

{Around Town}



Concrete Repair Specialist

By Nancy Henderson

When Internet competition eclipsed David Gordon's once-successful career as a direct importer of home furnishings, he started looking at options to fill a niche he'd noticed over the years. "The one we're standing on was poured in 1948," he says of the smooth concrete floor in the living room of the East Main Street home he shares with his wife and business partner Sharon. "It's full of river pebble and river sand because they were dredging the river at that time. When you polish this up, it just looks to me like a slab of polished fruitcake. It's got all your nuts and seeds and different color fruits

and bits of coal and shell, and to me that's fascinating. It's a time capsule."

This year marks the 15th anniversary of Concrete Repair Specialist (CRS), which Gordon launched with two partners to serve industrial clients across the United States. In 2003, he became the sole owner and switched to a more decorative focus that allowed him to use the in-the-trenches design knowledge he'd gleaned in the import business. A few years later, when he married Sharon, a graphic designer who'd worked for carpet and adhesive manufacturers, the couple turned their sights on the residential market. "Before that, I was marketing using a shotgun," admits Gordon, who holds more than a dozen certifications in his field. "She taught me how to shoot with a rifle and direct my aim."

Using stains, dyes, metallic inlays, stamped textures and other techniques, along with durable, high-quality polymer resins and, when necessary, "camouflage tricks," CRS transforms ailing pool decks, porches and driveways into dazzling new

ones. Repair generally costs much less than replacement. "I've worked for some really, really rich people," Gordon says. "And I've also worked for little old ladies who are ... in a walker and can't get up their driveway anymore. Then we have customers that don't like the way the pool looks anymore and they bring me in to make it look better. We can do a lot with a really beat-up, ugly piece of concrete if the structure is stable."

Gordon's portfolio also includes a number of public spaces, from the Rock City courtyard to the Coolidge Park fountain animals to the swimming pool at the Chattanooga Choo-Choo. But his favorite project to date is the blue-sky-and-cloud floor he crafted for the WRCB-TV 3 studio. "I wanted to give (meteorologist) Paul Barys something that looked like the start of a cyclone where the cameras sit. And we were able to pull that off."

.....{Need-to-Know Info}.....

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