

Meet Adam Joss, President at The Vertical Connection Carpet One

Jim Ries: Hello and welcome to Java with Jim. I'm Jim Ries, Director of Business Development at Offit Kurman. Joined here today with Adam Joss, President at the Vertical Connection Carpet One. Adam, how are you today?

Adam Joss: Very good. Thank you, Jim.

Thanks for having me. I appreciate it. How are you doing?

Jim Ries: Yeah, I'm doing great. Good to see you. So Adam, tell us about the Vertical Connection Carpet One. What do you do there and what makes your company different from other companies in your industry?

Adam Joss: Yeah, for sure. So, we actually started in the window treatment business.

We still do window treatments, residential and commercial, but the majority of our business is actually carpet and flooring which not everybody is aware of. So we help homeowners in our showroom. We help homeowners in their home. We help businesses large and small replace the flooring in their offices.

We work with different types of what we refer to as trade partners, so contractors, designers, a lot of people in the realtor community. So really anywhere where there's flooring or window [00:01:00] treatments, we love to be a partner to those in need.

Jim Ries: Yeah. Great. So Adam, when it comes to the Vertical Connection Carpet One, what would you say you're most proud of?

Adam Joss: I mean that really, it's an easy one 'cause I answered this, well, I share it regularly with our team, but the people are number one, right? And I tell our team at our meetings constantly that pound for pound, they're the best in the industry. So, our people really do a wonderful job of representing who we are and us and our brand. And I explained to everybody and I had a conversation yesterday, we're bringing on a new hire that we're really excited about and we explained that our brand and our reputation supersedes every individual and everyone. Our team just does a wonderful job of serving our customers.

Caring and most importantly, really supporting one another within the organization. 'cause that's really where our success comes from. So we help each other out and in doing so, we help our customers out.

Jim Ries: Yeah. Back in the day [00:02:00] we were taught that customer is number one.

Adam Joss: Yeah.

Jim Ries: And I would argue that in today's world, your employees are number one because if you don't take care of your employees,

Adam Joss: Yeah.

Jim Ries: They're not gonna take care of your customers.

Adam Joss: I read that not too long ago. Well, I should say I read that many years ago and that really stuck with me, that exact thought.

And it's true. I mean, our customers are like beyond important to me, right? We wanna bend over backwards to make sure that they're happy and thrilled with everything. But we are, and me personally am completely dependent on our team to take care of them. So I buy into that logic and try to do the best I can to take care of our people.

Jim Ries: Yeah. Adam, speaking of your team, how many team members do you have and where are they located? Where are you guys located?

Adam Joss: Yeah, so we range from, factoring in our installation crews and our technicians we're about 40, 45 people. Based outta Columbia. So we've got a really fantastic showroom in Columbia, right next to Wegmans.

But we really reach between Baltimore and D.C., Annapolis to Frederick, so throughout [00:03:00] Maryland. So a lot of times the people closer to our showroom are visiting us in our showroom. And other people and businesses, we visit them and we bring the samples in the showroom to them.

So make it simple, easy, and convenient is really what we try to do.

Jim Ries: Got it. What do the next six months look like for you and the Vertical Connection Carpet One?

Adam Joss: Yeah, so we're obviously, we're always optimistic, we're always excited about the months ahead. We, really have been, we've been in business for almost 50 years, so next year will be 50 years.

So we're certainly excited for that. That's more than six months away. But the spring is really our busy season. So we always look forward to that time of year. And I think, this year there's some promising signs, tax returns should be a nice surprise. There was a lot of noise I'll call it in 2025, so hopefully some of that is behind us.

And, consumers are feeling good and wanna invest in their home and businesses are updating their offices as people come [00:04:00] back to the office. And, businesses wanna have a nice environment for their employees to be in. Carpet and flooring is a big part of that. So we're excited for the months ahead.

Jim Ries: Yeah, for sure. All right, Adam, here's the fun question. What do most people watching this video not know about you?

Adam Joss: Like personally?

Jim Ries: Sure. If there's something you'd like to share.

Adam Joss: No nothing in particular. I don't know. I'm. I wanna say I'm an open book, but I'm also, I guess, more of a reserved person probably.

So I don't share a tremendous amount, but I don't know, one thing that comes to mind, and I guess this will tie into the last question too, about the what to look forward to in the next six months. I'm a big Orioles fan, so, very excited for a new year, a new season. They've got some great additions and it's really easy, anytime we have a client or customer or prospect that's an Orioles fan, it makes it really easy to build a relationship and have a conversation. So, excited for that. Beyond that, my life is split between [00:05:00] work and kids. And my kids are they're nine and 11 and they're just, fantastic ages.

And, I walk out of the office and the rest of my day is spent with them. The beginning of my day is spent with them. So that's what keeps me busy.

Jim Ries: Yeah. Love it. Well, listen, the O's have created a lot of excitement recently in both on the field acquisitions and what they're doing off the field.

It made improvements to the stadium, so pretty exciting. I think a lot of people are really jacked up for opening day.

Adam Joss: Yeah, can't wait to go. My son and I go every year, so I used to go every year with my dad and my family and, love carrying on that tradition with him.

Jim Ries: Likewise back in the day.

Adam Joss: Yep.

Jim Ries: Well listen, Adam, thanks for spending time with us and thanks for sharing information about the Vertical Connection Carpet One. We appreciate it and I know I'll be seeing you sometime soon.

Adam Joss: Yeah. Awesome. Thanks for having me.

Jim Ries: Alright, take care. Bye.

Adam Joss: Alright, See you, Jim.