

THE BRICK COLUMN

VOLUME 1, ISSUE 1

WINSTON-SALEM, NORTH CAROLINA

SPRING 1999

DEDICATION CEREMONY FOR PINE HALL BRICK COMPANY'S NEW PAVER LINE CONGRESSMAN RICHARD BURR RECEIVED NAM AWARD



Congressman Richard Burr & Pine Hall President Fletcher Steele with NAM Award

Madison, NC - April 12, 1999 - Congressman Richard Burr was awarded the National Association of Manufacturers (NAM) Award for Manufacturing Legislative Excellence in recognition of his consistent support of American manufacturers and their employees. The award was presented by NAM member James Prendergast and Pine Hall Brick's President, Fletcher Steele at the dedication ceremony for the new paver line at the company's paver plant. Also in attendance were North Carolina State Senator Virginia Foxx, Alderman Steven W. Boles of Madison and other dignitaries and manufacturing executives from the area.

Pine Hall Brick Company's president, Fletcher Steele, talked about the success of the new plant since it came

on line in 1997. He thanked the Pine Hall Brick employees who were instrumental in bringing on the new line. He also thanked Harrop Industries (the kiln equipment supplier) for keeping the installation of the new line on schedule.



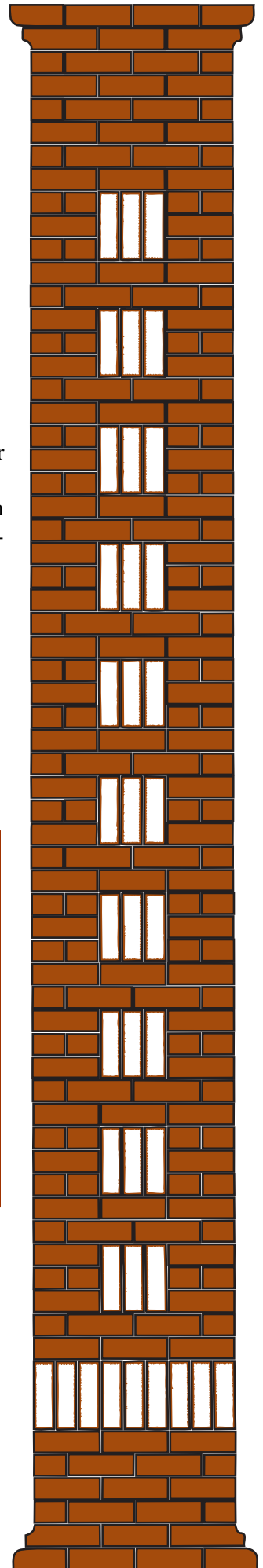
Congressman Richard Burr, NC State Senator Virginia Foxx & Pine Hall President Fletcher Steele

Congressman Burr spoke about the importance of looking ahead and preparing for the future now. He commended Fletcher Steele on the construction of the paver plant and its expansion as being visionary in preparing for the new millennium.

A time capsule was placed in the floor of the paver plant continued...



Time Capsule



DEDICATION CEREMONY (continued)...

with memorabilia of current events and trends as well as Pine Hall Brick facts and predictions. The capsule is to be opened on the company's 100th anniversary on August 7, 2022.

The plant was completed two years ago and has maintained a 'sold out' status ever since. The new line doubles the production capacity to 60 million pavers per year. The current demand for 'America's Premier Pavers' indicates that the demand will continue to exceed the supply for some time to come.

Pine Hall Brick is a 75 year old, privately held concern that manufactures face, paving and special shape clay brick for the residential and commercial construction industry. Their brick is sold in over 32 states with their main markets located in North Carolina and Virginia. The company employs over 300 people. The new line at the paver plant will place Pine Hall Brick Company at the top of the list of clay paver suppliers in the United States.

Renee' Lawson
Pine Hall Brick



...Bring may flowers.



Harold Newman, V.P. of Technical Services, does his lunch box presentation for a group of approximately 20 architects who attended an open house at Coloroc Materials in Tampa on March 17, 1999. The architects enjoyed hospitality and lunch provided by Coloroc. They also received 2 hours of Continuing Education Units (CEU's) for attending the presentation.

A Salute to Success



*Left to Right:
Dale Black, Carolina Phoenix Homes
Cherrye and Ed Small, Mecklenburg Brick & Stone Inc.*

One of the fastest growing areas of the country is the Charlotte-Metrolina area of North Carolina. Industrial, commercial, and residential growth continues to fuel what appears to be virtually limitless growth. Dale Black, president of Carolina-Phoenix Builders, Inc., finds this market particularly to his liking. His fast-paced, determined personality has helped him become one of the premier builders in this rapidly growing area. "The growth here is phenomenal. We try to be successful by building our clients a better home, by giving them a better value," Dale recently said. Apparently this philosophy is working. At a recent early-morning breakfast meeting, we ran into one of Dale's clients, whose home he had recently completed. Instead of the expected questions about doors, carpets, etc. the conversation centered on their families and his client's business. I won't mention all the backslapping.

Ed and Cherrye Small, owners of Mecklenburg Brick and Stone, the distributor that services Carolina-Phoenix Builders, will agree. "Dale keeps us moving. He has a lot going on and he's a hands-on builder. He uses a lot of Pine Hall Brick, especially the pinks. He definitely makes things happen."

Carolina-Phoenix Builders constructs on average 12 homes per year, in the \$750,000 to \$1.5 million price range. Most are all brick. Dale likes the custom homes. "They're a special challenge; everything is custom-ordered and has to be planned for and ordered well in advance." Dale says this with a wry grin. It's a challenge he obviously enjoys.

Dale also has two sons, Dave and Rob who are actively involved in the business.

continued...

A SALUTE TO SUCCESS (continued)...

When asked about his almost exclusive use of brick on his homes, Dale replied, "It's the facade of choice. People want durability and no maintenance. They prefer the look of brick and the great details. They definitely see it as a good investment."

Dale's eye for detail in his brickwork, the use of jack arches, ogee step treads, special A-45 corners, and innovative details, have helped him land some high profile jobs in the market. John Iseley, of the Charlotte-based syndicated "John Boy and Billy" morning radio show, recently moved into his just-completed Carolina-Phoenix built home. He used Pine Hall's Stratford Rose Oversized Tumbled brick for the exterior, along with some Pathway pavers. It is quite impressive.

Dale's smile just got a little bigger. So did ours.

Rick Leonard
Pine Hall Brick



Paving the "Pathway" to Success at MacArthur Mall



For the last two years, one of the most talked about construction projects in the Tidewater area of Virginia has been the City of Norfolk's MacArthur Mall. With nearly \$300 Million invested in this new megamall, the City of Norfolk is banking heavily on its success in an attempt to revitalize the downtown area. Long gone are the days where one considers a

trip to the inner city to satisfy their retail needs. However, the city hopes shopping patterns will be changed with this mall that is chocked full of specialty shops such as Restoration Hardware and anchored by high-end department stores like Nordstroms and Dillards.

For most, the main attraction to MacArthur Mall is the new and exciting shopping experience that came on-line March 12th of this year. But for the folks at Pine Hall and Doyle/Riverside Brick Co., the emphasis was on the "Pathway Full Range" 4x8's and Heavy Traffic pavers that combined for a total of over a half a million units in and around the mall.

The MacArthur Mall project has been quite the feather in the cap of the two companies. Bud Moulse with Doyle Riverside Brick said, "The excellent customer service Department of Pine Hall Brick made this project run smoothly and finish on time." Red Pavers, Inc. of Hampton, New Hampshire was the installer for the exterior paving and Sprinkle Masonry Inc. of Chesapeake, Virginia installed the interior pavers.

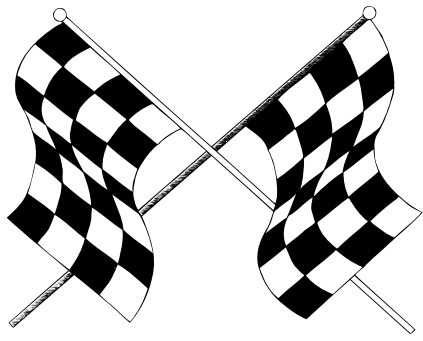
The paver order that the mall project yielded is certainly something to be thankful for when evaluating this year's sales figures. However, the residual effects associated with anchor projects such as this will be enjoyed for many years to come. Projects like MacArthur Mall do wonders for bolstering our presence in the marketplace and plant seeds for our sales staff to water. As a commercial sales representative, I consider it a luxury to be able to promote the Pine Hall paver as "the paver used at MacArthur Mall" or to even coin the paver as "the City of Norfolk paver."

The spin-off projects have already started to come and it looks like we have another busy year ahead of us. The increased capacity at the paver plant will be much appreciated by all, and I am sure that Pine Hall will benefit greatly from their investment.

All of us at Doyle Riverside Brick Co. would like to extend our gratitude for the superior quality products service and support Pine Hall provides. Our companies share a unique relationship that complement and strengthen one another. And together, we also share a positive outlook on the future as we continue to pave our "pathway" to success.

Jason Heard
Doyle Riverside Brick Co.





RACING TO 2000

Each person on our sales team have their own goals and objectives each year, but we also like to have a central theme for all of us to focus on. In 1999, our central theme is "Racing to 2000",

Right attitude with customers and each other during a tough availability year.

Advance technology for better customer service now and in the future.

Customer need focus not just getting product out.

Integrity.

Necessary sacrifices to win and be successful in 1999.

Goals to carry us into the 2000's.

How we place in the race to 2000 is up to our customers. To wave the checkered flag, the caution flag or the red flag. Our commitment to you is to try our best to be leading the pack in the final turn and have done the best job we can to be a winning team in 1999.

Ron Griffin

Vice President-Sales

WHO YA GONNA CALL?

Cindy Brann would love to help you with sample requests. Call her at 1-800-721-7536.

If you are looking for new brick photos, call Amy Dowdle at (336) 779-6128. Her other responsibilities include newsletters for sales representatives and advertising.

Requests for literature, certification letters and MSDS reports can be obtained from Lynn Ball (336) 779-6131. She also handles the Brick Column quarterly and Internet updates.

For any paver leads, namebrick inquiries, paver pak or paver binder requests, you should give Renee' Lawson a buzz at (336) 779-6116.

If you need help with anything not mentioned here call our customer service at 1-800-952-7425 for answers.



AETNA US HEALTH CARE BUILDING

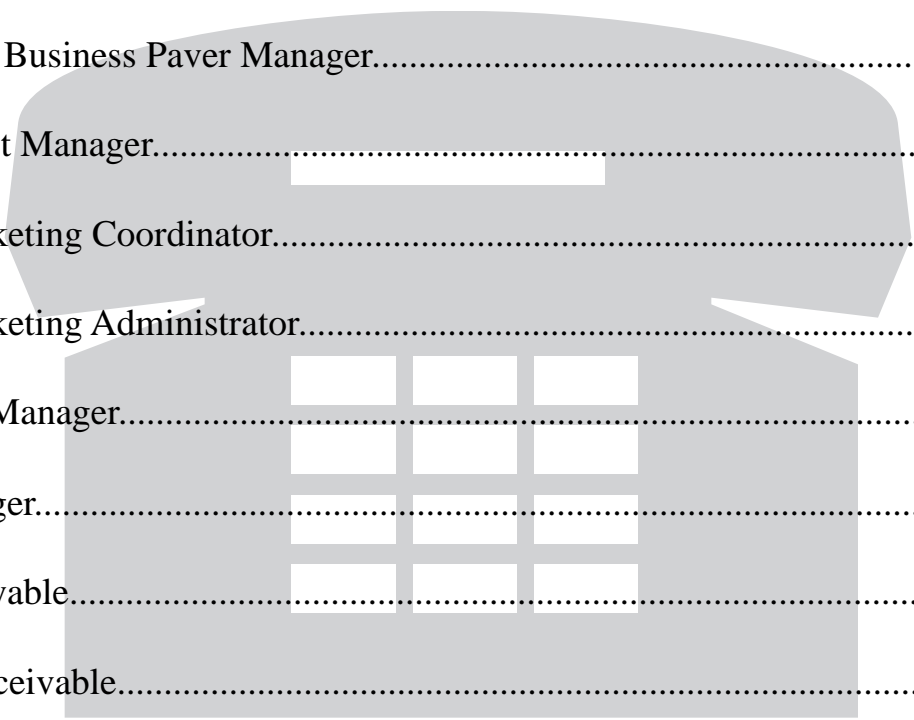
WE GOOFED!!

We apologize for not listing the Masonry Contractor: Koontz Masonry, Inc. for the Aetna US Health Care Building featured in our previous issue.



TELEPHONE EXTENSIONS

We apologize for any inconvenience if you receive our automated phone system. This list will assure that you contact the right person:



Fletcher Steele	
President.....	ext. 104
Ron Griffin	
Vice-President Sales.....	ext. 114
Ted Corvey	
Marketing & Business Paver Manager.....	ext 118
Renee Lawson	
Paver Product Manager.....	ext. 116
Amy Dowdle	
Sales & Marketing Coordinator.....	ext. 128
Lynn Ball	
Sales & Marketing Administrator.....	ext. 131
Harold Beaty	
Retail Sales Manager.....	ext. 117
Pat Holder	
Credit Manager.....	ext. 109
Virginia Cartrette	
Accounts Payable.....	ext. 113
Karen Jones	
Accounts Receivable.....	ext. 112
Beth Huskey	
Manager of Architectural Services.....	ext. 130
Plant Operator	
.....	ext. 200
Customer Service	
.....	ext. 291

EXTRAS!
EXTRAS!



The Marketing & Sales
Department, located in the
Winston office, has a new
fax number:

(336) 721-7517

The Core



WELCOME NEW EMPLOYEES...

- TERESA BEANE**..... joins the Winston office as our new receptionist.
- MONICA PRIDE**..... is new to our staff in the Greensboro Retail Store.
- LYNN BALL**..... has joined the Winston office as our Sales & Marketing Administrator.
- KAREN JONES**..... is our new Accounts Receivable clerk.

ADDITIONALLY...

- MIKE WRAY**..... is now President of Riverside Brick & Supply, our brick distribution division in Virginia.



Spring is bustin' out all over...

CHANGES & PROMOTIONS...

- STEVE BROTHERS**..... is now working in our Greensboro Retail Store. The past six years he has worked at the Winston-Salem office.
- LINDA LAROQUE**..... has moved to Winston-Salem and is working in the showroom. The past seven years she has been a sales rep. for the Roanoke Virginia area.
- RENEE' LAWSON**..... is now manager of Paver Services. She has recently transitioned from Sales & Marketing and Architectural Sales.
- BETH HUSKEY**..... is now manager of Architectural Services. She has worked for 2 1/2 years on the Winston-Salem sales counter.
- VERNON MOORE**..... has been at Pine Hall since 1972 and has recently been promoted to Vice President-Manufacturing.
- HAROLD NEWMAN**..... joined our team in 1994 and is now the Vice President-Technical Services.
- JOHN DOWDLE**..... has been a part of Pine Hall for over 40 years and has been promoted to Vice President-Operations



Pine Hall Brick

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