

## MESSAGE

FROM CHARLES SMITH, PRESIDENT & CEO

One of the most important jobs of the management at General Shale is to maintain and grow a culture for nurturing talent. Our corporate succession planning gives us an edge over our competition in an industry that is constantly changing. Many of our senior leaders have been groomed for leadership roles in General Shale over decades, serving in a positions of roles to help them become leaders by understanding what makes General Shale great.

I am a product of the succession planning, as is Mark Kinser, our executive vice president, who is celebrating his 40th year as a General Shale employee. I want to assure every employee that we are always assessing those who demonstrate their talents and show interest in growing their responsibilities toward making them a career employee.

Our growth also gives opportunities for us to invite new associates to join us from outside our company. They were hired because of their demonstrated leadership and skills that can be nurtured in our own way. A few who have recently joined us are:

- **Emmanuel Rojas**, Recruitment Specialist
- **Rachael Vernon**, Marketing Design Specialist
- **Reed Darden**, Associate Sales Representative
- **Clayton Ray**, Assistant Plant Manager

We welcome every new associate to our company with both the knowledge that they are the right person for our company and a long-term view for their career within General Shale. Many of the people moving into these positions have grown their own professional careers through our organization, and have a deep appreciation of our unique corporate identity.

We are excited about their future and ready to help them be new leaders of tomorrow. In a corporate world that is rife with turnover, career nurturing and succession planning are two important benefits for those in search of a career, not just a job.

Sincerely,



Charles Smith  
President & CEO  
General Shale



## INSIDE THIS EDITION



ARRISCRAFT INVESTS IN GROWTH

P 2



THIN BRICK PRECAST/TILT-UP MARKET

P 4



NEW HIRE ORIENTATION

P 7



SOCON SPONSORSHIP

P 11



# ARRISCRAFT MAKES INVEST

Arriscraft has continued to enjoy exceptional growth over the past several years. As they grow, they have looked for opportunities to become more efficient and more effective in harvesting and processing stone for their products. This year they have made some needed investments in new equipment to support the demand for Arriscraft products and position the company for ongoing growth goals.

## **Corner Saw and MEC Splitter**

Due to the success of ARRIS-Stack at the Fort Valley plant, the Canadian sales team requested that the production team investigate making some thin stone products at the Cambridge plant. General Shale provided Arriscraft with a corner saw to be able to cut the thin corners. That left the team in need of a splitter to make the stretchers or flats.

The company looked into several splitter manufacturers and found the MEC splitter that offered an automatic feed conveyor to be the most promising and efficient option. Arriscraft has had positive experiences at the Warton quarry and their MEC splitter, so this confirmed the decision.

The splitter was ordered in the fall of 2017 and arrived later that year. With the splitter on order, the team had to come up with products to fill its capacity. Arriscraft had introduced a thin Adair® stone two years ago, so it made sense to move that production to the new line. The ARRIS-Stack and Midtown products from Fort Valley would also be produced through this splitter.

Then the company started looking at ways to use extra material accumulated over the years from overruns with natural stone. Arriscraft decided to introduce a full bed split face natural stone product that has three face rises that can be laid in an ashlar pattern. This product is being launched this spring as Hope Bay Ashlar.

Another product that will run on this new splitter is the Adair® Armour Course. This is a full bed natural stone product that would be used with the company's calcium silicate building stone, brick, or any other masonry product, at the base of the wall to prevent salt exposure.

The splitter is running well and living up to the team's expectations. Arriscraft has had representatives from the Fort Valley location come see the splitter, and they are now seriously looking at adding the same splitter to their operation.

## **Adair® Quarry Loffler TB-1600 Saw**

The Loffler TB-1600 saw was recently installed at the Arriscraft Adair® quarry in Warton. This saw replaced the old Tysaman saw (circa 1970s). The old Tysaman saw was created before automation had become as prevalent as it is today. For each cutting cycle, the operator would have to manually measure each cut, which is very time-consuming.

The new Loffler TB-1600 is fully automatic and is installed with safety shutdowns, which allow it to run unattended. It is outfitted with a 75kw motor, which is 25% larger than the Tysaman motor, resulting in increased cutting speed. The blade is 2.2m (87") in diameter, and gives the saw the ability to cut 0.925m (36") high blocks at a length of 2.8m (110").






Adair® Quarry Loffler TB-1600 Saw

# INSTALLMENTS FOR GROWTH

The other major difference between the Tysaman and the Loffler is the ability to cut as many as eight to 12 blocks per load. The Tysaman could hold only one block. If we fully load the Loffler with blocks and cut thin 20mm (3/4") slabs, the machine will run for about 30-40 hours before it needs to be reloaded. Currently when the team is cutting full bed material at 95mm (3 5/8") thickness they'll run for about 15-20 hours before reloading. The Loffler TB-1600 is a great addition to the Adair® quarry and will hopefully be cutting as long as our Tysaman saw was.



With these strategic new equipment installations completed, the Arriscraft team is well positioned to continue their success with unique and innovative new products being brought to the market. General Shale and Arriscraft want to thank all the team members who were involved in these projects, and we look forward to the fruits of all your labors.



Adair® Quarry  
Loffler TB-1600 Saw





# NEW GENERAL SHALE PRECAST/TILT-UP PRO

General Shale has introduced a new strategic focus to increase our commercial sales within the thin brick precast and tilt-up market segment. This construction method uses thin brick embedded into large concrete panels, and is ideal for large projects such as parking garages, office buildings, mixed-use structures, medical centers, schools, government facilities, and more.

Thin brick precast and tilt-up panels are manufactured using large horizontal forms, where thin brick is installed in custom plastic

liners and then embedded into concrete panels. This is performed at specialized off-site manufacturing plants (precast) or at the job site (tilt-up). The layers of concrete poured over thin brick create a panel just 8"-10" thick that can be erected at the job site within days of casting. Thin brick precast and tilt-up panels can include continuous insulation to create an energy-efficient and economical structure while providing all the warmth and beauty of hand-laid brick.



## PREMIERED AT THE PRECAST SHOW

General Shale exhibited with a booth at the Precast Show held in Denver, Colorado, Feb. 22-24. This is the largest annual trade show for the precast industry, with 375 exhibitors and over 4,500 attendees. The company displayed our Old Brick Originals and Architectural Classics product lines embedded within actual concrete panels to show how our thin brick performs in the precast manufacturing process. The industry show was an important opportunity for General Shale to gain exposure to precasters and builders from throughout North America who attended the event.



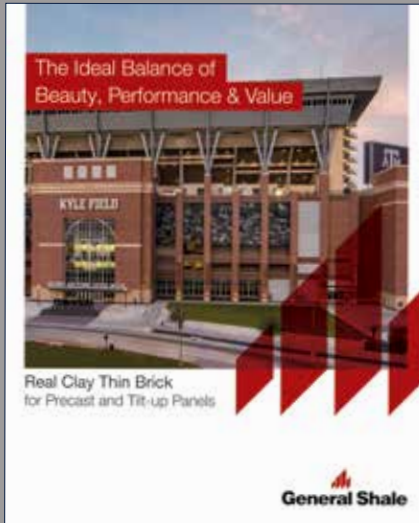
# DUCTS BRING EXCITING NEW OPPORTUNITIES

## NEW GENERAL SHALE PRECAST/TILT-UP BROCHURE

General Shale also debuted its new precast/tilt-up brochure at the Precast Show in February. The 12-page, full-color booklet details the many advantages of thin brick embedded in concrete panels, including speed of construction, labor-saving benefits, long-term durability, and overall cost-effectiveness.

Several high-profile precast projects using General Shale thin brick are featured in the piece, including the New York Mets Citi Field (baseball) and Texas A&M University Kyle Field (football) stadiums.

Thin brick precast/tilt-up information is now available on the General Shale website under the Commercial section / Thin Masonry Product heading / Precast and Tilt-Up Thin Brick section, which features a link to our brochure and sales contact information.



## GENERAL SHALE'S WINNING COMBINATION IN THE PRECAST MARKET

General Shale has a huge opportunity in this growing market. Our genuine clay thin brick look is becoming a sought-after aesthetic for builders using precast and tilt-up concrete panels. No other precast or tilt-up option dramatically transforms a building's exterior into such a classic and time-honored look.

Architects increasingly prefer the rustic and weathered appearance that our tumbled thin brick products provide—which are a stark contrast to the straight-edged, solid-color thin brick often used in

precast and tilt-up projects. This has opened up an entirely new visual look for precast panels. The advantages of General Shale's rustic and distressed thin bricks range from creating a timeless appearance by harmonizing with surrounding historic or industrial buildings to adding a surprising design impact for exteriors of modern architectural projects.

As a member of the Precast/Prestressed Concrete Institute (PCI), General Shale products meet or perform well with all PCI thin brick specifications. We have worked closely with the primary U.S. form liner manufacturers to ensure our products fit securely. Major precasters throughout the country are using General Shale's thin bricks.

General Shale is very excited to become a major player in the precast and tilt-up industry segment. If you are interested in learning more about our capabilities, or need access to brochures and other resources, call Jeff Franich, National Precast/Tilt-Up Specialist, at (303) 358-1257, or email [jeff.franich@generalshale.com](mailto:jeff.franich@generalshale.com). Jeff works out of the General Shale plant in Denver. PCI- and AIA-approved continuing education presentations or product meetings are available from Jeff for architects, General Shale sales teams, or any other interested parties.

# BEING THE BEST NEVER GOES OUT OF STYLE

We at General Shale have years of experience that tell us brick is one of the best building materials an architect or homebuilder can specify for any project size. The benefits and features of brick are just too great to ignore. But there are still those who seem to believe that brick is either too difficult to install or too expensive for their client's project.

The Common Brick Manufacturers' Association of America published an article that opens with this, "In the past, many people who would have preferred to build their homes of brick have not done so because of a mistaken idea that such homes cost much more than is really the case." This statement is at the very core of the issue we work tirelessly every day to overcome. What may surprise you, however, is that this particular article is nearly 100 years old!

The article is titled "Brick Homes are Economical" and was written by Ralph P. Stoddard in 1922. The article goes on to discuss how truly amazing brick can be when one considers the permanent construction and low maintenance cost offered by brick. Sound familiar? Stoddard also goes on to reinforce his insights that are still valid today, like:

- **Appreciation rates for brick homes over other materials**
- **Improved insulation**
- **Minimal maintenance of brick**
- **Lower insurance rates for brick homes**
- **Safety benefits of brick**

It's incredible to think that brick has remained so relevant in the building market, while also continuing to be seen as the premium option for builders and homeowners. Such an accomplishment is a rare opportunity and a huge challenge, to be sure.

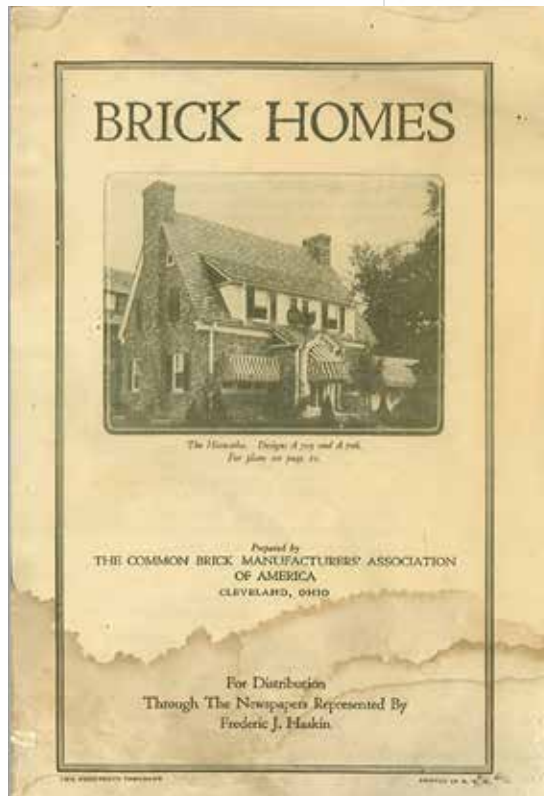
Still not convinced? What about an article in "Della Architettura," written by a prominent architect, Leon Battista Alberti, where he states, "There is no building material more suitable than brick, however you wish to employ it." That's pretty high praise for brick as a diverse and effective material. Of course, it's also impressive that brick was getting that sort of praise in the late 1400s, when the



article was written!

As we look

forward to our growth as a company, it's encouraging to see how highly regarded and perceived brick has been throughout history. For hundreds of years, brick has been the top choice of those who value quality, beauty, and functionality in their building projects. No other competitor product can boast the heritage and reputation of brick.







# GENERAL SHALE NEW HIRE ORIENTATION

For the second year, General Shale hosted a new hire orientation in Johnson City, Tennessee, to help new hires understand the culture of the company and have the best opportunity to succeed in their new positions. This year's event was held at the Carnegie Hotel, a Premier AAA Four Diamond hotel and conference center located near East Tennessee State University.

The event brought in key executives from General Shale to explain processes and communications in the many departments within the company. The new hire orientation event is a way for General Shale to give new team members an understanding of the company's identity and goals.

General Shale's main goal with the event is to give individuals the ability to see the larger organization as a whole, and still have a voice to ask questions and offer solutions. It's very important for General Shale that each member of the team feels they can contribute and make a difference. The open dialogue employees have at every level of the organization is one of the secrets to General Shale's success.

Below is a list of those who presented at the event and the topics they covered:

- **Welcome/Executive Q&A/ Manufacturing— Mark Kinser, Executive Vice President**
- **Sales—John Hammett, Vice President of Sales**
- **Engineering/Environment—Kevin Ham, Vice President of Engineering & Research**
- **Real Estate/Geology—Chad Wilkinson, Regional Production Manager**
- **Research—Jonathan Livingston, Director of Research**
- **Marketing—Luke Guinn, Marketing Manager**
- **Pipelife—Andy Hall, Vice President of Sales at Pipelife**
- **Information Technology—Heather Starnes, IT Software Manager/Wally Crawford, IT Network Manager**
- **Accounting—Ron Berry, Controller**
- **Treasury—Jonathan Bailey, Tax Manager & Secretary/ Treasurer**
- **Safety/Risk Management—Brian Ogle, Safety & Risk Manager**
- **Human Resources—Scott Ledford, Director of Human Resources**



The attendees were given lots of opportunities to ask questions and interact with each of the presenters—reinforcing General Shale's desire for each guest to feel ownership over their position and impact on the company as a whole.

At the conclusion of the event, all the attendees and presenters enjoyed dinner and bowling together at Bass Pro Shops' Uncle Buck's Fish Bowl & Grill in Bristol, Tennessee. The event was a great success, and General Shale is already planning for the next event to improve and grow the opportunity for our new employees to have the best chance to succeed. We look forward to our new team members helping us all grow and improve.



# NATURAL HISTORY MUSEUM ON THE GROW!

General Shale was proud to partner with East Tennessee State University (ETSU) to construct the Natural History Museum and Gray Fossil Site, located in Gray, Tennessee, several years ago.

Over the years, the facility has provided a great destination for schools, families, and scientists to study recovered artifacts and remains from the Miocene epoch (approximately 7 million to 4.5 million years ago). The first discoveries were made by geologists in May 2000 as they were investigating unusual clay deposits uncovered during a Tennessee Department of Transportation highway project. The site has yielded a large number of rare fossils, including the

Hands On! Museum has been an important destination for families and schools to help encourage children to learn more about the sciences in a practical and tangible way for many years. The move, and access to the existing natural history exhibits will allow Hands On! Museum to invest in new exhibits, rather than facility updates that would be necessary in the older downtown location.

In an interview with WJHL, the Johnson City, Tennessee, news affiliate, Hands On! Museum Executive Director Andy Marquart explained that phase one of the project will move Hands On! Museum into an existing 12,000-square-foot space at the Natural



most complete skeleton of Teleoceras (an ancient rhinoceros) found in eastern North America and a new species of red panda.

The site provides an incredible resource for ETSU's Center of Excellence in Paleontology to study flora and fauna from the region and understand the history of the area in greater detail. It also acts as a recruitment tool for students interested in paleontology as well as experts in the field from around the world.

Recently, Hands On! Museum, currently located in downtown Johnson City, Tennessee, announced that it will be moving to the ETSU Natural History Museum and General Shale Conference Center. The move will provide a host of new exhibits and activities for the facility, focused on discovery and practical learning opportunities for children of all ages.

History Museum and General Shale Conference Center. This is scheduled to happen in the spring of 2018. The next phase would be to build an expansion to the building at the fossil site, making a 30,000-square-foot "discovery center" geared toward science, technology, engineering, math, and the arts. The goal is to break ground on this project in 2020.

The current facility uses General Shale brick throughout the unique exterior and interior design of the building. The entrance to the museum showcases carved "fossil" displays that have been cut into large brick façades at the entry. General Shale has enjoyed its partnership with ETSU on this project and is excited to congratulate and welcome the Hands On! team to the museum. We look forward to new discoveries and opening young minds to new perspectives!





# ▲ PHANTOM OF THE OPERATIONS

# WELCOME SPRING WITH NEW OUTDOOR LIVING PROJECTS

- The General Shale Brickhaven plant added a new technology called the “DJI Phantom Advanced Drone,” which has given great success to their operations.
- The drone maps dirt stockpiles at the mine site with relative accuracy. A drone measurement of a dirt stockpile reported 28,357.06 tons of material. The team double-checked the result with a physical measurement of the stockpile with a result of 27,777.78 tons. That is only a 2.04% difference! The drone itself cost \$1,500, while its software costs of \$350/month, providing the plant flexibility to use it only when needed.
- On another occasion, the drone measured 46,510.65 tons of material. Double-checking with a physical measurement, the team counted 48,292.58 tons—just a 3.69% difference. The drone is also being used at the mine site to get a better understanding of how mining is changing the landscape. The Phantom can also determine material types based on ground color as well as the amount of water and where the water is located on the property.
- Leveraging new technologies like this gives General Shale the ability to quickly evaluate and respond to resource information. This gives the company the ability to be more agile in forecasting and making strategic plans for future product growth.

We are all looking forward to the warmer months ahead, and General Shale has a wide variety of great outdoor living products to help builders and DIY customers create new living spaces. The products we’ve developed provide kits to match any décor and paving materials to provide stable and permanent outdoor spaces to enjoy.

In the fall of 2017, General Shale produced a new video to highlight the impact and ease of installation of our outdoor living products. The video showcases a customer who installed General Shale products to create the outdoor entertaining and living space they’d always wanted. The two-and-a-half-minute video is a great tool for sales teams and dealers to present to customers who may feel intimidated by a project like this. Each kit General Shale has designed provides an easy-to-follow set of instructions and the materials needed to complete the project correctly the first time.

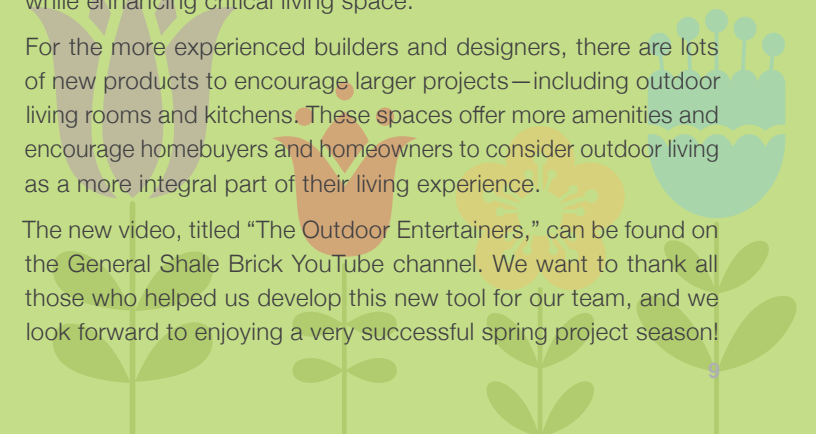


The impact a new outdoor living space can have on a home is incredible. Outdoor living spaces are one of the fastest-growing segments of home improvement over the past few years. Adding an attractive and well-developed outdoor living area can greatly impact the quality of life for a home, while also being a sound investment in the home’s value.

Traditional outdoor projects like patios, terraces, or decks recorded returns of 54.9% to 71%, according to Remodeling’s “2017 Cost Vs. Value Report.” This is a great investment a homeowner can enjoy now and count on at resale, offering very little maintenance while enhancing critical living space.

For the more experienced builders and designers, there are lots of new products to encourage larger projects—including outdoor living rooms and kitchens. These spaces offer more amenities and encourage homebuyers and homeowners to consider outdoor living as a more integral part of their living experience.

The new video, titled “The Outdoor Entertainers,” can be found on the General Shale Brick YouTube channel. We want to thank all those who helped us develop this new tool for our team, and we look forward to enjoying a very successful spring project season!





# LADDER SAFETY AT HOME

It seems that spring 2018 is starting to show itself!

This time of year calls for new projects and preparing our outdoor spaces for warm weather. The springtime list of necessary projects includes things like cleaning the windows, clearing the gutters, and maybe sprucing up shutters or trimming trees. Activities like these usually require the use of ladders.

No one sets up a ladder with the intent to fall, but statistics from the National Safety Council reveal that ladder accidents contribute to 175,790 trips to the hospital each year. Nearly 20,000 people are injured and 133 die due to falls from a ladder or scaffolding at work. Statistics for accidents at home are difficult to document, but these numbers reveal the danger.

Most people do not consider whether the ladder they are using is right for the job. “It’s the one kept in the shed—therefore it is the one used at home,” is the standard line of thinking. And because of the cost and weight of a fiberglass ladder, most homeowners only keep a ladder made of aluminum, which is a powerful conductor of electricity. Be sure to keep aluminum ladders far away from power lines.

Here are more tips to help you stay safe while using a ladder this season.

## Choose the Right Ladder

Using the wrong ladder can be dangerous. Think about the task at hand, choose the right size and style, and be sure to follow the directions on the ladder before you climb. Some things to consider:

- How high do you need to reach?
- How much weight will the ladder need to hold?
- Is it an indoor or outdoor job?

## Provide a Stable Base

- No matter what kind of ladder you use, place the base on a firm, solid surface, and avoid slippery, wet or soft surfaces.
- If you must put the ladder on a soft surface, place a board under the ladder’s feet.
- Never lean a straight or extension ladder against a windowpane or other unstable surface.
- A straight or extension ladder should be placed 1 foot away from the surface it’s resting on for every 4 feet of the ladder’s height.
- Securely fasten straight or extension ladders to an upper support.
- Make sure stepladders are open completely before climbing.
- Guard doorways near any type of ladder so no one can open a door and knock you off.

- Never place a ladder on a box, barrel, or other object to gain additional height.

## Follow a Safety Procedure Before Every Use

When people use ladders frequently at work or at home, they can run the risk of becoming complacent. Make sure every time you step on a ladder, you are mindful of the task.

- Face the ladder and always grip the rungs, not the side rails.
- Always keep three points of contact with the ladder: two hands and one foot or two feet and one hand.
- Never get off a ladder from the side.
- Make sure extension ladders extend 3 feet above the roof or platform you’re trying to reach.
- Do not stand higher than the third rung from the top.
- Don’t lean or overreach; reposition the ladder instead.
- Don’t climb while carrying tools; use a tool belt.
- Wear slip-resistant shoes.
- Never have someone climb up to bring you something; only one person should be on a ladder at a time.

## Pay Attention to the Weather

It may seem obvious that using a ladder during a storm is not a good idea, but we are going to mention it anyway.

- Do not use extension ladders in windy or inclement weather.
- If bad weather arises, climb down immediately and wait for it to pass.
- Clean the ladder after each use to prevent dirt buildup, especially if it’s left outside in wet or muddy conditions.

Ladders are tools used to make a job easier and safer. From our own experiences at work, there have been some life-altering experiences due to accidents from improper ladder use. Remember to choose the right ladder, set it up properly, and avoid becoming complacent while using it. Three points of contact are always required, which means that carrying something up the ladder is likely to cause disaster.

Sometimes you have to think beyond the “this is the way I have always done it” view, because there could be a better way that will ensure the job gets done without creating suffering and injury.



# 2018 SOUTHERN CONFERENCE SPONSORSHIP PRESENTED BY GENERAL SHALE

2018 was the fourth year General Shale participated as the main sponsor for the Southern Conference Basketball Championship, held at U.S. Cellular Center in Asheville, North Carolina. This is one of the biggest sports sponsorships that General Shale participates in for the year. Having the Southern Conference Championship presented by General Shale is a great way for the company to communicate their commitment to being a supporter and promoter of their communities.

Luke Guinn, marketing manager for General Shale, explained, “The Southern Conference Championship allows us to give back to our communities. The tournament represents schools in many of the key communities within which General Shale does business. Showing our support not only reminds our customers and employees that we care, but also provides us with the ability to connect our brand with this important event.”

The Southern Conference is made up of schools across Virginia, Alabama, Georgia, Tennessee, North Carolina, and South Carolina. These states represent key regions for General Shale. Guinn states, “Having the ability to partner with one event that touches so many of our core markets is a great opportunity for General Shale. The Championship is a win for General Shale because we can place our brand over so many of our customers and their homebuyers with one execution.”

General Shale wants to commend all the schools and their teams that participated in this year’s championship. We also want to thank all the General Shale plants and staff that help support this sponsorship, and all the staff and volunteers who worked and organized the event. As always, the Southern Conference Championship was a great event for General Shale to be connected to, and the company looks forward to continuing to support the event and all our community neighbors in the future.



How do you build a legend?



With a strong foundation.

Hard work, dedication and old-fashioned Southern grit—that’s how teams are built. We make our bricks the same way. General Shale is a proud sponsor of the Southern Conference Basketball Tournament.

  
**General Shale**  
GeneralShale.com

General Shale ad for 2018 Southern Conference Championship Program

# GENERAL SHALE WORK ANNIVERSARIES

As we start the new year, we want to congratulate and thank those employees who are celebrating anniversaries with the company. Many of these members of our team have been with us for decades. Their commitment to our company, our clients, and our customers is a testament to their character and substantial work ethic. General Shale is grateful for every member of our team, and we hope you will join us in extending a hand to them.

A few members of our team are celebrating milestone anniversaries this quarter. With 40 years or more with General Shale, these special people are an example to all of us—and we thank them for their service!

**50**  
**YEARS OF SERVICE**

## **GEORGE BATTLE** Landscaping and Plant Maintenance—50 Years

Very few companies in the modern business world have the opportunity to celebrate an employee who has been with them for 50 years. General Shale has that rare honor this quarter, and would like to give a very sincere congratulations and thank you to George Battle!

George started his career with General Shale in June 1968, working as a brick loader at the Sanford plant. He worked as a loader for the next 18 years, watching the plant and the company grow along the way. In 1986, George moved to the position of monorail operator. He worked the monorail for 15 years before accepting a new position and relocating to the Moncure plant, where he worked 10 years in the special shapes division.



George now spends his time working in the Moncure plant maintenance division, as well as overseeing the plant grounds and landscaping.

The brick business is deep in George's DNA. In an interview, he explained, "My grandfather, Willy, worked in the brick business for 50 years, and his father, Albert, worked in brick for 45 years! I'm hoping to at least match my grandfather's time in the business."

When asked what his greatest takeaway from his time at General Shale has been, George explained, "It's the family atmosphere at General Shale. In all my years with the company, that has never changed. I remember the old days when I worked in production. If I met my quotas and was efficient with my shift, I was allowed to get off early and go work on my cars—which I loved to do. It meant a lot to have a job where my company was open to things like that."

General Shale hopes you will join us in congratulating George on his milestone. We are proud to have his story as part of our great company's heritage.

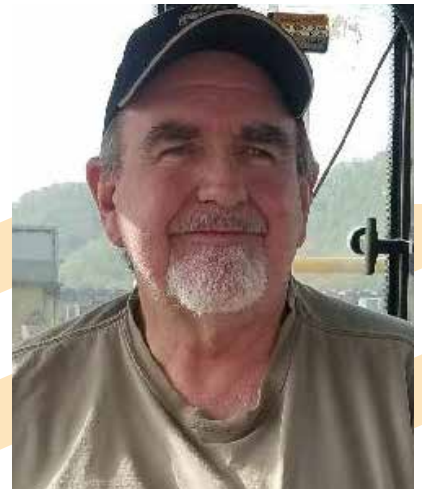
**40** **YEARS OF SERVICE**

## **DONNIE BLEVINS** Loader Operator—40 Years

Donnie started his career with General Shale as a general laborer in the Elizabethton, Tennessee, plant in May 1978. He worked within that plant in a few different roles, but his main position was in the grinding room as a machine operator.

In 2000, Donnie was part of the team that helped construct the new Piney Flats, Tennessee, plant for General Shale. He still works at this plant, as a loader operator, today. The Piney Flats plant produces concrete products and DIY kits.

When asked what has meant the most to Donnie during his time with General Shale, he noted the culture of the company. He has appreciated the way the leadership and management have reflected the values of the company, and worked to make General Shale a great place to work for all their employees.







**JIM BLOCKER Transportation Service Manager—40 Years**

A native of Johnson City, Tennessee, Jim started with General Shale on Feb. 20, 1978, at the Marion, Virginia, manufacturing plant as a production supervisor. As Jim states, “I was there during the conversion to coal that made us so successful in the ‘80s and ‘90s.” From Marion, Jim transferred to Chattanooga, Tennessee, initially in mining and grinding, and later in the mill room. Just after Jim’s daughter Brittany was born, he and his family relocated to Huntsville, Alabama, where he joined the sales department and was later appointed as district sales manager. Jim then moved to Louisville, Kentucky, and would also work in Evansville, Indiana, before later returning to Huntsville.

Jim would find himself coming full circle and ultimately relocating to General Shale’s corporate office, headquartered in his hometown of Johnson City, Tennessee, in 1991 as a regional sales manager. Finally, in 1998, Jim became the transportation service manager, where he remains today with added responsibilities and opportunities to put his substantial experience to work for our customers.

When asked about his time at General Shale, Jim said, “With all my moves and departmental experiences, the one constant is the quality of my co-workers. There have been, and still are, many good people who are a pleasure to work with and grow with in General Shale.”

**MARK KINSER**

**Executive Vice President of General Shale—40 Years**

Mark Kinser has held many different positions with the General Shale organization in his 40 years with the company. Mark joined the General Shale team in June 1978, taking a supervisor trainee position at the Louisville, Kentucky, plant. He then became assistant plant manager at that plant and continued to grow in that position until he accepted a new assistant plant manager position in 1987 at the Knoxville, Tennessee, plant. One year later, Mark would be promoted to plant manager at the Knoxville plant. He held that position for the next five years, working to improve plant production while also providing opportunities for plant staff to grow in their own careers. In 1993, he accepted a position at the Johnson City corporate headquarters as a regional production manager.



In 2001, Mark accepted a vice president position with General Shale—overseeing Marketing and Corporate Development plans. For the next 13 years, Mark would work with the marketing and development teams, leading him into the position of executive vice president of General Shale.

Mark stated, “There are two big things that I see as playing key parts in my success and growth in General Shale. The first is the people; I’ve had the honor of working with so many different people at different levels within the company. Each and every person I’ve had the privilege of working alongside has been a professional and a valuable peer. The second thing that has kept me motivated and focused within General Shale is the constant opportunities the company has given me to challenge myself to grow. I have enjoyed being given the opportunity to find solutions and opportunities within my career at General Shale.”



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

★ ★ ★		
Jerome J. Schultz	Sterling Heights, MI	35
Henry M. Leduc	Fort Valley, GA	35
Ricky L. Flinchum	Roanoke, VA	35
Fred J. Burke	Denver, CO	35
Dale Tackaberry	Cambridge, ON	35
Gary Brown	Cambridge, ON	35
Chester Siembida	Cambridge, ON	35
Robert Andrade	Cambridge, ON	35
Manuel Neves	Cambridge, ON	35
Gregory L. Callahan	Fort Valley, GA	30
Larry E. Cockrell	Moncure, NC	30
Rafael Castorena	Denver, CO	30
Robert S. Wright	Roanoke, VA	30
Amandio Pereira	Cambridge, ON	30
Greg Connors	Cambridge, ON	30

NAME	LOCATION	YRS SVC
William E. Gainey	Moncure, NC	25
Jose A. Rincon	Moncure, NC	25
Ronald E. Berry	Johnson City, TN	20
John W. Flood	Roanoke, VA	20
Barry K. Johnson, Sr.	Roanoke, VA	20
Samuel W. Childers	Piney Flats, TN	20
Jason Santos	Cambridge, ON	20
Robert Young	Cambridge, ON	20
Paul Hillier	Cambridge, ON	20
Mike Whyte	Cambridge, ON	20
Jamie Liverance	Cambridge, ON	20

NAME	LOCATION	YRS SVC
Sally L. Lawrence	Humboldt, TN	15
Kelly L. Keffer	Piedmont, SC	15
Robert P. Regan	Manassas, VA	15
Carlos H. Mejia	Moncure, NC	15
Felton Hampton	Denver, CO	15
Armando Santiago	Moncure, NC	15
James Wilson	Chicago West, IL	15
Mario Mata	Moncure, NC	15
Eric D. Biewenga	Denver, CO	10
Reed H. Smith	Spring City, TN	10
Barbara A. Mobley	Fort Valley, GA	10
Donald R. Goodman	Grover, NC	10
William C. Hancock, Jr.	Fort Valley, GA	10
James E. Lane	Spring City, TN	10
Hector A. Aguilar	Siloam Springs, AR	10
Peter M. Kurowski	Mooreville, IN	5
Clayton K. Ray	Roanoke, VA	5
Jeremey L. Loyd	Wister, OK	5
James M. McCelhaney	Spring City, TN	5
Ashley L. Sharpe	Fort Valley, GA	5
Emilio R. Coronado	Denver, CO	5
Robert T. Hanson	Sterling Heights, MI	5
Kenneth Glenn Weaver	Grover, NC	5
Riley S. Hardison	Knoxville, TN	5
Terris L. Hicks, Sr.	Fort Valley, GA	5
Charles B. Gunther	Spring City, TN	5
Frank L. Fullerton	Siloam Springs, AR	5
Rebecca M. Fenech	Cambridge, ON	5
Sharmila Maharaj	Cambridge, ON	5



# PEOPLE ON THE MOVE

One of the things that help make General Shale a leader in our industry is the incredible team of professionals who have committed themselves to our company mission and goals. We are constantly reinvesting in our team members to ensure they have the opportunity to grow and improve in their roles.

Each month, General Shale publishes a list of team members who have been promoted into new positions and responsibilities. You can always view the “People on the Move” section on iComm to see who is growing in their career at General Shale. We are very excited to include the latest set of promotions in our newsletter as well. Below is a list of this quarter’s promotions for all of our facilities.

We want to send our congratulations and our sincere thanks to each of these team members as we look forward to the impact their new roles will have on the company as a whole. Congratulations!



• **Jennifer Poole**

Outside Sales Representative to  
District Sales Manager



• **Japa Castro**

Supervisor to Assistant Plant Manager  
– Columbus, MI



• **Bryan Hoilman**

Plant Manager – Piney Flats, TN to  
Regional Production Manager



• **Dustin Mayberry**

Supervisor to Assistant Plant Manager



• **Donnie Cox**

Assistant Plant Manager – Roanoke, VA  
to Plant Manager – Rome, GA



• **Jonathan Dowell**

Assistant Plant Manager to  
Plant Manager – Piney Flats, TN



• **Scottie Maupin**

Assistant Plant Manager  
– Piney Flats, TN



• **Corky Clifton**

Regional Sales Manager to  
National Director of Distributor Sales



• **David Gilmore**

Areas Sales Manager, IN, IL, KY to  
National Director of Commercial Sales



• **Gene Guetzow**

Midwest Architectural Sales Manager for  
Arriscraft to District Sales Manager



• **Donnie Smith**

District Sales Manager for KY to  
Sales Manager for IN

# GET ACCESS TO YOUR HR INFORMATION FAST WITH ULTI PRO



General Shale is getting spring 2018 off to an exciting start with the rollout of UltiPro, the company's new HR software! UltiPro replaces Self Service and will make accessing company news and information easier and more convenient for you.

Available to employees as of April 1, UltiPro will give you the power to view company information 24/7 on a mobile device from anywhere with an internet connection. You no longer need to contact HR to get answers to many commonly asked questions. Instead, you can get the information you need quickly and accurately—at the time that works best for you—via the software's secure portal. Plus you'll be able to quickly update your personal information online as well as view and print your direct deposit statements.

One of the things you'll immediately notice is UltiPro's user-friendly interface. Because the software is made to look and feel like popular social media platforms, you should quickly adapt it and easily navigate through the various options. By using the UltiPro portal for our employees, General Shale is enhancing communication and giving you faster, more efficient service. More benefits with UltiPro will continue to be rolled out as we expand our use of the solution.

## General Shale Newsletter Contact

General Shale has a new marketing manager, **Luke Guinn**, to oversee all marketing and communications initiatives—like the quarterly company newsletter. Luke has worked in marketing for General Shale since 2011. If you have any questions about this newsletter, or want to offer ideas for future stories, please email Luke at [luke.guinn@generalshale.com](mailto:luke.guinn@generalshale.com).



## A NEW YEAR FOR HEALTHY LIVING

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

TOTAL LOSS  
FOR THIS PERIOD  
**59.2**  
POUNDS



TOTAL LOSS  
FOR THE WHOLE  
PROGRAM  
**770.4**  
POUNDS



1.800.414.4661

P.O. Box 3547 - Johnson City, TN 37602

[www.GeneralShale.com](http://www.GeneralShale.com)

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