

THE BRICK COLUMN

Pine Hall Brick on "Extreme Makeover: Home Edition"

Watch "Extreme Makeover: Home Edition" Sundays 8/7c on ABC.

Pine Hall Brick recently donated product used on the "Extreme Makeover: Home Edition" show in Clarksville, TN. The Georgia plant's face brick, called Brown's Ferry, helped to build a house for the Rodriguez family on an episode that is targeted to air in the Fall on the ABC Television Network. The show's premise is to surprise a deserving family like the Rodriguez's with a seven-day complete home makeover from a team of experts and then, chronicle the impact of the results on the deserving family. The show was nominated in its first season for an Emmy award in the Outstanding Reality Program category.

Master Sergeant Luis Rodriguez worked as a combat medic in the field, who served in Iraq. In 2003 while en route to a recently looted hospital in Mosul, Luis and his envoy were ambushed as their Humvee struck a roadside bomb. Luis instantly lost his right leg above the knee; lost two left fingertips and sustained serious shrapnel wounds to his left leg.

Luis refuses to retire from the Army and the job he loves. He is now working as an instructor at the combat school of medicine at the Army's Ft. Campbell base. Sgt. Rodriguez wants to keep teaching soldiers how to protect themselves, how to save lives and still protect their own. He doesn't want what happened to him to happen to any other medics in the Army.

Pine Hall Brick is proud to be a part of building a home for this courageous hero and his family.



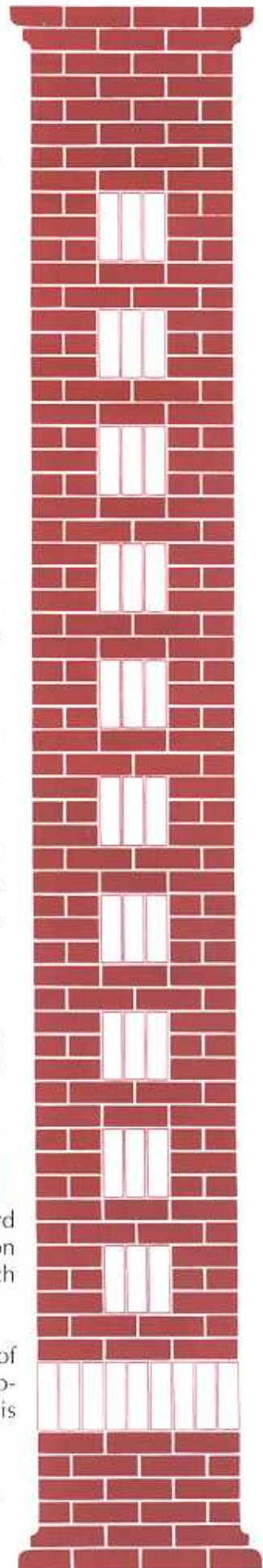
"Extreme Makeover: Home Edition" is produced by Endemol USA, a division of Endemol Holding. David Goldberg is the president of Endemol USA. The series is executive-produced by Tom Forman. The show airs Sundays (8:00-9:00 p.m. ET), on the ABC Television Network.

Harold Newman Receives Robinson Award

Our own technical genius, Harold Newman, received the Gilbert C. Robinson Memorial Award on December 8th in Washington, DC. This award is presented to an individual based on "exceptional technical contributions which assist Committee C-15 in its work and which advance the state-of-the-art within the scope of the committee."

The BIA article reads "Newman was selected for the way in which he exemplifies the spirit of Dr. Robinson through his experimental, but practical, methods of evaluating the physical properties of brick. His knowledge of specifications C-216, C-902 and C-1272 coupled with his entertaining speaking abilities also make him a captivating presenter of his results."

We are very fortunate at Pine Hall Brick to have Harold Newman on our management team.



Grif's Corner

By Ron Griffin, Vice President of Sales

A New Yorker cartoon showed an older manager with his hand on the shoulder of a younger salesman, looking out a large window at the skyline of a major city. The caption read "Somewhere out there, Patrick is the key to increased sales. I want you to find that key Patrick and bring it to me". We all want to have the key(s) to increased sales. The following is a summary of a recent article about the keys to increased sales:



- Get into the field. Do not rely on reports from others. Observe the conditions in the field yourself. Be on the scene and ready to adapt, change or scrap the best laid plans when unexpected developments arise.
- Focus on customer's issues not on WIIFM. "What's in it for me"
- Attitude is king. Beware of complacency. "Your character is what you are but your reputation is what you are perceived to be by others." Your attitude is a major key to how others perceive you.
- Communicate honestly. Sometimes you have to tell customers things they do not want to hear. When your relationship is built on integrity, you can be honest with them and sure they may be upset, but it will only last for two days instead of two years.
- You must hold onto your customers and create lasting relationships that can withstand continued competitive attacks. If you are looking out for your customer's best interest, they will reciprocate.

In the end, do a good job, sell a good product, do what you say you are going to do. I hope all of us at Pine Hall Brick employ these keys everyday. I hope each of you has had a great first half of 2005, will have increased sales in the second half and we thank you for your business.

Wake Forest University: Bricking The Quad

Several years ago Wake Forest University, with the funds from an anonymous donor, transformed a large section of the campus known as "the Quad" by removing all the concrete walks and replacing them with Pine Hall Brick clay pavers. A special paver color was developed to complement surrounding buildings. The Alumni Association used the project to promote Alumni contributions to the university. The project was installed by Draw Enterprises of Charlotte, NC. The university continues to add the special pavers to other parts of the campus.



DID YOU KNOW?

Pine Hall Brick has two paving specialists on staff to help you promote clay paving in your market. Laura Schwind covers the southern portions of the country and Dale Paden the north. Here are some of the things that they can do.

Landscape Architect & Architect Calls with your salesperson

Contractor Calls and Meetings

AIA/CES Lunch Box Presentations for credits

Salesperson Training on Selling Clay Pavers

Technical Support

Call Laura at 336-918-2383 or Dale at 216-469-6090 Today!

Apprentice Masonry Skills Contest

The 2005 NCMCA Apprentice Masonry Skills Contest was held on May 21, 2005 at the Pine Hall Brick retail store in Greensboro, NC. Thirty-one apprentices competed for more than \$10,000 in cash, tools and bragging rights. Joshua Morrison of McGee Brothers Company in Monroe, NC was the 2005 Champion.



Plant 4 Face Brick – Vintage Collection and Old World Series Inventory Improving



Millstone Oversize

Rumbled® series offer an alternative with immediate availability for most styles. Inventory levels continue to improve on these two series.

The Vintage Collection and Old World Series face brick at Plant 4 are gaining popularity with homeowners as more of them become visible in subdivisions and developments throughout our distributor market regions. Though Tumbled brick continue to be in high demand, these Simulated Tumbled and



Innsbruck Oversize



Rumbled Pavers Made The Centerfold

Check out the July/August issue of Architectural Products Magazine. The section titled Project Deconstruction features a project in Durham, NC. The American Tobacco Historic District has Rumbled® Full Range pavers installed on what is reported to be the largest restoration project on record in the United States.



Paver Day Success Story:

A customer attended our Paver Day sale last season and won the drawing for a cube of pavers. They purchased two additional cubes and went home to Virginia to start their project. As you can see from the photos, they transformed their sidewalk with English Edge® Full Range pavers. They were very proud to have done the project themselves after attending the Pine Hall Brick demo expertly performed by our own Ted Corvey and Harold Beaty.



Dear Harold and Pine Hall Brick
At long last our project is finished! We are so proud to have done it all ourselves! Thanks so much to Pine Hall Brick for the cube of pavers and the demonstration class that got us started.
After we were way on our way with the patio, we took a gift card. A good meal at a very nice restaurant!
It was wonderful to win the giveaway — Thank you again so much. The best of all of you. APNE

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The Core

WELCOME NEW EMPLOYEES!

Our new Human Resource Manager, **NANCY TULLOCH**, comes to us with a diverse background and an enthusiastic perspective that fits right in at Pine Hall Brick.

NIKKI BATEMAN has joined the Customer Service department in Madison. She will be working with pavers as well as distributor customers as Eddie Albert's rep.

JOSHUA FREEMAN joined the Charlotte Showroom staff this summer. He is learning the "ins and outs" of the brick business and is quickly becoming a valuable member of our team.

ERIN HENDERSON has joined the Pine Hall Brick staff at the Georgia location. She will perform administrative services and dispatch.

JESSI FRIEL is working in the Charlotte Showroom on a part time basis. She assists the Retail Sales staff with customer service and other office duties.

CHANGES AND PROMOTIONS!

ANNA MCCORMICK has taken the position of Customer Service Supervisor. Anna will continue to work with distributor customers and pavers in addition to her new duties.

LORI BINGMAN has rejoined the Customer Service staff. Lori was the local dispatcher before changing roles to Customer Service.

TIM GENTRY has joined the Transportation Group and is dispatching full time. Tim previously worked in the Sample Department as well as filling in whenever needed in dispatch.

What's Cookin'?

The hottest thing in outdoor rooms - a kitchen! Many homeowners are outfitting their outdoor rooms with appliances and sinks to go with the gas grills and ovens, as well as free standing fireplaces. It's not just a barbecue anymore!



Ask The Paver Man

By Ted Corvey

Q: *We have a project where we used your paver brick on sand bed with stabilized sand in joints. A 9' canopy overhangs the pavement and water splashes off the canopy causing sand to come out of the joints. The owner wants to remove joint sand and replace it with sand/portland mix. What are your recommendations? Richard from Oklahoma City, OK*

A: Water spillover from a ledge or canopy can be a problem when it comes to joint sand. The real cure is to channel/divert the water into a collection area. I assume you've already explored this option so I'll address some others.

I do not recommend the portland & sand mix because you are likely to create a staining problem (cement gets into the small crevices of the paver surface plus the mix will produce efflorescence) and I doubt the ability of the mix to be waterproof over time that could lead to joint sand loss again. The basic problem here is that the spillover creates a very wet concentrated situation and you are basically trying to waterproof the joints through sand stabilization.

Moisture activated sand stabilizers like polymer additives soften with new water exposure and then solidify again. Under heavy water exposure, you can lose long-term solidity and then, it is likely that sand loss will occur.

There are liquid stabilizers available but the concern would be that being water based with fewer solids, the heavy water exposure will erode solidity and lead to sand loss. Epoxies and urethanes might be a better choice but these products are typically not breathable and could lead to paver damage as well as creating a slick surface.

So, I don't know if there is an easy answer and I don't know the owner's patience. If it were my problem, I would first try a liquid sand stabilizer to see how that holds up. I would make sure that a good course sand (washed) is used versus a fine sand like mason's sand. The liquid stabilizers have some water repellence capability and combined with a coarse sand, it may do the trick. The area must be completely dry before the stabilizer is applied and be careful not to apply the stabilizer too thick as it can lose its breathability and cloud over. I recently heard a testimonial from ProSoCo about a test area that they did in Sarasota, FL with a similar situation as described above and after 3 hurricanes, they report no sand loss in the heavy run-off area.



P.O. BOX 11044
WINSTON SALEM, NC 27116-1044