

Carpet Plus – A Quarter Century of Bettering Business and the Community Around Them

Duane Cassis and Cindy Adams, owners of Carpet Plus in Charlottesville, Virginia, understand that running a successful business also comes with the responsibility of giving back to the community. For 25 years, Carpet Plus has been proud to support many charities and programs all over Charlottesville, and looks forward to another 25 years of involvement.

They start each New Year by being the Presenting Sponsor of "First Night Virginia", an annual event that brings the community together to celebrate New Year's Eve. What some may not know is that behind the scenes, Carpet Plus handles all the marketing, entertainment and event coordination.

Supporting local arts, artists, and helping to continue a community tradition is very important to Duane and Cindy.

"We've got an amazing community here in Charlottesville," says Cindy Adams, owner of Carpet Plus. "They've supported us for 25 years. It makes perfect sense to do everything we can to give back to those who have given us so much."

It's not unusual for Duane and Cindy to see a need and fill it--or in one case, to keep it from being filled. In 2009, Carpet Plus created "Re-Cork C'Ville", a local cork recycling program that has kept over half a million wine corks from ending up in the local landfill.

Recently, Carpet Plus was crowned champion of the Better Business Challenge, a competition between local businesses to incorporate more "green" practices into their day-to-day operations. Duane and Cindy have been using sustainable business practices for years, so they had a leg up on the competition. They were more than happy to share their knowledge with other participating businesses.

From donating flooring for low-income housing improvements to sponsoring races to benefit the UVA Cancer Center Breast Program, Carpet Plus understands that a thriving successful business is only as healthy as its community. That's why Duane and Cindy have recently become supporters of the Community Investment Collaborative, an organization that provides education and capital to entrepreneurs who have difficulty accessing funds from traditional sources.

All this hard work and community involvement garnered Carpet Plus the WFCA Gold Standard Retailer Award in 2010. That's all the motivation Duane and Cindy needed to continue bettering their business, and more importantly... bettering the community of Charlottesville.

