

MESSAGE

FROM CHARLES SMITH, PRESIDENT & CEO

While building permits for privately owned housing units were up in the U.S. in August, construction starts were up only marginally. In many markets served by General Shale, construction starts were below projections. This news is contributing to our recent projections that our sales for the remainder of the year will be lower than expected.

General Shale is a strong and vibrant organization with several strategic initiatives under way to increase our market share within residential and commercial segments. Now is a great time for every General Shale employee, including those with Arriscraft and Pipelife, to focus on his or her area of expertise to assure that we are as efficient and productive as we can be.

We are blessed with so many great employees who know our industries. We need to be self-motivated to find efficiencies within our plant, sales, and corporate functions that can positively impact our bottom line each day.

Our success will always be centered on efficiency, an aggressive approach to earning new, profitable business, and adding more value to the customer than any of our competitors.

I am certain that by doing our very best on the job each day, we will continue to grow our market share position within North America.

Sincerely,



Charles Smith
President & CEO
General Shale



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THE NEW ETSU FOOTBALL STADIUM— A LEGACY IN BRICK

General Shale has always been invested in the communities within which we work and live. We have had the distinct privilege of being a key partner with East Tennessee State University (ETSU) for many of their exciting new construction projects over the years.

Through these projects, General Shale has provided materials, support, and advice to help the university create one of the nicest campus experiences for their students and faculty in the East Tennessee area. So, when ETSU began planning the addition of an all-new football stadium and facilities, General Shale was ready to support the project with great products and timeless designs.

The new football stadium began as part of a new initiative by university president Dr. Brian Noland. In 2011, as part of the school's Centennial celebrations, Dr. Noland organized a new committee called the "Committee for 125." This new committee would take a leadership role in reviewing the successes of the school over its past 100 years and look for new opportunities for growth and development for the next 25 years. One new initiative that came from the committee's evaluation was the need for new facilities to support an ETSU football program.

A key part of developing a football program would be the construction of an all-new football stadium. The committee set to work planning and researching what kind of stadium they would like to build. They toured football stadiums around the country and found features and ideas that they would ultimately bring into the final design. ETSU Athletic Director Scott Carter said that the school was impressed with many of the facilities they toured, but also wanted to make sure they designed a stadium that was unique to ETSU and our community.

He explained, "The committee really liked many of the stadiums they toured, but one that stood out was the horseshoe design of the Jerry Richardson Stadium at the University of North Carolina at Charlotte. The stadium has the look and feel of a great classic stadium, but also has a very modern seating arrangement that ensures there isn't a bad seat from any position."

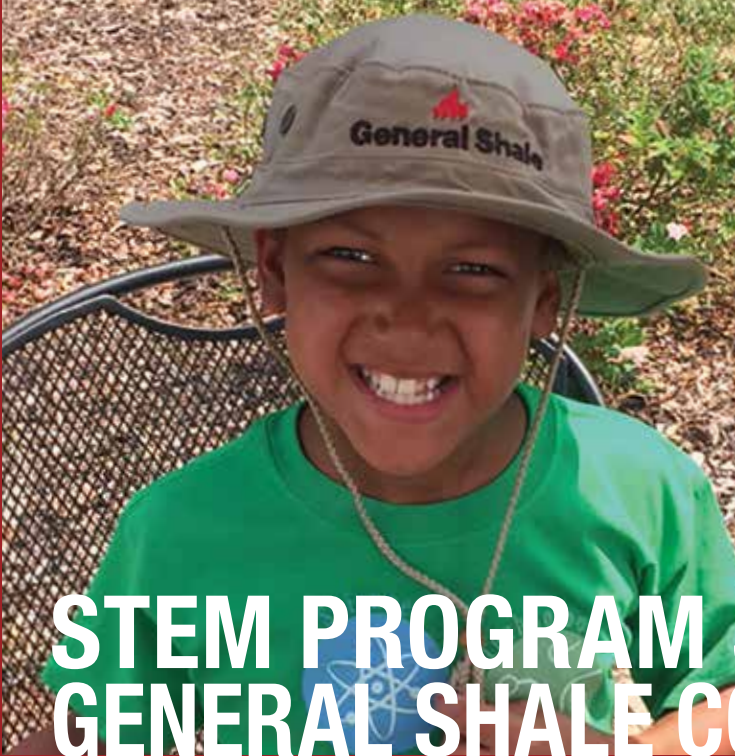
Carter went on to say, "With the addition of our arch entrance and wide concourse layout, the new ETSU stadium will be unique. The way the new stadium has been laid out and the use of the brick in the construction make the new stadium blend into the rest of the campus seamlessly. It looks like it's always been there. It's amazing!"



It's the brick that ties the new stadium to the rest of the campus facilities. The brick being used for the ETSU signature look is a unique production of the "Charleston" design that is manufactured in General Shale's Roanoke, VA, facilities. The brick is a specific blend that is perfect for the traditional look of a university campus, while also being stronger and more durable for decades of commercial use.

General Shale has been a key partner with the university for many of their new facility projects. In all of those projects, the brick being used for the buildings has been what ties the buildings together. It's been crucial for the school to keep the look and feel of its campus uniform, so as it grows as a university, it won't lose the beauty and convenience that attract new students.





STEM PROGRAM STUDENTS TOUR GENERAL SHALE CORPORATE OFFICE

General Shale was pleased to host a group of 25 middle school students at our corporate office on July 21st. This group was part of the InsightSTEM summer program.

The InsightSTEM program is the first of its kind in the Johnson City area. It focuses on providing students with educational programs focused on core STEM (science, technology, engineering, and mathematics) classes. The school meets at the Northeast State Community College downtown Johnson City campus, and offers students a focused curriculum and smaller class sizes.

Much of the new school's classwork revolves around practical problem-solving and application-based learning opportunities. The goal of the InsightSTEM school program is to give inner-city and underprivileged students a more practical learning environment to help them be successful in their education and careers.

General Shale was excited to have the opportunity to introduce the students to the history, design, engineering, and production process behind our many products. The students were given a guided tour of General Shale's Museum of Ancient Brick located at the corporate office. They enjoyed seeing how brick and block manufacturing has changed throughout history and how important brick making has been to the history of human civilization.



The General Shale staff also engaged the InsightSTEM students in an open dialogue about planning and preparing for a career and how to "stand out in a crowd" as a prospective employee.

After the tour and presentation, the students were treated to an open-air lunch on the General Shale grounds in the outdoor living



These topics help young students begin to think strategically about their own professional plans and how the market will view key skills and educational decisions as they grow and develop their own career goals and practical experience.



areas. The students enjoyed the time on campus and having the opportunity to ask questions and be introduced to a real-world corporate environment.

Each student was presented with special General Shale-branded gifts and materials as a "thank you" for their visit. We hope that all our students and guests enjoyed their time and we look forward to possibly seeing some of these students returning in the future as General Shale team members.



Vincent Dial



Peggy Crumwell



Faye Hart Rutledge

THE 4TH ANNUAL GENERAL SHALE

The 4th annual General Shale “History & Hero” night was Friday, August 4th, at the TVA Credit Union Ballpark during the Johnson City Cardinals game. This year’s recipients were leaders and champions in our area’s education system. Each honoree has gone above and beyond to help children in Johnson City and Washington County succeed and grow. We were honored to recognize the impact local educators have on the community and our children. The work these teachers and administrators do will affect generations of local leaders and the future success of our great community. General Shale was grateful to these important influencers and proud to honor them.

Vincent Dial

Vincent Dial has been a longtime advocate for the Johnson City School System for over 40 years. He has served as a band director, assistant principal, lead principal, and student advocate. Beyond the classroom, Vincent has volunteered his time as a team chaplain for the Science Hill varsity football team and student advisor for the ETSU athletic department. He is also lead pastor at Bethel Christian Church Disciples of Christ, a position he has held for the past 17 years.

Peggy Crumwell

Peggy Crumwell has been a teacher for over 35 years, the last 18 years at North Side Elementary School in Johnson City. A two-time recipient of the Teacher of the Year award, Peggy has been heavily involved in many programs to support school administrators and student teachers in finding better ways to engage students in the area. Peggy has also been integral in building awareness and support programs for area cancer patients. As a five-year breast cancer survivor herself, she uses her time to give back to national and local cancer research programs.

Faye Hart Rutledge

Faye Hart Rutledge has been a teacher in the Washington County area for over 36 years. She has taught at both the elementary and high school levels during that time. She teaches English at Science Hill and volunteers to help with special education programs at the school. Faye has been a guest on the “Friends of Education” segment on WCYB for her commitment to education and area schools. She is also an accomplished poet and has been a guest on NPR for her poetry.



Julia Henry

Brooke Price

Amber Bacon

Shelia Clark

Sharon Bishop

THE “HISTORY & HERO” HONOREES

Julia Henry

Julia Henry has been a teacher for over 32 years. She currently teaches at Lake Ridge Elementary School. She has served in many roles over that time, and has taught classes from kindergarten to 4th grade. Julia’s biggest passion is introducing her students to good literature. She believes that students who are given the opportunity to read classic literature will embrace it and let it open their minds to the world around them.

Brooke Price

Brooke Price has been a Jonesborough Middle School student counselor for the past 12 years. During her time at Jonesborough Middle School, she has volunteered to sponsor programs to support the school and the student body. Brooke was the yearbook sponsor for seven years, and she is currently the student council sponsor—a position she has held for over four years. She volunteers her time each year to coordinate an assistance program for students in need during the Christmas holidays, organizing the collection and distribution of gifts and food boxes for students in need.

Amber Bacon

Amber Bacon has been a teacher for over 15 years. She received her degree from Milligan College. She has taught at South Central Elementary School and Fall Branch Elementary, and currently teaches at Ridgeview Elementary. Amber teaches 5th grade English,

language arts, and social studies. She has been recognized several times for her commitment to teaching and for her service to the students and schools in the area. She has been named Teacher of the Year on two separate occasions, and was recognized as Educator of the Week by WJHL earlier this year.

Shelia Clark

Shelia Clark has been an English 3 and AP language composition teacher at Daniel Boone High School for 20 years. She has been heavily involved in the school’s academic and athletic programs during her time there. In 2014, Shelia received the Washington County Teacher of the Year award for her outstanding work at Daniel Boone. She has been the track coach for the past 19 years, as well as sponsoring many clubs and acting as the school’s volleyball coach in the past. She has also worked as student council sponsor for the school, during which time the group received the National Gold Excellence Award five different times.

Sharon Bishop

Sharon Bishop has been a teacher at David Crockett High School for 26 years. She teaches important career skills through the Cosmetology Technology Education program. Sharon has had several of her students participate in regional and state competitions as representatives from our area. She received the Teacher of the Year award in 2004 for her work in education.



GENERAL SHALE WINS INDUSTRY AWARDS FOR BRICK IN ARCHITECTURE PROJECTS

The Brick Industry Association (BIA) has recognized two projects featuring General Shale products as winners in the 2017 Brick in Architecture awards competition.

General Shale received a Gold Award in the Municipal/Government category for the Beardsley Community Farm Education Center. Beardsley Farm is a nonprofit urban farm located in Knoxville, TN. Completed in 2016, the education center is a design/build project that involved more than 50 students from the University of Tennessee School of Architecture and Design, and provides a valuable tool for teaching sustainable farming practices to the surrounding community. More than 30,000 General Shale brick units were used to construct triple-width brick walls for the education center, providing superior energy efficiency and helping the project meet the requirements for LEED Gold certification.

General Shale also received a Gold Award in the Residential: Multi-Family category for The Jefferson condominium building, located in New York City's East Village. Situated on the former site of the city's first vaudeville theater, the 115,000-square-foot project was constructed in 2013—100 years after its namesake—and was awarded LEED Gold certification in 2016.

Reminiscent of a theater's proscenium stage, The Jefferson's prominent center frames the building's façade with dark brick piers — a charcoal brick blend provided by General Shale. This brick accent offers a compelling contrast to the façade's predominantly light brick, which echoes the beauty of masonry used throughout the neighborhood.

"General Shale is honored to be recognized by industry professionals for these two exceptional projects," says Charles Smith, president and CEO of General Shale. "Both of these projects are excellent examples of innovative architecture featuring brick, with outstanding results. We are pleased to see our products continue to be featured in award-winning designs."

The nation's premier architectural award featuring clay brick, the Brick in Architecture Awards have been held annually since 1989. Judged by independent design professionals, the awards recognize outstanding designs that combine genuine clay brick with aesthetics and sustainability.





ICOMM FOCUS— IT AND MARKETING DEPARTMENTS

As the General Shale and Wienerberger intranet system, iComm, becomes more integral in day-to-day communications between offices, the value of having such a robust system in place has become more evident to each plant. For this quarter, we interviewed both Arriscraft and General Shale Denver, CO, plant employees to see how they are using the iComm system and how it has helped them share information and ideas both internally and between offices.

Arriscraft - Peter Schmidt, Vice President, Manufacturing and Administration

Arriscraft joined the iComm program as an early adopter when Wienerberger and General Shale first implemented the new program in North America. The new iComm intranet system promised to help support internal solution development through shared resources, as well as helping improve communication between the different divisions. These were both areas that Arriscraft was very interested in improving.

Peter Schmidt says, “Our production staff uses the system to share important milestones and improvements at the Arriscraft facilities with both internal departments and other company divisions in the U.S. and Europe. It’s been very helpful in allowing us to stay informed about the rest of the corporate facilities.” Peter went on to explain that the iComm system also improves efficiency and accuracy on interoffice reporting and corporate process changes.

One major benefit that Peter and the team at Arriscraft have benefited from is the ability to share critical resources with the rest of the corporate teams. When there has been an opportunity to improve efficiency or work through an engineering challenge, having the iComm system to communicate and problem-solve with teams at other offices has been valuable. Finding solutions together has helped find solutions more quickly, while also giving other company partners access to information that may also help them improve their own processes. This is the very epitome of what the iComm system has been developed to do.



Peter Schmidt

General Shale (Denver, CO) – Harold Stickler, Plant Manager

The General Shale facility in Denver has been a crucial part of the corporate family of facilities for many years. The location from which they operate has provided General Shale many advantages. However, at times it is difficult for their team to feel connected to the rest of the General Shale and Wienerberger offices. That’s one of the important functions that iComm has had a positive impact in providing.

Harold Stickler, Plant Manager at the Denver facility, explains, “Having the iComm system in place has helped our team stay more connected to the rest of the offices in the U.S. and globally. It’s been very helpful to be able to have a photo in order to put a face with a name. So many times you are working closely with a person in another office that you’ve never had the opportunity to meet in person. Having that resource makes you feel more relational.”



Harold Stickler

The Denver office is the only General Shale facility west of the Mississippi. So, it can become easy to feel separated from the rest of the offices and disconnected from what is happening. Having a tool like iComm to keep everyone up-to-date on corporate information, and giving each person direct contact to communicate with specific team members, goes a long way toward improving collaboration.

Stickler noted that the iComm system also gives everyone on his office team access to key corporate communications that help them understand the overall company plan and goals. They look forward to receiving the CEO reports from both General Shale and Wienerberger to help them align local strategies with the overall corporate goals and missions.

VitaMin



Vital health information in a minute

Photo: Johnny Autry

EASY PEACH CRISP

Yield: Serves 4

Ingredients

- › 1/2 cup low-fat granola without raisins
- › 2 tablespoons unsalted butter
- › 4 large peaches, pitted and sliced
- › 2 tablespoons brown sugar
- › 1/2 teaspoon ground cinnamon
- › 1 cup vanilla low-fat frozen yogurt

Preparation

1. Preheat broiler to high.
2. Place granola on a jelly-roll pan, spreading evenly. Broil 2 minutes, stirring after 1 minute.
3. Melt butter in a large nonstick skillet over medium heat. Add peaches to pan; cook 3 minutes, stirring occasionally. Add sugar and cinnamon to pan; cook 1 minute or until sugar melts, stirring occasionally. Spoon about 2/3 cup peach mixture in each of 4 shallow bowls. Top each serving with 2 tablespoons granola and 1/4 cup frozen yogurt.

Nutritional information

Amount per serving

- › Calories: 284
- › Fat: 9 g
- › Saturated fat: 5.1 g
- › Monounsaturated fat: 1.9 g
- › Polyunsaturated fat: 0.6 g
- › Protein: 6.9 g
- › Carbohydrate: 46.8 g
- › Fiber: 3.1 g
- › Cholesterol: 48 mg
- › Iron: 0.9 mg
- › Sodium: 57 mg
- › Calcium: 149 mg

Source: Printed with permission of *Cooking Light*, July 2012



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VitaMin



Vital health information in a minute

Eight ways to get hooked on exercise



You know that exercise is good for your health. But there's always an excuse for dodging it – you're too busy, too tired, or just plain bored with exercise. It's time for a fresh approach. With a little extra motivation, you can create an exercise routine that you'll feel good about. Try these tips.

- 1. Set one small goal.** Instead of this: "I'm going to exercise every day for an hour, count calories at every meal and lose 10 pounds in 30 days," start with one goal that's achievable. "I'm going to add 10 more minutes of exercise to my day." If you currently get no exercise, any improvement is a great start. Build on small successes by continuing to add more minutes to your exercise routine.
- 2. Sign up for a race.** You don't have to be a runner to enter a 5K race. These events are a great way to get motivated to exercise and have fun with family and friends. You can get ready for the race at your own pace. You might start by walking for 20 minutes and gradually increase the intensity of your workout to alternate jogging and walking.
- 3. Make an exercise pact.** Put your exercise plans in writing or post it on social media. It makes your commitment real, and people may even offer encouragement. Making a pact with a friend is even more powerful because there's someone to hold you accountable. Sign up for an exercise class together or schedule workouts on your calendar.
- 4. Exercise your own way.** You don't have to go to the gym to exercise. Find an activity you enjoy – such as tennis, golf, kayaking or hiking. Or, add more movement to your day by walking, taking the stairs or playing in the park with your kids.
- 5. Get inspired by others.** Read success stories and remind yourself that anything is possible. Make connections with people who encourage each other to exercise. Work with a personal trainer or join a running club for a boost of encouragement.
- 6. Focus on the benefits.** Getting regular exercise is one of the best things you can do for your health. It helps you feel good, control your weight, sleep better, fight disease and live longer.
- 7. Give yourself a pep talk.** Negative self-talk can derail your plan to exercise. Tell yourself, "I can do this" and replace worries and doubts with positive thoughts.
- 8. Reward yourself.** When you work hard and reach your goal, it's time to celebrate. Treat yourself to something special.

This is intended to be general health information and not medical advice or services. You should consult your doctor for medical advice or services, including seeking advice before undertaking a new diet or exercise program.



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

Great retirements
don't just happen.

RETIRE WITH CONFIDENCE™



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.

ALL NEW HR SYSTEM COMING SOON!



The General Shale human resources team is excited to announce that they will soon be launching an entirely new software platform to improve HR functions and key information distribution within the company.

This new launch will provide several improvements to the way the company engages our employees and makes important information accessible. Currently, the HR process largely depends on a paper-driven system, which makes it difficult to quickly respond to informational needs. The new system will replace that older process with a digital information management system. The HR team is looking forward to this new software providing a much faster response time for information organization and distribution as well as improved accuracy for the data collected.

Scott Ledford, Director of Human Resources at General Shale, explained, “This new system is going to give a much greater ability to manage and support our employees with critical information about their benefits, insurance, and employment information. Our main goal with this software implementation is to greatly improve the accuracy and accessibility of personnel data while improving security at the same time.”

The new software, UltiPro, is part of the suite of professional software produced by Ultimate Software. UltiPro is the HCM software of choice for many of the largest companies in the country. Below is a list of just a few of the new features having the UltiPro system in place will provide to General Shale employees:

- **Unified Records**—All information will be collected, secured, and distributed within one place.
- **Payroll Administration**—UltiPro will handle even the most complex payroll computations and requirements for employees.
- **Benefits Administration**—UltiPro will make the open enrollment and benefits administration process much more efficient.
- **Learning**—UltiPro will support a more modern learning management experience and a more individualized approach to training and employee development.
- **Mobile App**—UltiPro provides a mobile app that gives employees greater access to their information on the go.

With the integration of the new UltiPro HCM software system, the General Shale HR team is looking forward to having all human resources processes better match the innovation and digital sophistication of the other areas of General Shale.

GENERAL SHALE FACILITY IN DENVER, CO, CHOSEN AS LOCATION FOR NEW FORD COMMERCIAL



When Ford Motor Company was looking for a backdrop for their new advertising campaign to announce the all-new Ford Ranger, they contacted General Shale about their Denver, CO, plant.

A local production company in Denver contacted General Shale to schedule a tour of the facility. They explained that Ford Motor Company had selected Colorado as a backdrop for their new Ford Ranger campaign because of its natural beauty and rugged locations. The production company recommended General Shale as a good prospective location for the video. They knew that Ford would want an industrial location with strong visual features within which to place the new truck.

On Thursday, Sept. 7th, film crews from Denver and Michigan came to the General Shale property and toured all the options for a video shoot. They loved the feel of the plant, as it gave them a powerful background that was not easily recognized geographically—the new campaign will be broadcast globally and they wanted locations that could be North American, South American, European, etc. The industrial look was just what they were looking for. The production team was also pleased by the general connotation of a brick factory, being strong, durable, and heavy-duty.

The full production team returned on Sunday, Sept. 10th, and shot their video coverage of the plant over a 5-hour period. They shot several different locations and angles in different lighting to give them as many options as possible. Three General Shale employees were used in the actual commercial shoot as well. Eric Biewenga, Gilberto Espino, and Jason Espinosa were called in to act as plant workers and the actual truck owner for the commercial.

One fun fact from the production is that the new Ford Ranger was not even present for its own commercial! The new truck is still in development and not ready to be shot. So, a Ford F-150 was used for placement and framing. The F-150 will be removed from the shots in post-production and the new Ranger will be put in—that’s the magic of video.

Congratulations to the General Shale team in Denver for being chosen to be a part of this important ad campaign. We look forward to seeing you soon on televisions around the world!

GENERAL SHALE RELEASES NEW PRO

General Shale corporate marketing has completed work on three new product brochures to be distributed to our retail partners and sales teams. The project has not only given us a new set of sales tools to help communicate the different products we make, but also a new branding standard for each unique product category we manufacture. We now have product materials to cover building products, outdoor living products and thin masonry products. Below is a general summary for each of the new brochures we've created and what can be found in each.



General Shale BUILDING PRODUCTS

The “Building Products” brochure covers 47 pages of full spreads showcasing products and resources to help make brick an easy choice for contractors and consumers. A brief history of brick and the benefits of choosing brick for construction open the brochure.

Next, the brochure highlights the vast array of options available from General Shale. Large, eye-catching spreads show examples of beautiful homes built using brick. Each spread is designed to remind readers of the diversity and creativity available when using General Shale brick in the design and construction of premium homes of any size.

The brochure also gives resources and information to explain how to choose the right brick for any design—including size, color, style, and material. There are sections to show examples of residential and multi-living structures. Each shows several color options and unique styles that were implemented.



General Shale THIN MASONRY PRODUCTS

The next brochure covers the new thin masonry products now available. This is an important piece to help consumers and developers understand the unique characteristics and flexibility thin masonry products provide.

Several project examples are shown throughout the brochure. These provide a general “idea book” for applications of thin brick and how impactful it can be in many situations. There is even a “Think Outside the Box” section to show creative ways to add a focal point to any room using thin masonry products.



The brochure outlines the different styles and colors of thin masonry products available with many full-color images to show the beauty and diversity in the different styles. There are examples of both interior and exterior applications.

DUCT BROCHURES

There is also a helpful section showing installation procedures for the product. This is great for reinforcing the ease and cost-effectiveness of using the thin masonry line in construction.

We hope this brochure will help our sales teams and retail partners communicate effectively how powerful the new thin masonry products can be for their customers.



There is also an all-new brochure covering the many different "Outdoor Living" products available. This is a growing segment of our market, and General Shale has one of the most diverse and impressive lines of products for this segment available.

The book provides incredible two-page spreads of meticulously designed landscapes to show the impact a well-designed outdoor living space can have on a home. Each image highlights many different products manufactured by General Shale.

There is also an extensive product idea section to help homeowners and contractors plan an outdoor living space to meet the owner's needs. There are projects of all sizes and complexities to meet any budget.

The brochure also reinforces the benefits of choosing General Shale stone, and brick in their outdoor living project for strength, durability, and natural beauty.

The new General Shale product brochures will be available this quarter. We look forward to presenting them soon to our teams to use in the field and to our retailers so they can help customers find the right General Shale products to make their next project a huge success.



INSPIRATIONAL VIDEO



THE "OUTDOOR ENTERTAINERS" TALK ABOUT ACHIEVING THEIR OUTDOOR DREAM DESIGN FEATURING A GENERAL SHALE OUTDOOR FIREPLACE AND BRICK PAVERS.

The video can be viewed at generalshale.com under videos... it's the very first one you see at the top.

It's a consumer testimonial we filmed over the course of a year to capture before-and-after footage of an Outdoor Living project for a pair of very pleased General Shale customers.



SIX NORTH CAROLINA PLANTS RECEIVE SAFETY AWARDS



This year, General Shale received six Safety Awards, presented by the North Carolina Department of Labor. These awards are presented to North Carolina-based companies that have proven safety records.

The North Carolina Department of Labor (NCDOL) designed this program to encourage companies to focus on accident prevention and promote a safe work environment for their employees.

The program started in 1946 and now covers more than 5,000 companies. Approximately 3,000 awards are presented each year in two main categories: Annual Safety Awards and Million-Hour Awards.

In order to qualify for an Annual Safety Award, a company must:

- **Have no fatalities during the calendar year at the site or location for which the award was given, and,**
- **Have maintained an incidence rate at least 50 percent below the average for its particular industry group.**



There are two award levels a company can achieve—gold and silver. The gold award is based on the DART (Days Away, Restrictions, and Transfers) rate. The silver award is based only on cases with days away from work.

General Shale plants that received gold awards were:

- **Wilmington, NC (7th consecutive year)**
- **Charlotte, NC (6th consecutive year)**
- **Sanford, NC (6th consecutive year)**
- **Kernersville, NC (6th consecutive year)**
- **Raleigh, NC (6th consecutive year)**

The company also received a silver award for the second consecutive year at the Brickhaven Plant in Moncure, NC.





CARBON MONOXIDE AWARENESS

Carbon monoxide (CO) is one of those hazards that most people are aware of, but don't have a lot of real knowledge about.

You probably know that vehicles produce it and it can accumulate in a garage or basement, causing a hazardous environment. But do you know what makes it toxic and how to safely and properly detect and mitigate carbon monoxide?

Beyond the emissions our vehicles create, carbon monoxide can be found in a lot of our household appliances. The fuels that we burn to create heat, for example, also produce carbon monoxide gas, commonly known as "CO," as a byproduct of the combustion process. Carbon monoxide is colorless, odorless, and very deadly, since color recognition and smell are often the senses we rely on to warn us of danger.

The biggest danger with CO is that it is identified and transported throughout your body as oxygen. This causes your body to slowly suffocate as it's starved for oxygen, because CO attaches to the red blood cells more readily than oxygen. In fact, the blood attraction for CO is about 240 times stronger than for oxygen. Consequently, the effects can be accumulated over several hours in low concentration areas. This is why even low levels of CO can be deadly.

Some signs of CO poisoning are drowsiness, headaches, nausea, dizziness, and rapid breathing. Others may notice a cyanotic or a "bluish" cast to the skin due to the lack of oxygen in the tissues. Very high concentrations of CO can be quickly fatal without any warning symptoms. It is critical to immediately move to an outside area if you feel signs of CO poisoning are presenting themselves. Ventilate the area in question thoroughly before re-entering, and find the source of the CO emission.

Also be aware that CO poisoning can occur while sitting in traffic or over long periods of time in a vehicle that may have an exhaust leak. If you must sit with the engine idling for long periods to stay warm, keep a window partially open to allow fresh air to filter into your vehicle, and do not activate the "recirculate" feature while idling for long periods.

Any flame or ignition source will be a source of potential CO poisoning. So, be aware of the danger when using propane grills in enclosed areas, using kerosene heaters in the winter, using gas lanterns in tents, etc.

Every year, people die from using various unvented heating devices in enclosed spaces. Typically this involves using a barbecue for heating or cooking; using an unvented gas oven or stove for space heating; or using propane-fired heaters in enclosed areas. None of these should be used in tightly enclosed areas, since the fumes from the spent fuel have no way to vent to the outside to prevent the buildup of dangerous levels of carbon monoxide.



It's a great practice to have all heating appliances checked before cold weather sets in to make sure they are in good working order. Burners should be properly adjusted and vent pipes should be unobstructed and in good condition. If you have a backup generator for home use, make sure it is located outside the home to prevent CO buildup as well.

Remember, the best insurance that you and your family are not in danger of carbon monoxide poisoning is ventilation. Any time you are around open flames, ignition devices, running engines, or heating/cooking appliances that use flammable material, you should make sure that there is good, fresh airflow in the area.

If you are concerned that there is a potential for CO to accumulate in an area (like a poorly ventilated basement, garage, or storage building), you can purchase specialized carbon monoxide detectors. These look and work much like smoke detectors and are an inexpensive way to give you peace of mind about the CO in any area. However, these can fail due to neglect (dead batteries, poor installation, etc.), so always provide the very best airflow available to keep yourself, and those around you, safe.

2018 CALENDARS COMING SOON



General Shale has been preparing the 2018 calendar all year with architectural photography of newly constructed buildings and homes made with beautiful General Shale brick, stone and outdoor living products.

This coming year's calendar will feature buildings and homes from several states including Ohio, South Carolina, North Carolina, Kentucky, Tennessee, Utah, Texas, and Ontario, Canada.

The General Shale wall calendar features residential homes or commercial buildings for the main shots, as well as interior or exterior insert photos with unique uses of brick, stone, or outdoor living products. The cover photo features the General Shale home of the year. For 2018, it's a beautiful beach home made with Spalding Tudor Brick and White Brushed Mortar.

The General Shale wall calendar has been produced for decades, and now more than 13,000 are being shipped to customers across North America, starting in mid-November. These highly desired wall calendars are not just giveaways—some are purchased and customized by distributors who want calendars with their name and location on the lower tab for their customers.

The footnotes of each featured home give the location state and name of the builder, contractor, architect, and photographer, so often the calendars lead to more recognition and business for those who are featured. The owners of featured homes and buildings also receive few calendars. It has become an honor in the brick community to have a project selected for the General Shale calendar.



YOUR LOSS IS YOUR GAIN!

**2017 SESSION
LOSS OF
140.4
POUNDS**

We're so excited to see the progress of our team members who are participating in the Weight Watchers healthy lifestyle program!

If you haven't joined our program yet, we hope you will hop on board soon. The program is focused on helping our team members develop healthy living habits that will stick with them throughout their lives. These habits will help contribute to all of us feeling better and having more success at work and in all other areas of our lives.

This is such an important initiative for so many reasons.

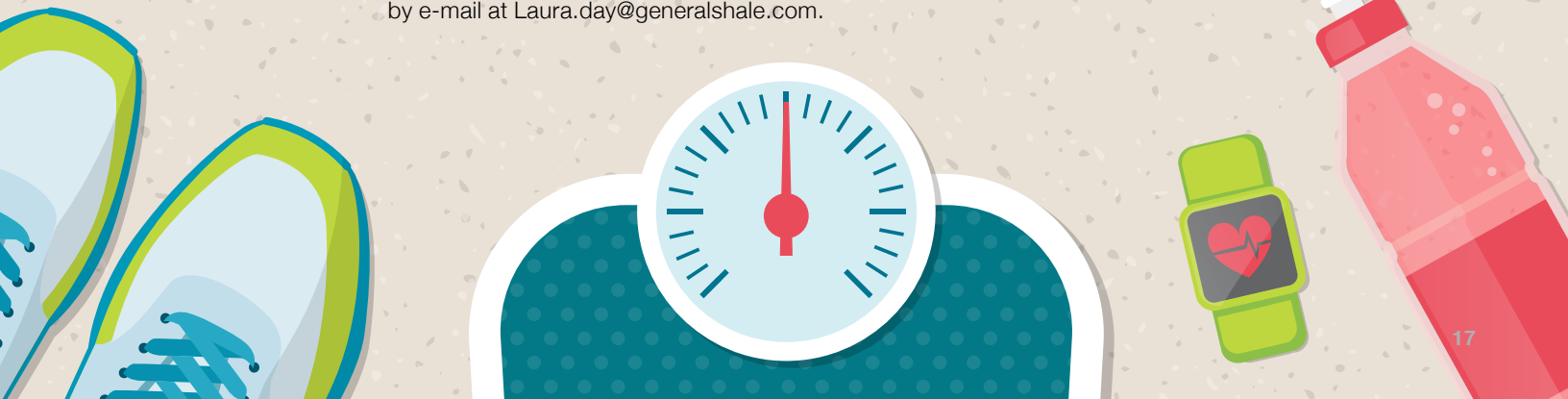
There are definite health benefits that overweight or obese people can gain from losing some weight; for example, reducing the chance of developing certain diseases. For most obese or overweight people, health benefits can come with losing the first 5% to 10% of weight.

Improvements include:

- Having more energy
- Sleeping better and waking up feeling rested and in a good mood
- Having fewer aches and pains
- Improved ability to move and get around
- Finding it easier to breathe
- Improved immune system (ability to fight off illness)

**FOR A TOTAL
LOSS OF
668
POUNDS**

Stay tuned each quarter for updates and to see how your healthy choices make a difference. For information on how to sign up for our Weight Watchers healthy lifestyle program, contact Laura Day, Benefits Coordinator, at 423-952-4128 or by e-mail at Laura.day@generalshale.com.



HOW CAN WE HELP YOU TODAY?



Did you know that General Shale has an Employee Assistance Program (EAP)? It's a great benefit available for every General Shale employee. The benefit is currently underutilized, and General Shale wants to make employees aware that EAP is there when needed. It's just a call or a click away! Information about EAP is available through Self-Service in the Benefits Information tab on the General Shale website. General Shale will also be sending out brochures and refrigerator magnets to all employees about the program in the coming months.

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

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

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

WE CAN HELP YOU WITH THAT



Cigna Employee Assistance Program

For assistance and work/life support: **888-371-1125**

CignaBehavioral.com

Employer ID: **generalshale**

EAP available 24/7

860295 a



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

Call 1.888.371.1125

Or log in to CignaBehavioral.com

Have your employer ID handy: generalshale



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**Employment-related legal issues are not covered.*

WORD



SEARCH

The words below are hidden among the square of letters, circle the words you find.

Good luck!

ETSU Stadium

Heroes

Brochures

Andover

Rothwell

STEM

Architecture

Monoxide

Manchester

Wexford Fog

History

Icomm

Impressionist

Bedford Brown

Keswick

A	R	C	H	I	T	E	C	T	U	R	E	M	U	Q
G	Y	S	V	E	F	A	X	H	E	S	T	U	S	T
A	D	I	U	M	R	H	I	S	T	O	R	Y	B	I
G	Y	S	V	B	R	O	C	H	U	R	E	S	E	M
A	N	D	O	V	E	R	E	E	M	O	Y	M	D	P
G	Y	S	V	M	F	D	W	S	A	T	M	R	F	R
D	W	T	I	F	I	O	E	E	N	H	Y	M	O	E
G	Y	E	C	X	F	K	X	H	C	W	M	R	R	S
D	W	M	O	F	C	O	F	E	H	E	Y	O	D	S
G	Y	N	M	I	F	A	O	H	E	L	M	R	B	I
D	O	K	W	S	H	O	R	E	S	L	Y	M	R	O
M	Y	S	E	M	F	A	D	H	T	U	M	R	O	N
D	E	K	S	F	H	O	F	E	E	O	Y	M	W	I
K	Y	S	V	M	F	A	O	H	R	U	M	R	N	S
D	W	K	S	F	H	O	G	E	X	O	Y	M	U	T

GENERAL SHALE IMPRESSIONIST BRICK SERIES

General Shale's new, industry-unique "Impressionist" series harnesses historic brick architecture to achieve the ultimate contemporary masonry design.

The impressionist brick design is unique for many reasons, but the main characteristic that sets it apart is its wide and short facing dimension. This gives the brick a look that harkens back hundreds of years to brick-making processes that were used at the turn of the 17th century. The classic dimension of the brick is perfectly complemented by the use of modern colors and textures to give a truly unique look and feel.

The impressionist brick is a great option for many markets in the Northeast. Since the area hosts many historic neighborhoods that were built using much older designs, a builder or homeowner who wants to keep the aesthetic appeal of the older buildings

in the region can use General Shale Impressionist bricks in the construction. The new colors and textures can also bring a more contemporary style to their project.

Impressionist brick is available in two sizes: half and full units:

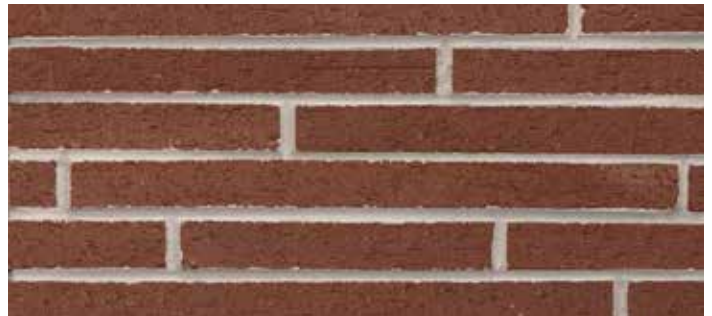
- **Units measuring half size are 8 13/16" W x 3 1/2" D x 1 11/16" H.**
- **Units measuring full size are 17 5/8" W x 3 1/2" D x 1 11/16" H.**

Similar to our Ashlar Park Series brick, Impressionist brick is packaged and sold in bundles. The full-length units included in the bundles can be cut to any size to provide customers with a multitude of design options.

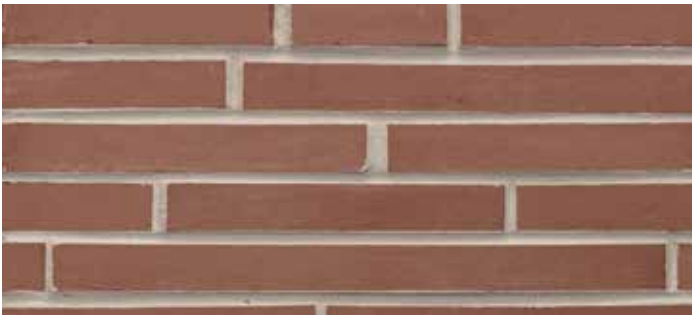
Impressionist brick is available in six colors, offering a multitude of options to make any residential or commercial project one of a kind.



Andover



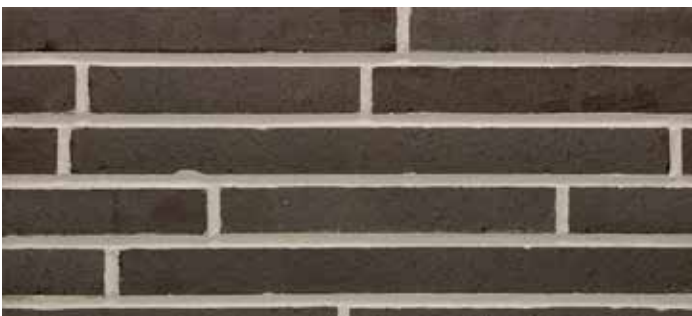
Rothwell



Manchester



Wexford Fog



Bedford Brown



Keswick



TAILGATE PARTY!

When fall arrives, there are many out there who think of one thing ... football! It's that time of year again, and we know that many of you will be setting up the grill, tables, tents, and chairs in the parking lots of your favorite team's stadium. So we put together a few new tailgate-specific recipes to make you the envy of your local tailgating event. Enjoy!

FRIED FRUIT PIES

INGREDIENTS

- 6 cups all-purpose flour
- 4 Tbsp. granulated sugar
- 1/2 tsp. salt
- 1 cup shortening, plus more for frying
- 2 eggs, beaten
- 2 cups buttermilk, more if needed
- Apple pie filling, canned
- Cherry pie filling, canned
- Powdered sugar, for sprinkling



DIRECTIONS:

To make the pastry, mix together the flour, sugar, and salt. Cut in 1 cup of the shortening until the mixture resembles coarse crumbs. Add 1 egg and the buttermilk and stir until it just comes together. Add a little more buttermilk if needed. Form it into a ball and refrigerate for at least an hour.

To make the pies, roll the pastry out into a large square. Trim the edges to make a rectangle. Cut into 8 to 10 long rectangles, using a butter knife.

Spoon a tablespoon or so of filling into the top half of one of the rectangles.

Use the remaining beaten eggs to seal the edges by folding the bottom half of the rectangle over the top. Then crimp the edges shut with a fork. Repeat with the other pies, filling half with apple pie filling and half with cherry pie filling.

Heat shortening in a medium, deep saucepan over medium-high heat to 350°F. Fry the pies until golden brown, 2 to 3 minutes per side. Remove and immediately drain on paper towels.

Sprinkle with powdered sugar and serve.

INDIAN SUMMER TURKEY CHILI

INGREDIENTS

- 3 Tbsp. extra-virgin olive oil
- 2½ pounds ground turkey (85% lean) or ground turkey breast (99% lean)
- 4 Tbsp. dark chili powder
- 2 Tbsp. grill seasoning blend, any brand
- 1 Tbsp. cumin
- 2 Tbsp. Worcestershire sauce
- 1 to 3 Tbsp. hot sauce, medium to extra-spicy
- 1 large onion, quartered
- 2 large peppers, any color combination, chopped
- 1/2 bottle beer (the alcohol cooks out), about 1 cup
- 1 (14 oz.) can tomato sauce
- 1/2 cup smoky barbecue sauce
- 2 cups corn kernels, optional



DIRECTIONS:

Heat a pot over medium to medium-high heat. Add olive oil and turkey. Season the meat with chili powder, grill seasoning, cumin, Worcestershire, and hot sauce. Break up the meat with the back of a wooden spoon into small crumbles.

Chop the onion, reserving 1/4 of it for topping the chili. Brown meat 5 minutes, then add onions and chopped bell peppers and cook 10 minutes more. Add beer and deglaze the pan, scraping up the drippings and cooking off the alcohol. Add tomato sauce and barbecue sauce and bring to a bubble. Add corn kernels. Let chili simmer 10 minutes. Adjust seasonings and heat level to your taste. Remove from heat and serve.

Tidbit:

To make a double batch, heat 2 pots and make 1 batch in each pot, rather than using 1 massive pot that is hard to control.



GENERAL SHALE WORK ANNIVERSARIES

40 YEARS OF SERVICE

General Shale would like to recognize two employees who are celebrating 40 years with the company this quarter. We are proud to congratulate each of these men for their commitment to the General Shale family!

Dennis Preston

Dennis Preston began work for General Shale at the Sanford plant in 1977 at the age of 17. His first job at the plant was as a cleanup person for the facilities. Dennis moved quickly from that position to a machine operator position.



In the early 1980s, Dennis was approached about a new position as a shift supervisor on the night shift. He accepted and worked as a night shift supervisor for over 27 years. When the Sanford plant closed, Dennis was offered a position as a 2nd shift lead man at the Moncure, NC, plant. He enjoyed that position for years and has now moved into a position as a machine operator for the Moncure plant.

Dennis is most proud of his commitment to being a reliable member of the General Shale team. He said, "I was thinking back on my time here and realized I've only missed like 10 or 15 days in the entire 40 years I've been here. I'm pretty proud of that."

Don Ballard

Don has been working in the brick industry since July 5, 1977. He took a job straight out of high school with what was then Webster Brick in Roanoke, VA. The company president initially interviewed Don to take part in their computerized inventory control department. Don explained, "Computers were just starting to become widely used in manufacturing companies." He worked in the sample department and then moved into the brick manufacturing facility.



Ultimately, Don found himself in customer service. He worked his way up to Superintendent of Sales and Service Control and then on to Assistant Plant Manager of the brick plant in 1987. In 1988, General Shale acquired the Roanoke facilities and offered Don a position as customer service manager.

In 1990, he accepted a promotion to outside sales. Don was then promoted several times over the next 18 years as a District Sales Manager in Huntsville, AL; Marion, VA, mainly selling in middle and west Tennessee areas; and upstate South Carolina, mainly Spartanburg, Greer, Anderson, and Seneca.

In 2008, Don was given the opportunity to move back to Roanoke as the DSM for his original facility. He accepted the position, and has been there ever since.

Don enjoys spending his free time with his wife, Teresa, and their two Shetland sheepdogs, Hunter and Josie. He loves playing golf and enjoys traveling with his wife.

BOWLES HONORED WITH LIFETIME ACHIEVEMENT AWARD



The Georgia Mining Association (GMA) presented Greg Bowles with a Lifetime Achievement Award this year at the association's annual meeting. General Shale is happy to congratulate Greg on this important achievement. We are proud that Greg has done such an incredible job representing General Shale and continues to work closely with the GMA.

The Lifetime Achievement Award was developed to give special recognition to those who have had a career in the mining industry and have worked to support and service the industry and the GMA. Greg exemplifies what it means to be a positive force for the Georgia mining industry and has always acted in the best interest of the association and General Shale.

Greg has served on the GMA Board of Directors for many years as well as serving as president of the Georgia Mining Foundation from 2014-2016. He has made tremendous contributions to the overall mining industry and all the associations that have been fortunate enough to have him as an officer or advisor.

Greg has always been willing to volunteer his time and resources to support and advocate on behalf of the industry and has been an excellent example to others on how positive influence can impact one's personal and professional success.

General Shale would like to thank Greg Bowles for his service and for the example he has been to others. We would also like to give our sincere congratulations to him for this important achievement. It is well-deserved.



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

★ ★ ★

Danny Looper	Moncure, NC	30
Ronnie J. Claywell	Mooreville, IN	30
Dave Hagedorn	Cambridge, ON	30
George Hawco	Cambridge, ON	30

NAME	LOCATION	YRS SVC
Louis S. Clark	Charlotte, NC	25
Michael T. Hopper	Corbin, KY	25
Chad C. Wilkinson	Fort Valley, GA	25
Larry Page	Piney Flats, TN	25
Norbert Boone	Cambridge, ON	20
Kevin H. Ham	Johnson City, TN	20
Reginald D. Johnson	Memphis, TN	20
Jeremy McDonald	Cambridge, ON	20
Ernest Park	Cambridge, ON	20
Jerry Serpa	Cambridge, ON	20
Edwin J. Stack	Moncure, NC	20
Eric B. Thomas	Fort Valley, GA	15
Darrell Oliver	Denver, CO	15
Ryan A. Dunaway	Sterling Heights, MI	15
Aloysius Z. Brown	Fort Valley, GA	15
Mark Nichol	Cambridge, ON	15

NAME	LOCATION	YRS SVC
Ricardo C. Barraza	Denver, CO	10
Tammy A. Bartrum	Manassas, VA	10
Armando Medellin	Denver, CO	10
Hector Meza-Palomar	Denver, CO	10
James E. Parton	Rome, GA	10
Antonio Pizana	Fort Valley, GA	10
Heather R. Starnes	Johnson City, TN	10
Mark A Trina	Carmel, IN	10
Randy E. Wray	Cleveland County, NC	10
Marta Zonneveld	Cambridge, ON	10
Matthew E. Barnes	Mooreville, IN	5
Jerry E. Berryhill	Memphis, TN	5
Michael Brooks	Cambridge, ON	5
Justin J. Chavez	Cambridge, ON	5
Dominic Cantin	Cambridge, ON	5
Mark S. Hedderson	Cambridge, ON	5
Tony Irving	Cambridge, ON	5
Scott Kingfisher	Siloam Springs, AR	5
Jack Reynolds	Cambridge, ON	5
Ryan K. Ridley	Madison, AL	5
Tony L. Runyon	Evansville, IN	5
Kenneth D. Shockley	Knoxville, TN	5
Josh Singletery	Siloam Springs, AR	5



GENERAL SHALE THROWBACK MOMENT

Recognize this place? 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



1.800.414.4661
P.O. Box 3547 - Johnson City, TN 37602
www.GeneralShale.com

wienerberger