



BIA Announces 2021 Lifetime Achievement Award Winner **Award to be Presented at BIA Spring Meetings in Florida**



The BIA Executive Committee is pleased to announce that Mark Kinser is the recipient of the 2021 BIA Lifetime Achievement Award. This award is designed to honor outstanding individuals who have – for a minimum of 25 years – given substantially of themselves throughout their career to the advancement and betterment of the clay brick industry.

Kinser began his more than 41-year career with General Shale immediately following his graduation from the University of Tennessee (UT), starting out as a supervisor trainee at the company’s Louisville, Kentucky, manufacturing plant. In the years that followed, his career accelerated through all levels of manufacturing management, including supervision, plant management and regional-level manufacturing management. Each of these positions eventually led him into senior leadership.

Kinser retired from General Shale on Jan. 31, 2020, after serving as the company’s executive vice president since 2013. In this role, he provided governance and oversight to a variety of corporate functions, including marketing, human resources, information technology and corporate development.

“Mark provided unparalleled leadership, vision and positivity to our company throughout his career, and represented General Shale in the utmost fashion through his involvement on numerous industry, non-profit and community boards,” said Charles Smith, president and CEO of General Shale. “He has been highly instrumental in the recent successes of our company, providing unwavering advice and stewardship in navigating a successful path after the Great Recession, and solid strategy that helped guide General Shale to its current position as the established leader in the North American construction materials market.”

“Mark has had an uncanny knack for finding or creating win-win solutions as he helped grow General Shale into a national company — and also throughout his many years of leadership at BIA. Today, when General Shale is mentioned, Mark Kinser pops into my mind. It seems he spent so many years as the man behind the scenes, shaping the company, and the same has been true with our industry association.” Al Puckett, Former CEO of Columbus Brick Company

Indeed, Kinser was a strong advocate for the Brick Industry Association, serving on multiple BIA task forces, committees, councils and boards for the last 16 years of his career. He was a member of the

MNR Manufacturer Council, the MNR Combined Councils and the MNR Cincinnati / Northern Kentucky Distributor Council for nine years, and of the Residential Committee for eight. He also served on the MNR Executive Committee, the Southeast Region Marketing Committee, the Audit & Finance Committee, the Distributor Council, the Southwest Region Board of Directors, and several others, all for numerous years.

In addition, Kinser served on BIA's Board of Directors for eight years, chaired the Website Task Force and the Southeast Marketing / Planning Task Force, and served as vice chair of the Southeast Region Board of Directors and the Market Positioning Committee.

The 2021 BIA Lifetime Achievement Award will be presented to Mark Kinser at the Spring Meetings Awards Dinner held on May 5, 2021 at The Hilton Sandestin Beach Golf Resort & Spa in Miramar, FL.

Please send any pictures or stories about Mark Kinser that you would like to share to Trish Mauer at tmauer@bia.org for possible inclusion in the awards dinner presentation.