go away

* American Academy of Periodontology. Gum Disease and Heart Disease. (n.d.). Retrieved December 23, 2016, from https://www.perio.org/consumer/heart_disease

** Harvard Health Blog. Treating gum disease may lessen the burden of heart disease, diabetes, other conditions. (2014, July 23).

Retrieved December 23, 2016, from <http://www.health.harvard.edu/blog/treating-gum-disease-may-lessen-burden-heart-disease-diabetes-conditions-201407237293>

*** Centers for Disease Control and Prevention, "Leading Causes of Death", October 7, 2016. Retrieved from <http://www.cdc.gov/nchs/fastats/leading-causes-of-death.htm>.

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HISTORICAL HIGHLIGHTS CONTINUED

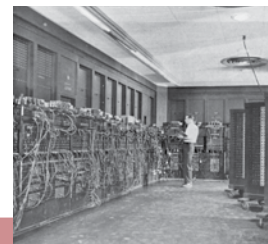
1945

World War II ends.



1945

First electronic computer ENIAC built.



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Choose when: Day or night, weekdays, weekends and holidays.

Choose where: Home, work or on the go.

Choose how: Phone or video chat.

Choose who: AmWell or MDLIVE doctors.

Say it's the middle of the night and your child is sick. Or you're at work and not feeling well. If you pre-register on both AmWell and MDLIVE, you can speak with a doctor for help with:

- › sore throat
- › fever
- › rash
- › headache
- › cold and flu
- › acne
- › stomachache
- › allergies
- › UTIs and more

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Televisits with AmWell and MDLIVE can be a cost-effective alternative to a convenience care clinic or urgent care center, and cost less than going to the emergency room. And the cost of a phone or online visit is the same or less than with your primary care provider. Remember, your telehealth services are only available for minor, non-life threatening conditions. In an emergency, dial 911 or go to the nearest hospital.



AmWell and MDLIVE are only available for medical visits. For covered services related to mental health and substance abuse, you have access to the **Cigna Behavioral Health** network of providers.

- › Go to **Cignabehavioral.com** to search for a video telehealth specialist
- › Call to make an appointment with your selected provider

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1955

The brick “ranch” style home becomes the most popular home style in the U.S.



1958

U.S. launches Explorer I.



GENERAL SHALE MARKETING WINS PUBLIC RELATIONS AWARDS, INCLUDING BEST OF SHOW



General Shale won three awards, including “Best of Show,” at the Public Relations Society of America, Tri-Cities Chapter, Awards. The event was held Tuesday, April 18th, at the KayCliff Center on Boone Lake.

The Best in Show entry, which received perfect scores from judges, was for the internal training video that explained the process of building a home in the United States. The video was produced by General Shale’s marketing agency Creative Energy to show the American process of building a new home.

In order to show both sides of the process, from the perspective of the home buyer and from the perspective of the brick manufacturer /supplier, it was decided that a “split-screen” concept that shows both sides of the homebuilding process would be used. Since

Wienerberger executives speak multiple languages, the video’s powerful, image-only storytelling was able to convey a complicated, months-long process from two perspectives in just under three minutes. The video also won an Award of Excellence in the Sales and Training Video category.

Another winning entry created by Creative Energy in the Internal Publications category is for the newsletter you are reading. The four-color, printed publication is, of course, a quarterly compilation of company and employee news that is gathered from across North America. This entry won the Award of Quality.

General Shale’s PR Agency Corporate Image also won an award for the media coverage of the Tuscaloosa Habitat for Humanity home. Tuscaloosa resident Tony Humphreys lost his mobile home to a tornado in April 2011. He was selected to become the owner of a Habitat for Humanity home built with donated Endurance Structural Brick by General Shale and Alabama Brick.

The Public Relations Society of America (PRSA) is the nation’s largest professional organization serving the communications community with a mission to “make communications professionals smarter, better prepared, and more connected through all stages of their career.”



Dawn Henning was thrilled with the opportunity to accept the Best in Show award for General Shale.

HISTORICAL HIGHLIGHTS CONTINUED

1959

Alaska and Hawaii become official states.



1962

John H. Glenn, Jr. is first American to orbit Earth.



NEW GENERAL SHALE EMPLOYEE SETS THE BAR HIGH FOR ROMANTIC PROPOSALS



If you've ever been married, you know the ride can be a little scary and exciting all at the same time. General Shale employee Itode "Fubi" Fubara thought he'd expose his future wife to those feelings right before he proposed. The two recently went skydiving at Skydive East Tennessee, where Fubi was waiting in the landing zone with roses and a ring for a one-of-a-kind proposal.

Fubi is a relatively new employee at General Shale. He's been employed about six months and is a production supervisor in Piney Flats.



Originally from Nigeria, Fubi received his undergraduate degree as well as two master's degrees from Johnson City's East Tennessee State University. His fiancée, Shayna Kyle, is from Morristown, Tenn.

Fubi says he managed to keep the proposal a secret after their first jump, scheduled for May 5th, was canceled due to bad weather. He was worried he'd run into a friend who might accidentally spill

the beans by inquiring how it went. A couple of days later though, the

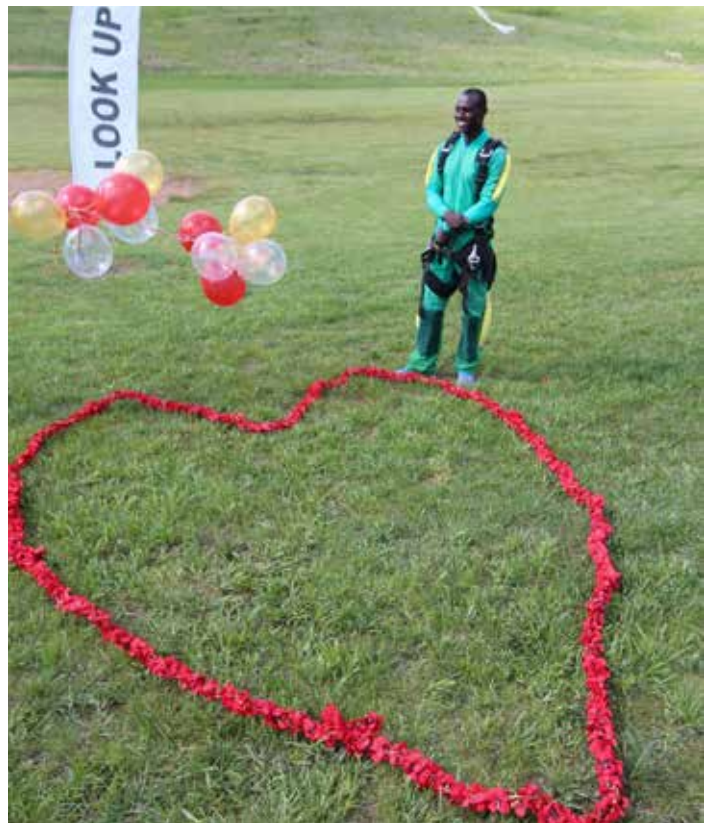
weather improved enough for the jump. According to their website, Skydive East Tennessee jumps take you to heights of more than two miles, and you and your instructor will accelerate to 120 MPH on your way back to Earth.

While the proposal may have been a secret, Fubi says his now fiancée was just as excited as he was to skydive.

"It was something that we both wanted to do," he explains. "The idea was to do something we hadn't done before. It kind of represents adventure on our journey together and creates a bond—something we can both look back on."

Fubi says he had more than a dozen friends help with the surprise engagement, which included creating a heart made of roses at the landing zone.

We wish Fubi and Shayna the best in their future together. Their wedding is set for 2018.



1967

Dr. Christian N. Barnard and team of South African surgeons perform world's first successful human heart transplant.



1975

General Shale purchases Chattahoochee Brick, GA.





General Shale Brick Inc.
Smart Savings 401(k) Plan

Great retirements
don't just happen.

RETIRE WITH CONFIDENCE™



ARE YOU INVESTING PROPERLY IN YOUR COMPANY SPONSORED 401(K)?

All General Shale U.S. employees are automatically enrolled in the 401(k) program at 5% of your pay, on the first of the month following six months of employment, unless you choose to opt out.

General Shale's 401(k) plan has high-performing "Target Date" funds that take the guesswork out of investment planning. It works like this: the farther you are from retirement, the more risk is involved in the investments, but they offer potentially higher returns. As you get closer to retirement, you'll be invested in lower risk funds.

General Shale's "Target Date" funds outperform other plans on a consistent basis in terms of return on investment.

When an employee is enrolled, he or she is automatically enrolled in the Target Date fund that matches his or her projected retirement age. Customizing your plan mix is an option as well. You make the decision that works best for you and your future.



Employees are encouraged to log on to our partnering asset management firm's website at www.rps.troweprice.com to find out more about 401(k) investments and how you can make the most of your retirement planning options.

You need to save regularly. And save enough. These tips can help:

- 1 **Save through your workplace retirement plan.** Contribute at least 15% of your pay annually.
- 2 **Increase your savings rate every year by 2% (or more!).** Set an annual reminder on your calendar.

All investments involve risk, including possible loss of principal.

Log in to your account to estimate if you're on track for retirement by getting your **Confidence Number®** score.

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HISTORICAL HIGHLIGHTS CONTINUED

1979

Pink Floyd's *Another Brick in the Wall* is released.





SUMMERTIME SAFETY

Whether it's the weather or the grill, heat is the word of the season. Too much of it, especially in humid conditions, sucks the water right out of your system. To know if you're drinking enough fluids, look for dehydration symptoms like weakness, dizziness, headache, and dry mouth.

- **Wear appropriate clothing, including a wide-brimmed hat**
- **Take frequent water breaks**
- **Apply sunscreen with an SPF of at least 15**
- **Never leave kids or pets unattended in a vehicle**

Warm, sunny weather not only brings you outside; it's also a call of the wild for all sorts of critters. Spider bites are more common during warm weather, as are dog bites. Snakes, ticks, and other bugs are also a bit feistier in the summer months.

Besides the heat and the wildlife, just being outside and being active can lead to injuries. By all means, get out and get moving, but be prepared for potential injuries like broken bones and bleeding.

Swimming is usually a family favorite. When you're spending hours in the pool or at the beach, safety should always be a part of responsible summer fun. It's possible to be safe and have a great time, too.

No matter what your favorite summer pastime is, make sure you are prepared to handle the unexpected things that may come your way.

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1980

Ted Turner creates the first 24 hour news network, CNN.



1981

Sandra Day O'Connor nominated as first woman on Supreme Court.



GENERAL SHALE WORK ANNIVERSARIES

Congratulations to Arriscraft's Benny Robbins, who celebrated 45 years of employment in May!

Benny came to work for the first time when he was 17 years old as a student during the summer. He says that because at that time no taxes were taken out of a student's paycheck, he actually took home more pay than his boss. That promise of a good income in a time when jobs were scarce led him to quit school in grade 12 and come to work full time at what was then Angelstone. That was in 1972.



Benny's first job wasn't an easy one. It involved drilling out stone patterns with an air hammer. Over the years, Benny has advanced to other jobs including operating cranes and saws; now he's a foreman at the Cambridge quarry.

When asked why he's remained at the company, Benny says it comes down to a few things, but they are important. "They pay well and they have lots of good equipment and great benefits including a pension, and we get treated pretty well. So why would I leave?" says Benny.

Benny says the years have gone by quickly because each day has. There's not one specific thing that makes my day more enjoyable per se, but I enjoy it most every day. There's lots of things to do, and that makes the day go fast," he says.

Benny plans to work one more year before retiring at the age of 65. Then he plans to travel, possibly to the Yukon, and of course spend time hunting and fishing.

And he's got a wife, three kids, and four grandkids. Benny admits, "Yeah, they'll keep me busy."

Congratulations and thank you to Benny Robbins on his 45 years of service to our company!

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

Last quarter, Jonathan Bailey, who is celebrating his 5th anniversary, was inadvertently left off of the 1st quarter employee list.

We'd like to congratulate him on his milestone, as well as the other employees celebrating an anniversary this quarter.



- Tony Starling - Mooresville, TN - 30 years**
- Richard L. Baker - Johnson City, TN - 30 years**
- Jose Dacosta - Cambridge, Ontario - 30 years**
- Dave Hagedorn - Cambridge, Ontario - 30 years**
- Michael Antione - Cambridge, Ontario - 30 years**
- George Hawco - Cambridge, Ontario - 30 years**



	NAME	LOCATION	YRS SVC
	Charles L Smith	Johnson City, TN	25
	Mike McGaha	Johnson City, TN	25
	Mike Hillman	Johnson City, TN	25
	Pedro Couto	Cambridge, Ontario	25

HISTORICAL HIGHLIGHTS CONTINUED

1990

Hubble Space Telescope launched during Space Shuttle Discovery mission.



1991

Operation Desert Storm begins.





NAME	LOCATION	YRS SVC
Bobby Wright Jr.	Johnson City, TN	20
Rajendra Ranjitkar	Denver, CO	20
Mark Cabral	Cambridge, Ontario	20
Paulo Fonseca	Cambridge, Ontario	20
Nelson Camara	Cambridge, Ontario	20
William Jesso	Cambridge, Ontario	20
James Pedro	Cambridge, Ontario	20
Edward Lahey	Cambridge, Ontario	20
Daniel Lagassie	Cambridge, Ontario	20
Peter Westrop	Cambridge, Ontario	20
Tammy Chester	Cambridge, Ontario	20
Jeremy McDonald	Cambridge, Ontario	20
Ernest Park	Cambridge, Ontario	20
Jerry Serpa	Cambridge, Ontario	20
Norbert Boone	Cambridge, Ontario	20
Donnie Smith	Louisville, KY	15
Eric Garnand	Fort Valley, GA	15
Guy H. Alphin	Greer, SC	15
Sheldon E. Carver	Tri-Cities Block	15
Scott A. Rogers	Denver, CO	15
David Newman	Cambridge, Ontario	15
Mark Nichol	Cambridge, Ontario	15

NAME	LOCATION	YRS SVC
Nicholas Prater	Fort Valley, GA	10
Isidro Galindo	Denver, CO	10
Gary S. Morgan	Rome, GA	10
Marta Zonneveld	Cambridge, Ontario	10
Stephen M. Pitts	Memphis, TN	5
Gordon H. Yeazel	Wilmington, NC	5
Dawn M. Malone	Johnson City, TN	5
Jennifer L. Jacobs	Elizabethtown, KY	5
Naomi A. Jones	Johnson City, TN	5
Randall D. Petersen	Spring City, TN	5
Mike J. Nickles	Tri-Cities Block	5
Darris R. Woodby	Tri-Cities Block	5
Jernays R. McNutt	Rome, GA	5
Cody L. Meadows	Tri-Cities Block	5
Charles Ross	Fort Valley, GA	5
Kenneth W. Redman	Roanoke, VA	5
Cliff Meader	Kingsport, TN	5
Stanley J. Edmonds	Spring City, TN	5
Michael C. Epperly	Roanoke, VA	5
Tyler W. Hewitt	Denver, CO	5
Kenneth D. Cook	Fort Valley, GA	5
Baltazar Coronado	Denver, CO	5
Barrett Warder	Cambridge, Ontario	5
Richard P. Stevens	Cambridge, Ontario	5
Josh J. Higginson	Cambridge, Ontario	5
Chris E. Miller	Cambridge, Ontario	5
Michael Brooks	Cambridge, Ontario	5
Justin J. Chaves	Cambridge, Ontario	5
Jack Reynolds	Cambridge, Ontario	5
Tony Irving	Cambridge, Ontario	5
Mark S. Hedderson	Cambridge, Ontario	5
Dominic Cantin	Cambridge, Ontario	5

1992

Hurricane Andrew hits Florida, causing \$26 billion in damage.



1994

North American Free Trade Agreement (NAFTA) goes into effect.



GENERAL SHALE BASEBALL TEAM IS **GS STRONG**

For the past three years, General Shale has sponsored a 13- to 15-year-old Babe Ruth League Baseball Team in Johnson City, Tenn.

Jon Oakley began coaching the team last year and said he felt the teens needed a bit of a “culture change” when he took over. Oakley is also the worship leader at local church, Northridge Community Church.

“You know, I’d just heard things that some of the boys had bad language, bad attitudes. So one of the things I wanted to emphasize is that someone made it possible for you to play this game, and we need to be appreciative of that. So we came on a tour of General Shale to learn more about the company whose name is on the front of our shirts and to give the players a chance to say thank you for the sponsorship,” explains Oakley. He adds, “They needed to know they are representing not only themselves, but their team, their parents, their God, and this local business that has donated to them when they are on and off the field.”

Oakley says the team has had a real turnaround in its attitude and play. In fact, the team went from 6th place in the league to 1st place in the league last year. This year their record is currently 8-1.

When the coach brought the team for a tour of General Shale headquarters, the team received GS Strong T-shirts to commemorate their visit. And now, “GS Strong” is the team’s motto.

“I love the idea of GS Strong,” says Oakley. “We need to be strong no matter what ... no matter what’s happening in the game or in life, our motto is to stay strong.”

Oakley wants to say a special thanks to Scott Ledford and Josh Conkle for facilitating the team’s company tour.



HISTORICAL HIGHLIGHTS CONTINUED

1995

Architect Mario Botta designs and oversees the construction of the San Francisco Museum of Modern Art. He chose brick as a major design and construction material.



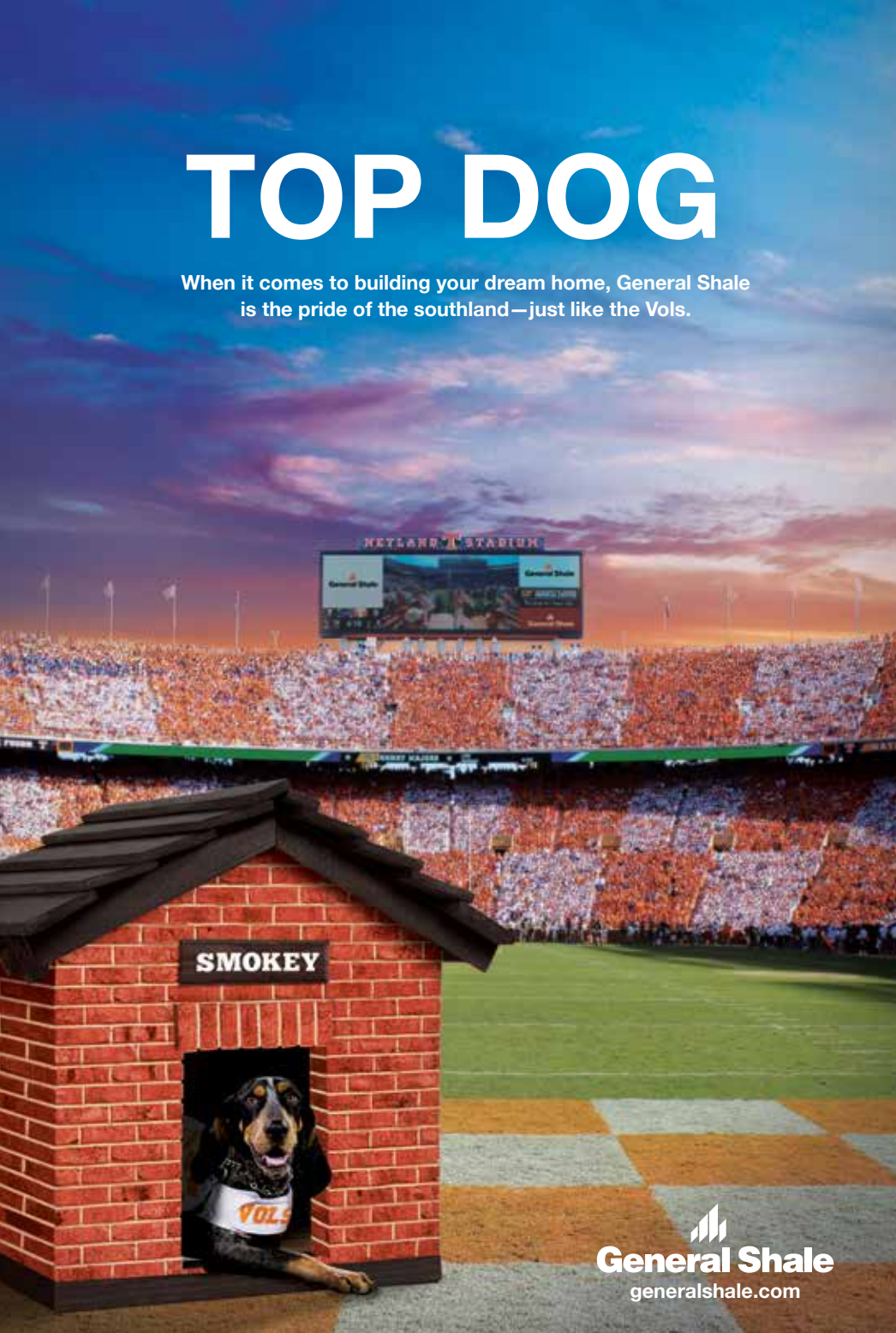
1999

Wienerberger purchases General Shale.

**General Shale
Brick** 
Building The American Dream®

TOP DOG

When it comes to building your dream home, General Shale is the pride of the southland—just like the Vols.



See this ad in the UT football game directory.


General Shale
generalshale.com

2000

General Shale purchases
NC-based
Cherokee-Sanford Brick.



2004

Facebook founded
by Mark Zuckerberg.



EMPLOYEES HELP RESCUE AMERICAN KESTREL

The General Shale staff at the McMinnville, Tenn., plant thought they were rescuing one bird that was trapped in an old stovepipe at the plant. But after calling a representative from the Tennessee Wildlife Resources Agency (TWRA), they suspected there might be more ... and there were. In all, three American Kestrel falcons are now rehabilitating thanks to the employees' actions.

It all started with some strange noises coming from an abandoned stovepipe. Salesmen Billy Wood and Mary Cubbins, the Forklift Driver, at the yard decided to investigate and found a small bird of prey with a dislocated wing.

Billy claims the bird took an immediate liking to Marty, its new friend. "It clung on to Marty, it's like it knew it had been rescued," explains Billy. "And big ol' six foot four Marty, well he was all tore up about that hurt bird. He didn't know if we should call anyone because he wasn't sure what they'd do with it."

But the decision was made to call Gregg Garrison, who is with the TWRA, and is also an Associate Professor of Biology at Motlow State Community College. He recognized the bird right away as a young, female American Kestrel.



Garrison told the employees that the falcon was young, and that there were most likely others from the nest near by. After searching, two more siblings, a male and another female, were located. All three were nearly starving after apparently being orphaned.

"Greg said that when these kinds of birds get real hungry they'll actually try to eat each other. He thinks the little female was trying to escape when she hurt her wing."

Garrison took the birds back to a TWRA rehabilitation center and they immediately began eating. The female's wing was repaired and all three are on their way to a complete recovery.

The mother has never returned, so it's suspected she may have been killed by a hunter, a car, or in another type of accident.

But this isn't the last we'll see of the birds. TWRA staff will teach the birds how to hunt and reintroduce them into the wild ... or as wild as a General Shale plant can be. That's right, because the plant is where their original nest was, the falcons will be returned to the plant to live.

"Greg says there's a strong possibility that at least one of them will end up nesting back in our plant because that's their home. We are excited. We'll never see another snake or mouse at the plant, that's for sure."

HISTORICAL HIGHLIGHTS CONTINUED

2005

Youtube launched by three former PayPal employees.



2006

General Shale purchases Denver-based Robinson Brick.



2007

General Shale purchases Canada's Arriscraft.



ARKANSAS-BASED PIPELIFE JOINS OUR COMPANY

One of North America's leading plastic pipe producers, PipeLife of Siloam Springs, AK, is now part of the General Shale family of companies. According to company president Charles Smith, significant achievements are already under way.

"We were given the opportunity to bring PipeLife into our family of companies about six months ago, and we have already seen a significant improvement in production," Smith said. "We project a 20 percent utilization improvement by the end of the 2017. A lot of that credit goes to the people who work at PipeLife."

PipeLife products are used in the industrial, municipal, and commercial industries to deliver fresh water, irrigation, sewer, and other services (learn more at pipelife-jetstream.com). It is one of the top five plastic pipe companies in North America. Begun in the 1960s, it was acquired by Wienerberger solely in 2013 as part of the already established PipeLife brand serving global customers.

Efficiencies are shared through General Shale's back office support such as engineering, human resources, and other services. The 141 production and sales employees of PipeLife are experienced, stable, and focused on future growth.

"There were some early changes in the Arkansas operation's management," Smith explains. "Those changes are now complete, and I am optimistic about the future. I want to thank all PipeLife employees for their commitment and especially Wayne Voorhees, who is Vice President of Production, and Plant Manager Louie Bold."

Smith went on to say that the company has a strong field sales and customer service team who will drive sales and support for a growing organization. "They are witnessing an influx of capital expenditures and engineering support to improve efficiencies at the plant. We believe there are also some synergies between our General Shale and Arriscraft sales efforts that complement PipeLife products that we are exploring."

From all employees across North America who are part of the General Shale family, we say welcome to PipeLife employees. We look forward to learning more about you and your operation.



2011

NASA ends the space shuttle program.



2013

Wienerberger purchases PipeLife - JetStream.



PIPELIFE

There are many aspects of the PipeLife company culture that already resonate with the values of General Shale. One of the largest is PipeLife's commitment to provide the best quality products and support services to their customers.

When dealing with critical infrastructure components, as PipeLife does, in over 26 different countries—you have to be a leader in quality and innovation.

WHEN DEALING WITH CRITICAL INFRASTRUCTURE COMPONENTS, AS PIPELIFE DOES, IN OVER 26 DIFFERENT COUNTRIES—YOU HAVE TO BE A LEADER IN QUALITY AND INNOVATION.

The team at PipeLife recognizes that their customers are their greatest assets. This is not only because of the direct impact PipeLife's customers have on their growth and company health, but also because their customers provide them with critical information about industry trends and new technology opportunities. Satisfying the customer is no longer only a function of providing a quality product at a reasonable cost, it is also about creating real partnership that provides both parties new opportunities to grow, improve, and innovate.



HISTORICAL HIGHLIGHTS CONTINUED

2013

General Shale purchases NC-based Cunningham Brick.



2017

General Shale assumes support role for PipeLife NA.





PIPELIFE JOINS OUR COMPANY PIPELIFE PRODUCT SUMMARY



FRESH WATER

PipeLife's potable water pipes are manufactured to AWWA C900 and ASTM 2241 standards. With our rigorous quality program, which includes on-site testing, along with continuous monitoring, you can be assured of a worry-free installation.

IRRIGATION

PipeLife Turf Irrigation pipe is very similar to our Fresh Water product category, the difference being in its intended application.

SEWER

PipeLife manufactures sewer pipe from 4" to 18" in both bell end and gasketed products. Our pipes are manufactured under ASTM D-3034 and ASTM D-2729 and F-679 Standards. PipeLife Jetstream Sewer pipe is available in 14ft and 20ft lengths.

WELLCASING

PipeLife's well casing products are considered to be one of the leaders in the manufacture of well casing products. Our products typically range from 2" to 16" pipes with a variety of SDRs. Along with our solid pipes, we offer slotted pipes as well as our industry-leading TiteLoc well casing product.

INDUSTRIAL

SoluForce RTP (reinforced thermoplastic pipe) is a high-pressure plastic pipe system for use in oil flow lines, water injection, and gas transport, and can also be used in other pressure applications such as potable or effluent water lines and irrigation.

DWV

PipeLife manufactures drain waste and vent pipe in Schedule 40 PVC according to 1120/1220 ASTM 2665-68 standards.

SCH 40 AND SCH 80

PipeLife manufactures Sch 40 bell end ranging in sizes from 3/4" to 12", along with Sch 80 plain end products from 1/2" to 10" available in 10ft or 20ft lengths. Custom lengths may be available upon request.



2018



GENERAL SHALE THROWBACK MOMENT

Recognize this place? There is a clue on page 7.
Let us know; we'd love to hear any stories 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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