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Contact Information: Dawn Henning
800-414-4661, dawn.henning@generalshale.com

Former General Shale CEO Receives Brick Industry Association's Lifetime Achievement Award

JOHNSON CITY, Tenn. — Former General Shale CEO Richard L. (Dick) Green has been recognized with the Brick Industry Association's (BIA) 2016 Lifetime Achievement Award. The honor, which recognizes individual contributions of excellence in leadership and dedication for a span of 25 years or more, was presented during the BIA's spring meeting on Wednesday, April 13, in Nashville, Tennessee.

General Shale is the North American subsidiary of Wienerberger AG and a leading manufacturer of brick, one of the world's oldest green building materials.

"We are delighted to see Dick honored in this way," says General Shale President and CEO Charles Smith. "Over four decades, he fostered an unparalleled knowledge of the brick industry. He used his in-depth understanding to advance General Shale as an innovator, as well as promote the brick industry overall."

Green joined General Shale in 1973. Throughout his career he held a number of positions, including manager of the company's Knoxville, Tennessee, plant, production manager for several regional manufacturing facilities, and vice president of marketing. He was appointed to the top executive post in 1994, and served as CEO until his retirement in April 2014. He is credited with helping General Shale develop the most forward-looking and efficient plant network in the U.S. brick industry, and leading the company to become one of North America's largest brick, stone and concrete block manufacturers.

"Dick's vision helped General Shale expand its focus to become a materials solutions business with products reaching residential, commercial and specialty architectural marketplaces," Smith says. "He encouraged us to look beyond conventional applications and focus on a range of products that offer customers functional, durable, sustainable beauty for homes, workplaces and more."

In addition to his duties with General Shale, Green was the company's longtime representative to the BIA. His roles included serving as a member of the association's marketing and executive

committees, a member of the board of directors, and chairman of the board from 2006 to 2008. Green is also a past president of the Southern Brick Institute.

“Dick is well known for creating a familial atmosphere and bringing people together,” Smith says. “That trait helped him unite industry representatives and work collaboratively to address challenges and opportunities. His leadership and guidance, both at General Shale and within the BIA, helped shape a strategic direction that will continue to benefit the industry for years to come. I consider it a privilege to have worked with and learned from him.”

ABOUT GENERAL SHALE

General Shale is one of North America’s largest brick, stone and concrete block manufacturers, supplying a wide variety of masonry materials for residential, commercial and specialty architectural projects. These materials include brick, thin veneers, stone, outdoor living kits, concrete block and various building materials, which include Arriscraft Stone Products. The company offers an endless array of sizes, colors and textures to complete any building project. With a life cycle of more than 100 years, the sustainability of brick is the company’s commitment to responsible stewardship.

Throughout the U.S. and Canada, General Shale operates manufacturing facilities in nine states and provinces, in addition to a network of more than 40 retail showrooms and over 300 affiliated distributors across North America. In 1999, General Shale grew even stronger when it joined Wienerberger AG of Vienna, Austria, the world’s largest brick manufacturer.

General Shale was founded in 1928 and is headquartered in Johnson City, Tennessee. For more information, visit www.generalshale.com.

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