

MESSAGE

FROM CHARLES SMITH, PRESIDENT & CEO

We recently reached the end of 2016, with all of its celebrations and resolutions. Let me thank you and your family for your hard work and dedication to our great company as we celebrate the past year.


The slow economic recovery in North America sparked some increases in construction. The National Association of Home Builders says that through September, single-family building permits were up 8% over 2015, and multi-unit-family construction permits were down 9%, for an overall increase of 1% in the U.S. General Shale's sales results were higher than the market's growth, so it is a cause for celebration.

We can also celebrate the great news coming from our Success Profile. Through implemented employee suggestions, we have saved money, improved service and found new ways to market our products. Thanks to these employees, we are in a great position for continued growth.

Our resolution is to turn again to our employees for more great ideas in 2017. Soon you will hear about Success 2.0. We are serious about being a better company every day, and I look forward to your fresh ideas. I am committed to making 2017 another year to celebrate.

For now, my wish is for our shared success and that you and your family had a wonderful holiday season.

Sincerely,



Charles Smith
President & CEO
General Shale



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GENERAL SHALE EMPLOYEES FILL DOZENS OF SHOEBOXES FOR OPERATION CHRISTMAS CHILD

It's become an annual tradition at the corporate offices of General Shale—filling shoeboxes full of gifts for needy children through Operation Christmas Child (OCC). This year the company and staff filled 84 shoeboxes in late November. By now, those boxes have traveled across the world to needy children.

OCC is a part of Samaritan's Purse, a faith-based relief charity headed by Franklin Graham, son of the well-known evangelist Billy Graham. The headquarters for Samaritan's Purse is in Asheville, North Carolina.

OCC started more than 20 years ago. Since then, volunteers have collected shoeboxes and filled them with not only toys for underprivileged children, but also things the boys and girls desperately need, like toothbrushes, soap, new socks, winter gloves and scarves, and school supplies.

Administrative Assistant Tammy Carter, with the help of George Smith, Facilities Maintenance, heads up the project for General Shale every year. This year, many employees and retirees took part in a "packing party" to fill the boxes with gifts and supplies donated by General Shale and employees. General Shale covered the cost of shipping the boxes, which is \$7 per box.

About Samaritan's Purse:

- The program was initially started in the United Kingdom in 1990 by Dave and Jill Cooke. Three years later, the Wales-based shoebox gift project merged in a partnership with Samaritan's Purse.
- Since 1993, Samaritan's Purse has collected and delivered more than 135 million gift-filled shoeboxes to children in more than 150 countries through Operation Christmas Child.
- Boxes are labeled for boys or girls ages 2-4, 5-9 or 10-14.
- Shoebox gifts are collected in the United States, Australia, Austria, Canada, Finland, Germany, Japan, New Zealand, Spain, Switzerland and the United Kingdom.
- More than 500,000 volunteers worldwide, with more than 150,000 of those in the United States, are involved in collecting, shipping, and distributing shoebox gifts.



ARRISCRAFT CHRISTMAS PARTY

A SPECIAL TRADITION FOR MORE THAN 30 YEARS!

Once again Angie Mason, a production assistant for Arriscraft, and the Arriscraft Social Committee worked to bring holiday cheer to the Arriscraft family at the annual Christmas party.

For more than a decade, Angie has started planning as early as February for the festive occasion that is typically attended by around 250 employees, as well as their spouses and children.



This year's party was held at the Cambridge Butterfly Conservatory.

In past years the event has included roller skating, a children's museum, a pioneer village, horse-drawn sleigh rides and even an arcade with bowling, rock climbing and a huge jungle gym.

This year's party included entertainment, food, gingerbread decorating and a gift chosen specifically for each child.

No Christmas party is complete without a visit from Santa Claus (who looks strikingly similar to Rick Rousseau, another Arriscraft employee). St. "Rick" talks with each of the children even if it takes hours to do so.

About the party, Angie said, "I'm so privileged to know these people, to work beside them every day and to share this moment of family joy with them. Little ones run up, tightly hug me around the knees, look up at me with all the wonder a child at Christmas carries inside and say 'Thank you Miss Angie! Thank you for my present!' It's really special."



ARRISCRAFT DONATE & DECORATE TOY DRIVE

The Christmas tree at the front office of the Cambridge, Ontario, plant is more than just a symbol of the holiday season. It also represents the holiday spirit of Arriscraft employees.

EACH DECORATION ON THE TREE REPRESENTS A TOY THAT WAS DONATED TO THE SALVATION ARMY TOY DRIVE BY AN ARRISCRAFT EMPLOYEE.

Nancy Miller, Arriscraft Accounts Payable, had the idea to put up the Christmas tree and then for each toy that was donated by an employee, that employee could put a decoration on the tree.

"I thought it would be a nice idea to see if we could get a few donations for the Salvation Army whether it be toys or food," Nancy says. "The Salvation Army is a wonderful organization that helps families in need of food, clothes, toys and basic essentials and Christmas especially is a great time for us to help them out if possible."

The result is a beautiful tree and a special Christmas for dozens of area families.



MULTIPLE LOCATIONS RECEIVE NORTH CAROLINA'S DEPARTMENT OF LABOR'S

TOP ANNUAL SAFETY AWARD

For the fifth consecutive year, the North Carolina Department of Labor presented the Gold Award, which recognizes outstanding health and safety efforts in 2015, to each of General Shale's retail locations in Charlotte, Kernersville and Raleigh. General Shale's retail location in Wilmington received the Gold Award for the sixth consecutive year. The Gold Award is the top annual safety award issued by North Carolina's Department of Labor.

"Safety is more than a priority for our company—it is a core value," says Charles Smith, President and CEO of General Shale. "Our North Carolina teams have a history of achieving these top levels of excellence, and I am proud of their dedication to maintaining a safe environment."

The North Carolina Department of Labor's Safety Awards Program recognizes private and public firms throughout the state that achieve and maintain good health and safety records. To qualify for a safety award, a company must have had no fatalities during the calendar year at the location for which the award was given, and must have maintained an incidence rate that is at least 50 percent below the average for its particular industry group.

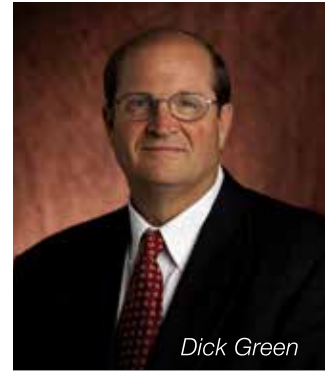
"At General Shale, we are committed to continually assessing and improving our safety procedures," says Brian Ogle, Safety and Risk Manager for General Shale. "We are honored to be recognized for our efforts in ensuring the well-being of our employees, and remain committed to maintaining healthier, safer workplaces."

General Shale's Brickhaven production facility, located at 300 Brick Plant Road near Moncure, received a Silver Award.

FORMER GENERAL SHALE CEO RECEIVES INDUSTRY ASSOCIATION'S LIFETIME ACHIEVEMENT

AWARD

Former General Shale CEO Richard L. (Dick) Green was recognized with the Brick Industry Association's (BIA) 2016 Lifetime Achievement Award recently. 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 in April in Nashville, Tennessee.



Dick Green

"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 him, but more importantly to call him my friend."



OVER 70 PETS FOUND FUR-EVER HOMES DURING 4-DAY ADOPTION EVENT

General Shale partnered once again with friends at the Washington County, Tennessee, Animal Shelter, the Humane Society of Washington County, the local CBS/ABC affiliate WJHL and Friendship Ford to help area animals find their “fur-ever” homes.

The event was held Thursday, Dec. 1st through Sunday, Dec. 4th with an Open House at the animal shelter, which General Shale was instrumental in constructing with the donation of building materials.

At the event adoption fees were reduced to only \$35, including all spay/neuter services, microchipping and any other fees!

And if folks couldn't adopt, the shelter was accepting monetary donations as well as donations of clumping kitty litter, blankets, sweaters and food. Those who donated qualified for 20% off General Shale Outdoor Living Products.

By the end of the event, over 70 animals had been adopted, many much-needed supplies had been collected and over \$3,000 had been donated. It was a huge success and everyone involved is already planning for next year's event.





ICOMM TEAM FEATURE

—FINANCE DEPARTMENT

Each quarter we'll feature a different iComm team and tell you how it's using the iComm intranet.

This quarter we'll look at the Finance Team and Engineering Team.

The Finance Team is led by Jonathan Bailey, who is Tax Manager & Secretary/Treasurer of the department.

The Finance Department is made up of three key areas of responsibility including Taxes, Treasury and Credit. Bailey says it's a great team. "We work with manufacturing, the sales force, our customers and our governmental authorities on a daily basis to manage these functions for the company," he says.

Finance works closely with Accounting, and both teams have a real commitment to helping General Shale achieve the company's goals while maintaining the high standards and culture that are so vital to who we are as a company.

Bailey says good communication is key to successfully doing any job, and iComm represents a significant investment of time and resources by Wienerberger and General Shale to provide a tool to improve and aid communication.

Bailey expands on how his team has used iComm: "It has allowed my team members, rightly so, to recognize that they are part of a much larger team and organization, opening the door to Wienerberger locations and people worldwide. If I were to highlight the top three ways iComm has helped Finance, they would be as follows:

1. iComm allows my team to stay up to date on Wienerberger events and best practices around the globe in a timelier manner.

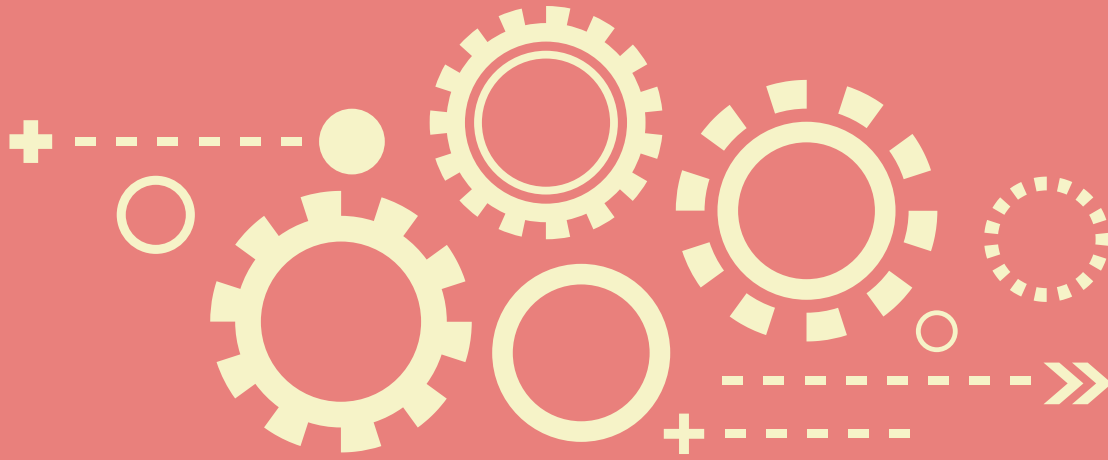
2. iComm enables my team to follow General Shale sales professionals through postings and very often place faces with names and voices.

3. iComm has allowed for the interchange of some financial information more easily for Accounting, thus indirectly benefiting Finance. Similarly, Finance is able to view financial information more easily as more data is being shared via iComm."

Due to the nature of the Finance Department, Bailey feels much of what his team does cannot be posted on iComm; however, it's been a great tool for learning more about the employees within Wienerberger.

"It's been nice when I knew that I would be having a teleconference or meeting with someone that I could pull up their profile to learn a bit more about them—including seeing their photo," he says. "I have also appreciated Senior Management within General Shale and Wienerberger using iComm as a tool to communicate about initiatives, meetings, achievements and goals."

In the future Bailey would like to use iComm as an educational tool for fellow employees. "We are looking into developing training slides or possibly even videos that might be shared via iComm to Sales or others. Something as simple as training slides such as 'what not to do with your purchasing card' or 'how to create a customer credit' might be ideas."



ICOMM TEAM FEATURE

—ENGINEERING SERVICES DEPARTMENT

The Engineering Service Department is split into two divisions that can be described as “internal” and “external.”

The external division is headed by Jim Bryja and has several roles, including:

- Supporting the sales department, production department, General Shale distributors, architects, engineers, building officials and contractors.
- Focusing primarily on issues related to product usage and product in the wall.
- Testing products and conducting research to resolve technical problems in areas such as efflorescence, water leakage, cleaners and cleaning problems, and masonry sealers. Conducting new product development projects (structural brick, new shapes and new units) and special shapes templates.
- Assisting with investigations, site inspections and resolution of serious complaints. Handling legal matters in relation to product complaints.

As for iComm, Bryja says he’s not used it for direct communication yet, but has utilized the site to learn from other Wienerberger companies in other countries about building codes and energy issues.

“I like to look at what is going on within other countries because some countries are much further ahead of us as far as regulations, so it’s a good indicator to see what might be coming down the road for us,” he explains.

Bryja says a good way for his department to use iComm would be for collaborations such as focus groups.

“For those that the topic is applicable to them and they have some knowledge on the subject, it would be great to get those different opinions and expertise,” he says.

Bryja says that in using iComm he’s been amazed at the size of

the company as a whole, and that this is a system to immediately communicate with colleagues, no matter how far away.

“You appreciate how big this company is ... it’s worldwide and we can learn from what some others are doing,” he states.

The internal engineering division is headed up by Terry Beverly, and its roles include:

- Working in brick and block plants to design new plants.
- Suggesting and making modifications at plants.
- Overseeing production of products.
- Keeping plants up to date technologically.

Beverly says he sees iComm being used as a way to share “experience” within the company. “Brick making and block making and manufacturing stone are very unique,” he explains. “It’s not something you can really learn in college. All of this technical info and the ‘science,’ if you will, is what we learned after coming to work. I think this internal information could be shared not only between plants but between countries with iComm.”

Beverly also says it may be a great place to archive information that can be accessed when people retire. “Ron, Robert and I are in our 60s... there is a concern about what happens when we leave in a few years. How is that information going to be passed on or maintained? This is something that iComm could be used for.”

Beverly says his department hasn’t posted much on iComm yet, but plans to in the new year.

The VP of Engineering at General Shale is Kevin Ham. Other members of the Engineering Department include:

Jim Bryja	Andrew Long	Bobby Wright
Ron Bacon	Mike Sloan	Brad VanHuss
Terry Beverly	Roger Witherspoon	Myron Yankee



HOLIDAY COCKTAIL SMOKIES

SMOKIES

- 1 (14 oz.) pkg. cocktail smokies
- ½ cup orange juice, no pulp
- ¼ cup water

DIPPING SAUCE

- 1 (14 oz.) can cranberry sauce
- ½ onion, small, yellow
- ½ cup spicy yellow mustard
- 2 Tbsp. honey
- ½ tsp. garlic powder
- ½ tsp. salt

1. Put smokies in crockpot and add orange juice and water. Cover and warm on medium heat. Stir occasionally.
2. For dipping sauce, put all sauce ingredients in a blender or food processor and purée until smooth.
3. Serve dipping sauce alongside warm smokies.

STRANDED? SAFETY TIPS

•• TO STAY SAFE WHEN •• •• • YOU'RE STUCK •• •

Sometimes winter weather strikes without warning... or is worse than the meteorologists suspected. Combine that with increased traffic when everyone is trying to get home to beat the storm—and that could spell delays and even in some cases getting stranded in your vehicle.

FOLLOW THESE TIPS FOR STAYING SAFE WHILE STRANDED:

- Call for emergency assistance if needed, but keep in mind that response time may be slower in severe winter weather conditions.
 - Do not leave the vehicle to search for assistance unless help is visible within 100 yards. You may become disoriented and get lost in blowing and drifting snow.
 - Display a “trouble” sign by hanging a brightly colored cloth on the vehicle’s radio antenna or out of a window and raising the hood.
 - Turn on the vehicle’s engine for about 10 minutes each hour and run the heat to keep warm.
 - Also turn on the vehicle’s dome light when the vehicle is running as an additional signal.
 - Beware of carbon monoxide poisoning. Keep the exhaust pipe clear of snow, and open a downwind window slightly for ventilation.
 - Watch for signs of frostbite and hypothermia. Use blankets, newspapers, maps and even the removable car mats for added insulation.
 - Do minor exercises to maintain good blood circulation in your body. Clap hands and move arms and legs occasionally. Try not to stay in one position for too long. Stay awake; you’ll be less vulnerable to cold-related health problems.
 - Avoid overexertion since cold weather puts an added strain on the heart. Unaccustomed exercise such as shoveling snow or pushing a vehicle can bring on a heart attack or make other medical conditions worse.
- Hopefully, help will arrive quickly if you find yourself stranded. Again, it can happen without warning, so stock up on items in your car this winter that you might need if stranded.



GENERAL SHALE HITS THE BULL'S EYE WITH NEW HIRE ORIENTATION

In 2016 General Shale reinstated “New Hire Orientation” events that help introduce new hires into the culture and organization of the company.

The latest event was held over a two-day period on November 2nd and 3rd.

More than two dozen new employees from all across North America came to General Shale’s Johnson City, Tennessee, headquarters to meet the staff, get to know one another and learn more about General Shale than they thought possible in two days.

But it wasn’t all work. The orientation included a tour of the corporate office, great meals including dinner at Johnson City’s Portico Restaurant, as well as a fun afternoon on the shooting range.

At Shooters Edge, new hires were put on teams with existing employees and participated in a .22 pistol competition. Several members had never shot a gun before but most said they enjoyed the experience of shooting and learning about gun safety.

The winning team consisted of Andy Hall, Toni Mann, Wayne Burnett and Cody McGowan. The team members won a gift certificate to the online General Shale store.

Organizer Josh Conkle, General Shale’s Recruitment and Training Specialist, says his goal for the orientation is to make it a fun but educational event.

“I want to constantly make it better so that the participants enjoy it more,” Josh says. “It’s a fun event, but it’s to get familiar with the company and the culture where they feel comfortable talking to others and knowing this is an atmosphere where everyone is allowed to have an opinion and even submit ideas for improvement through Success Profile.”



SPEAKERS AT THE ORIENTATION WERE:

Mark Kinser, Executive Vice President

Sales—John Hammett

Engineering—Kevin Ham

Real Estate/Environment—Greg Bowles

Research—Jonathan Livingston

Marketing—Dawn Henning

Success Profile—Andy Hall

Information Technology—Wally Crawford

HR—Scott Ledford

Recruiting and Training—Josh Conkle

Safety/Risk Management—Brian Ogle

Payroll/Benefits—Sabra Carmody/Alison Kestner

Purchasing—Phil Taylor

Accounting/Treasury—Ron Berry/Jonathan Bailey

FALL 2016 ATTENDEES WERE:

Mooreville, IN: Cody McGowan

Spring City, TN: Wayne Burnett

Charlotte, NC: Toni Mann

Arriscraft: Lewis White, Ross Corley

McMinnville, TN: Billy Wood

Memphis, TN: Tracy Barrett

Knoxville, TN: Chris Worthington, Lisa Hughes

Denver, CO: Erica Thompson

Chicago, IL: Jacquie Joyce

Carmel, IN: Rick MacGill

Birmingham, AL: Jennifer Poole

Louisville, KY: Jeff Mason

MANUFACTURING TRAINING SEMINAR ON MINING & GRINDING

General Shale employees attended a special Mining and Grinding Seminar in October at the East Tennessee State University & General Shale Natural History Museum Conference Center in Gray, Tennessee.

Dan Green, Vice President of Manufacturing, says he plans on having these types of training outings more often—hopefully twice a year.

Green says these seminars can be a refresher on information for supervisors, and can include critical information for new hires. And he says you can't dismiss the value in getting to know your fellow employees.

"This really allows us to build some fellowship with other supervisors. We had eight come in from various regions and it opens up dialogue between them. They know they can call each other when needed and it builds camaraderie," Green adds.

For this session, trainers included General Shale employees from the Environmental & Geology, Real Estate, Engineering, and Human Resources departments.

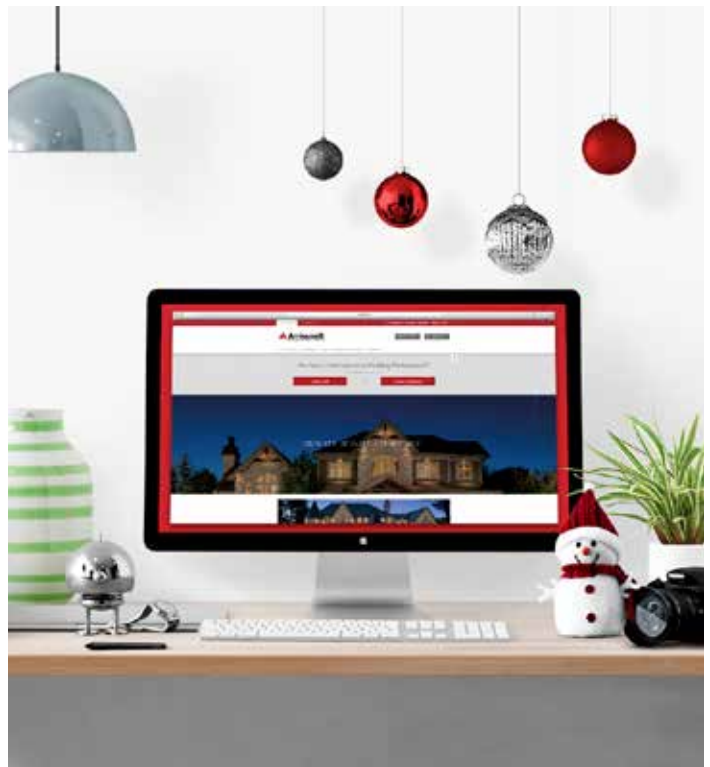
Green says that depending on the topics, the trainers may be from outside the company. "For this one we were able to use our own experts, but we also utilized trainers from an outside vendor."

In this seminar, outside trainers included manufacturers of grinding and process equipment from Stedman and JC Steele, and a mining contractor to discuss heavy equipment maintenance and upkeep.



Topics covered were:

- Testing Procedures for Raw Material
- Mine Planning and Stockpiling
- Water Quality Regulations and Reporting
- The Future of Stockpile Mapping Using Drones
- Air Quality Regulations and Reporting
- Reclamation of Mine Sites
- Stedman Grand Slam Crushing Equipment
- JC Steele Hammer Mill Crushing Equipment
- Heavy Equipment Maintenance
- Tour of Gray Fossil Site & Natural History Museum



ARRISCRAFT INTRODUCES NEW WEBSITE

The Arriscraft website has a new look and design as of December! The new site is similar to the current General Shale site and features an updated, more modern design.

The site is divided into two main sections depending on if the user is a homeowner or a building professional.

Among the features you'll find is social media integration that allows users to easily share their favorite images to Facebook, Pinterest, Twitter and other social media platforms.

There's also a blog section that will be both informative and instrumental in search engine optimization.

Other new features include a Masonry Calculator, masonry construction videos and an enhanced employee resources center accessible only by logging in.

And one of the most exciting features is an updated, easy-to-use CADD Library. CADD is a comprehensive sample detail system to aid design professionals. The library contains more than 8,000 details for download in DWG, DXF and PDF formats.

There is also a gallery for both homeowners and professionals featuring a collection of beautiful photos that can be used for inspiration.

Check it out at arriscraft.com.



The Spring City, Tennessee, plant, located outside of Knoxville, just celebrated its 1 millionth hour with no lost-time accidents. This means the plant hasn't had a lost-time accident since it opened!

The plant was constructed in 2007 and began producing bricks the next year. The plant produces about 85 million residential bricks a year, as well as thin rock and thin brick, in a variety of colors. Around 50 people are employed at the plant.

Jeff Magee has been the Plant Manager since March 2015.

Corporate Manager for Safety and Risk Brian Ogle says of the milestone, "I don't think it's a secret really, it's just a lot of people consistently making good decisions every day." Ogle adds that most surprisingly, the plant has many new employees. "We've had a lot of turnover at this operation, and despite that we've kept knocking it away one day at a time."

Despite the success, Ogle says he doesn't want to create an environment where people would be afraid to report something but hopes the employees can continue with this amazing safety record.

"Hopes are, that they continue to follow the safety program, do the required training and I'll also continue to spend time there training supervisors... So far all of that's paid off."

To celebrate the milestone, plant operations were shut down so everyone could enjoy a free feast, T-shirts and prize giveaways including tickets to a UT football game!



SUGGESTIONS HIGHLIGHTED IN NEW VIDEO

In the three years since Wienerberger implemented the Success Profile initiatives company-wide, there have been hundreds of worthwhile suggestions made. While not every suggestion has come to fruition, many have.

General Shale has just completed a video that highlights some of the suggestions that were implemented in the company. These suggestions came from all over North America including Cambridge, Ontario; Rome, Georgia; Chicago, Illinois; Manassas, Virginia; and Knoxville and Piney Flats in Tennessee.

General Shale CEO Charles Smith reiterates in the video that there is no bad idea when it comes to Success Profile. "We value every employee's input. Every idea submitted by an employee is reviewed by our Success Profile team," he says.

Charles goes on to highlight a few of the ideas submitted, and you'll hear from those employees themselves on what made them think of the idea and how it was implemented.

Look for the video soon on the General Shale website and iComm.

As you know, there are several ways to go about making a Success Profile suggestion. You can log onto the General Shale website and submit an idea through the employee communications section; or drop a suggestion in the suggestion boxes at all General Shale locations by using a page from the pocket guide, or a page from the booklets located near the suggestion boxes.





RESOLVE TO BE HEALTHIER IN 2017

In an earlier newsletter, you read how the GS Strong Wellness Committee is working to improve the reimbursement program to make it easier for our employees to qualify.

That's now happened. See the accompanying letter on new information for the gym reimbursement program. Employees can sign up for the reimbursement at any time during the year.

General Shale is hoping this incentive program will entice employees to begin practicing healthier habits when it comes to exercise.

If you are interested in learning more about the program, or need reimbursement, please contact Alison at Alison.Kestner@generalshale.com

IF WEIGHT LOSS IS YOUR NEW YEAR'S RESOLUTION, HERE ARE FIVE TIPS TO KEEPING IT.

1. Have specific, achievable goals.

Don't just resolve to lose weight. Perhaps resolve to take the stairs every day instead of the elevator. Or resolve to drink 1.5 liters of water per day. A specific weight-loss goal is fine, too,

but make it achievable.

2. Team up with a friend, or at least tell someone about your goal.

Accountability is a good thing. So are motivation and inspiration. Just make sure your partner is a positive influence on your weight-loss goals, not a negative influence.

3. Don't give up if you have a setback.

Having a healthier lifestyle is just that—a lifestyle. It doesn't happen overnight, so don't get discouraged if you overeat or don't exercise one day. There's always tomorrow.

4. Measure it.

Sometimes those measurable weight-loss achievements aren't seen on the scale. When you begin, get measurements of your thighs, arms, chest, waist and stomach. Sometimes you'll see inches being lost, muscle gained and no change on the scale.

5. Go ahead and treat yourself—but in healthier ways.

You lost five pounds? Way to go! Celebrate—but not with a high-calorie food or drink. Perhaps find time to get a massage, buy a new shirt or a get a manicure. You deserve a treat, but don't derail yourself by celebrating in a way that will set you back.



GS STRONG

building a better YOU

August 29, 2016

To All General Shale Employees:

Effective **September 1, 2016**, changes will be made to the reimbursement requirements for **health club/gym memberships**. General Shale will reimburse employees on the following tiered reimbursement level:

- 10 visits per month = 25% reimbursement
- 15 visits per month = 35% reimbursement
- 20 visits per month = 40% reimbursement
- Maximum reimbursement of \$60 per month for any tier

Employees will still be reimbursed on a quarterly basis, however, employees are no longer required to meet the criteria for all 3 months in a quarter to qualify for reimbursement.

For example, an employee visits the gym 10 times in January and 15 times in March. The employee will be reimbursed for 25% of the fee for January and 35% of the fee for March. Once the required documentation is submitted (as detailed below), the reimbursement will be applied as soon as possible in the following quarter through payroll. We want to make sure the goals are attainable and give employees the opportunity to earn reimbursement easier than ever before. So, if you have a vacation planned or life pulls you away from your exercise commitments, it doesn't affect an entire quarter of reimbursement.

The following information remains unchanged:

Health Club/Gym Memberships Requirements

- Employee is required to provide documentation from the facility to verify the monthly membership fee (individual membership only) and attendance.

Wellness/Stand-Alone Classes Requirements

- Employee is required to provide documentation from the facility to verify the total amount paid for classes each month (individual fee only), the class schedule and attendance for the month.
- Employee is required to attend at least 50% of the scheduled classes per month. (Consideration will be given based on employee's access to classes and scheduled work times.)

Please contact the Human Resources/Benefits Department if you have any questions.

In good health,

Scott Ledford
Director of Human Resources

Alison Kestner
Benefits Manager

General Shale, 3015 Bristol Highway, PO Box 3547, Johnson City, Tennessee 37602
T: 1-800-414-4661 | F: 1-423-952-4104 | www.generalshale.com

THE 2016 NEW PRODUCTS

This past year has been a fabulous year for new product introductions. General Shale and Arriscraft pride themselves on being on-trend and forward-thinking in fulfilling the needs of our customers in both the residential and commercial markets.

Let's take a look back at all the new products that have been introduced this year.



NEWCASTLE GRAY



CAYMAN



AUGUSTA



BARNWOOD



2016 FOURTH QUARTER NEW PRODUCTS

COTTONWOOD CANYON

Cottonwood Canyon is a beautiful earth tone brick that contains the visually distinct surface texture of the Canyon Brick Series. Cottonwood Canyon provides an excellent option for residential projects designed to display an aged look in a new product!



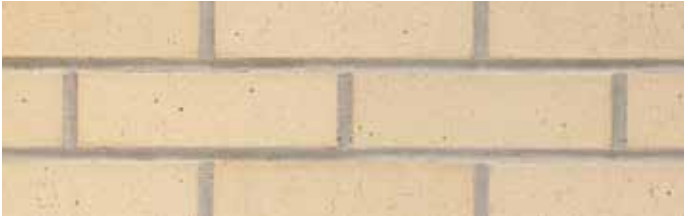
NEW HANOVER

Bricks with natural color tones have proven to be among the most popular choices for residential projects. Our latest clay brick, New Hanover, manufactured in Moncure, NC, is an illustrative example of a classic earth tone brick. Its foremost color is a warm brown, effortlessly highlighted with sparing accumulations of light brown textures and random dark flashes. The result is a rugged and distinguished exterior finish that is ideal for a new dream home.

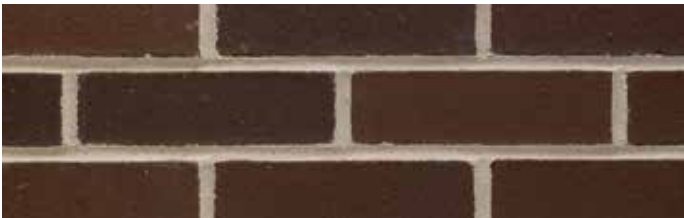




CHALET



HONEYCOMB



JAVA



PARCHMENT



THIN ADAIR® LIMESTONE



LOGAN CANYON



PINEWOOD BRICK



We would like to recognize those employees who are celebrating milestone work anniversaries this quarter. We thank you for your service and commitment to General Shale.

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Terry M. Beverly - Johnson City, TN - 30 years

NAME	LOCATION	YRS SVC
Angelia K. Wood	Piney Flats, TN	25
Ricky J. Norris	Piney Flats, TN	25
Terry D. Wright	Sanford, NC	25
Terry W. Tester Jr.	Charlotte, NC	20
Gilberto Espino-Perez	Denver, CO	20
Juan A. Gonzalez	Denver, CO	20
Colmer T. Clifton	Johnson City, TN	20
Kenneth J. McClaran	Johnson City, TN	20
Peter E. Proctor	Whitmore Lake, MI	15
Scott Parsons	Cambridge, Ontario	10
Jennifer Talluto	Denver, CO	10
Justin J. Grier	Denver, CO	10
Jessica A. Montgomery	Fort Valley, GA	10
Gregory B. Sturn	Fort Valley, GA	10
Roger W. Flinchum	Blue Ridge, VA	10
Keith Q. Colbert	Orland Park, IL	5
Raufeal A. Bostick	Fort Valley, GA	5
Luke B. Guinn	Johnson City, TN	5
Tammy D. Carter	Johnson City, TN	5
Patrick R. Pullen	Manassas, VA	5
David C. Coletta	Memphis, TN	5
Paul H. Elder	Raleigh, NC	5
Thomas M. Money	Denver, CO	5



General Shale

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