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# Money

## Pratt in, Wulfsohn out at Carpenter



William A. Wulfsohn  
new CEO at Ashland Inc.



Gregory A. Pratt  
Carpenter CEO and chairman

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Gregory A. Pratt will return as Carpenter Technology Corp.'s chief executive officer, the Spring Township-based company announced Friday. Pratt will replace William A. Wulfsohn, who resigned to to become CEO at Ashland Inc., a specialty chemical company based in Covington, Ky. "I have enjoyed my tenure and am proud to be associated with an outstanding, long-standing industry leader," Wulfsohn said in a statement. "It is also difficult to leave, as I believe we are

entering a very exciting time for Carpenter." The changes will take effect immediately, though Wulfsohn will assist in the transition until the end of the year. Pratt, who was CEO from 2009-2010, has been a company board member since 2002 and will continue as board chairman, a position he has held since 2009. "It has been a pleasure to work with Bill," Pratt said. "Together, we have accomplished a great deal. We wish Bill well in his next endeavors and thank him for his outstanding leadership and service to Carpenter." During Wulfsohn's tenure, from fiscal 2010 through 2014, annual sales grew 93 percent, operating margin improved from 5 percent to 13 percent and full diluted earnings per share went from 4 cents to \$2.47. Ashland, which is ranked 334th on the 2014 Fortune 500 list, had revenues of \$7.8 billion in 2013 and profits of \$683 million. It has more than 15,000 employees. Carpenter has 4,900 employees and reported a revenue of \$2.3 billion.

LOCAL DIGEST

### Ziosk ordering coming to Smokey Bones

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Customers at Smokey Bones Bar & Fire Grill will soon have an easier way to place orders. With a location at Broadcasting Square, Spring Township, the restaurant chain has ordered Ziosk pay-at-the-table tablets for its 65 locations. The 7-inch tablets will be on every table in the restaurant, allowing customers to interactively check the menu and place their own orders. Customers can also utilize the tablets to play games, pay the check and share real-time feedback about their dining experiences. Ziosk, based in Dallas, has more than 65,000 tablets distributed at 1,250 restaurants, including Red Robin and Chili's.

### Adamstown Books opening at seminary

Adamstown Books, a used book seller, is opening a retail location at Lancaster Theological Seminary today. Located in the seminary's Campus Center at 555 W. James St., Lancaster, the store will hold a grand opening sale from 10 a.m. to 3 p.m. Regular store hours will be Wednesday through Saturday from 10 a.m. to 3 p.m.

### Penske companies are military-friendly

Both Penske Truck Leasing and Penske Logistics, Green Hills, have been named to the Top 100 Military-Friendly Employer list for the fourth consecutive year. The list was compiled by Victory Media, publisher of *G.I. Jobs* and *Military Spouse* magazines. In 2014 an estimated 13 percent of Penske's yearly new hires were veterans, with the largest number in truck maintenance technicians and supervisors, truck drivers and logistic operations roles.

### Fastsigns offers chance for free sign

Fastsigns of Pottstown is hosting a giveaway contest for local businesses to win a free digital sign and free digital signage content. The contest, which is part of Fastsigns fifth anniversary, has a submission deadline of Dec. 11. To enter, local businesses and organizations can submit a photo that represents why they want to win the digital sign. To enter, visit [www.woobox.com/kfartv](http://www.woobox.com/kfartv). From Dec. 12 through Jan. 9, voting will take place. A winner will be announced Jan. 13.

## UP ON THE ROOFTOP

Welcomed by employees, green roofing provides environmentally safe way to insulate

By **ANDY ANDREWS**  
READING EAGLE

EPHRATA — Many businesses worry about how their facilities withstand the sun's heat, runoff from major storms and their energy efficiencies. Some improve the type of roofing, install expert wastewater management systems or enhance existing facility insulation. A cool-roof answer, according to one expert, is simply: why not insulate, handle water, and boost the eco-friendliness of the site all at once? How? Green roofing may be the answer, according to J. Reed Gooding, president of GSM Roofing, Ephrata. Head of a third-generation company that has its roots in commercial roofing installation and repairs, Gooding employs 100 people in Ephrata and 25 in Elkton, Md. to install green roofing on a wide range of commercial and institutional buildings. Gooding spoke about the work done at Millmont Elementary School, Reading, in November 2008. GSM installed two roof elevations totaling 12,500 square feet. According to Gooding, the fluid-applied rubberized asphalt membrane was selected for its proven performance in keeping buildings watertight. Four types of the plant sedum, with water-storing leaves, were selected as the vegetation. Nearly three years out, the project is still getting a "green" thumbs-up. Tim Ernst, head custodian at Millmont, noted that the roof still makes use of the drains, but the gravel medium is permeable. Each fall the custodian has to maintain growth and eliminate the weeds that birds drop there, but the roof does not require fertilizer. There is no access to faculty or students. As for plants, a variety of sedums oc-

cupy the planted area. GSM, according to Gooding has installed vegetative roofs at several colleges, including Towson University, Franklin & Marshall College, and the Donegal Mutual Insurance Company, Marietta, Lancaster County. "We probably have installed about a dozen vegetative roofs since 2008," he said. **Showroom at Ephrata location** GSM has had its own showroom at its Ephrata location on South Reading Road since 2013. The GSM roof, about 7,300 square feet on top of its facility, includes 14,000 weather-hardy plants. The plants include seven varieties of sedums (including the Sex-angulare "Utah" variety) and about 112 varieties of perennials, including *Aster dumosus* ("Wood's Blue"). The planting was finished in four days in September 2013 at a cost of about \$15-\$20 per square foot. The GSM project includes special add-ons such as pavers, skylights, rails and hands-free power hatch, ladder, and rain barrels. Total installation cost: \$160,000. The Ephrata facility green roof was installed using a layering system including a base of 2.5 inches of isocyanurate insulation (an expanding rigid foam), a half-inch of secure rock gypsum insulation (a drywall board), a membrane and protection sheet, and then soil. The soil is composed of a one-inch foundation growing media and then a four-inch surface media. The media provides absorption to a point where if saturated, there is minimal runoff. Roof runoff is collected at several locations. According to the website [www.greenroofstoday.co.uk](http://www.greenroofstoday.co.uk), estimates for energy savings on green roofs vary. A green roof lowers the costs for heating and cooling for more than 50 percent of those installed. In addition, green roof sys-



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Above: Reed Gooding, president of GSM Roofing, at the garden picnic table on the firm's green roof.

Left: Plenty of plants on the GSM green roof are almost in full bloom in this August 2014 photo.

tems are extremely durable, according to the site, and the system lasts up to 50 years. **Regular fertilization, weeding** For GSM-installed roofs, maintenance is key, noted Gooding. Regular fertilization and weeding (weed seeds are imported by birds) are critical to ensure the integrity of the roof. Gooding works with his brother Will, who oversees another GSM location in Elkton, Md. GSM began was established in Lancaster in 1946 and operates two companies, including GSM Industrial on Hempland Road in Lancaster and the GSM Roofing company in Ephrata. GSM was launched by J. Fred Gooding and continued under the supervision of his son, John Gooding, Reed's father. "My grandfather knew roofing," said Reed. J. Fred was an inspector for buildings on the East Coast who "fell in love with the area," said

Reed, and moved to Lancaster. J. Fred hitchhiked and rode the trolley to job sites, as he couldn't afford a car. J. Fred joined up with his brother-in-law, Bill Simpson, along with Fritz Mackes, a sheet metal specialist, and using their last names, formed GSM. Jeff Kramer, outside sales with GSM Industrial, said his company designs, fabricates, and installs pollution control systems for greater Berks companies such as East Penn Manufacturing, Lehigh Cement and Carpenter Technologies. Are there government programs to help defray green roofing installation costs? In Pennsylvania, the only major city looking at a government program to help defray green roofing installation costs is Philadelphia. According to Plant Connection ([myplantconnection.com/green-roofs-legislation.php](http://myplantconnection.com/green-roofs-legislation.php)),

there is proposed legislation in Philadelphia City Council to provide a personal income tax credit for residential and commercial green roofs in the amount of 25 percent of costs or up to \$100,000 per year for six years. Plant Connection notes Philadelphia offers a credit against the Business Privilege Tax of 25 percent of all costs incurred to construct a green roof up to \$100,000. To qualify, the green roof must cover 50 percent of the rooftop. But for those who work in buildings with green roofs, the benefits are plentiful. During the warm-weather season, the green roof in Ephrata is a great place for relaxation, lunch, and other events. It is reflected in the employees' work attitude. "The reaction has been tremendous," said Reed. "It does a lot for employee morale." **Contact Business Editor Andy Andrews: 610-371-5080 or [aandrews@readingeagle.com](mailto:aandrews@readingeagle.com).**