

# SUNDEK

## History Timeline

1970-1979

1970



Creation of Sundek!  
(Super Deck at the time)

1974



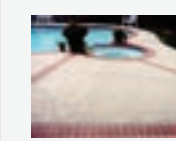
Sundek installation  
at Disneyland

1973



Frank Lewis came onboard  
with Sundek

1975

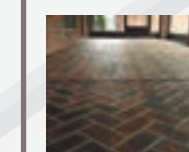


Sundek Finish  
Coat developed



Mark Stambaugh came  
onboard with Sundek

1977



Sundek Masonry Effects  
created, original name  
was "Kelly Brick", named  
after founders daughter.

# SUNDEK History Timeline

1980-1989

## 1981

All Texas Decks/ATD Concrete Coatings established



## 1983

**Fun Fact** Sundek Dealer Network created

## 1984

**SUNDEK** All Concrete Resurfacing established

**SUNDEK** Sundek of Austin established

**SUNDEK** Sundek of Nashville established

**JABCO** JABCO, INC. established

1984 was the first year awards were given out. Mark Stambaugh was given about 20 minutes to prepare, and he gave out a total of three awards. The only category was "Outstanding Deck Design".

This convention took place at the Saddleback Motel in Norwalk, CA.

**Fun Fact**

Don at ATD 1985



Sundek hydroplane racer

## 1985

Convention located in Anaheim

**SUNDEK** Sundek of Illinois established

**SUNDEK** Sun Surfaces of Orlando established

**Fun Fact** 1985 had a total of five award entries, and three awards given out. This was in a hotel that had JUST opened. There wasn't a dinner, they had cocktails & cold cuts, that's it!

Charlie Plunk and Tom Downing wrote a Sundek anthem to the tune of "Lucille" by Kenny Rogers:



From the desert of New Mexico  
Five brothers in the rock  
Decided to "hang up their tools"  
They left Albuquerque  
Headed west like turkeys  
In search of some diamonds & fur  
It was so surprising  
Their minds were a flash  
That when he started to talk  
He talked on some dealer  
He said "I'm no singer  
And mixed up a batch in the jar  
You picked a fine time to visit Sundek  
The having brothers met a date they had left  
One started singing - the others were shy  
And began to "ho!" it with a yell  
You picked a fine time to visit Sundek  
They passed a hallienc  
Had some dollars to burn  
They mixed it right down to you  
They passed their address  
Their backs to the door  
Not thinking "it was a phone  
They all want to be in  
They were a to go  
The Sundek story was about  
Some were "waste" on  
"Myric Boats" their dealer  
And "and their mix on the coast  
Some were "waste" on  
"Myric Boats" their dealer  
And found their mix on the coast  
The product was sticky  
They were taking a "skin  
They needed more help than a fact  
They brought an old Jerry  
Tom & Fred made it merry  
And that made an "oil" of an act  
A blower & goin'  
The company was a growth  
The oil was made up to the "oil"  
They kept accounting  
Square footage was mounting  
The total was up in the "oil"  
They kept accounting  
Square footage was mounting  
The total was up in the "oil"  
The work was a screamin'  
That Sunday was "Makin'  
A" over the United States  
Some "mixed on the wagon  
And how they're a "braggin'  
How many the money's "to make  
Some "mix to an attorney  
And "mix, he don't "scurry  
And "mix to "mix with his "and - no  
And "mix to a "mixer  
Error's the dancer  
And "mix to "mix to "mix

## 1986

All Texas Decks  
Sundek Softball team

**CARDINAL** Cardinal Pools established

**SUNDEK** Concrete Resurfacing Specialties established

**Dealer of the Year** First official Dealer of the Year award goes to Williams & Associates

**Best Volume Increase** All Texas Decks (ATD) won Largest Volume Increase award

**Golden Trowel** First official Golden Trowel award goes to All Concrete Resurfacing (for a project where peacocks ran through the base coat)

**Estimator of the Year** First official Estimator of the Year award goes to Gerald Di Pasquales at Sun Surfaces, Inc.

Convention was located in Orlando during the Challenger launch. Everyone stepped outside the hotel to watch the launch, but instead witnessed the Space Shuttle break apart 73 seconds into its flight.



## 1987

Convention located in Honolulu

**Dealer of the Year** Dealer of the Year award goes to Atlanta Concrete Resurfacing

**Most Successful New Dealer** Most Successful New Dealer award goes to Sun Surfaces of Orlando

**Best Commercial Design** Best Commercial Design award goes to Sun Surfaces of Orlando

**Best New Innovation** Sundek VHS Tape-Airflow Enterprises

**Best Texture in America** Best Texture in America award goes to Sundek of San Diego (Sam Alacqua)

**Estimator of the Year** Estimator of the Year award goes to Joy Libernini at Sun Surfaces of Orlando

**Dealer of the Year** Dealer of the Year award goes to Sun Surfaces, Inc.

**Most Successful New Dealer** Most Successful New Dealer award goes to Sundek of Illinois

**Decorative Concrete Resurfacing** Decorative Concrete Resurfacing established

**SUNDEK** Sundek of Redding established

## 1989

Concrete Coatings, Inc. established

Sundek of Illinois won Largest Volume Increase award

**Estimator of the Year** Estimator of the Year award goes to Tom Salmon at Sundek of San Diego

**Dealer of the Year** Dealer of the Year award goes to Sun Surfaces, Inc.

(left to right) Charlie, Jim, Greg, Johnny, Don, Mike & Tom perform Charlie & Tom's rewrite of "Lucille".

Convention located in San Diego.

First "themed" Convention: "Bigger, Better, Bolder"

**Fun Fact** A mariachi band followed the crew through the "after party" that moved in and out of three different hotel rooms due to noise complaints. The Sundek tradition of getting thrown out of everywhere started early.



# SUNDEK History Timeline

1990-1999

## 1990

Convention located in Atlanta  
1990 was the first year of Sales School/Training, AND the first official 'Sell Off'. The winner was Lisa O'Hern!

- Dealer of the Year award goes to Sundek of Nashville
- Sun Surfaces of Orlando, inc. won Largest Volume Increase award
- First official Spirit Award goes to Charlie Plunk
- A tornado hit the night of banquet!



## 1992

- Gold Coast Surfaces established
- Sundek of San Antonio established
- Sundek of Washington established

- Dealer of the Year award goes to Intermountain Sundek
- Estimator of the Year award goes to Gary Van Orden at Intermountain Sundek
- Spirit Award goes to Talmon Davis
- Sundance Surfaces won Outstanding New Dealer award
- Beauty Crete won Largest Volume Increase award
- Best New Innovation: Mini Sales Kit



Convention located in Nashville. They went to Tooties for the night out and it was packed! Charlie made new friends and bought everyone a drink. Dinner was on a dark paddleboat.

## 1993

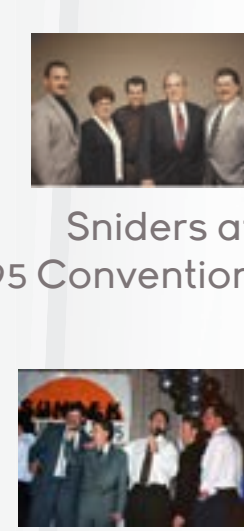
- Convention Located in Tulsa
- Dealer of the Year award goes to All Texas Decks (ATD)
- Spirit Award goes to Mike Norton
- Estimator of the Year award goes to Bobbi Signs at Sundance Surfaces
- Joe Primavera won Sell Off Champ
- Gold Coast Surfaces won Outstanding New Dealer award
- Best New Innovation: Granite Effects
- The Felstads & Stambaughs ended up in bed together!

25 years of SundeK!



## 1995

- Convention located in Louisville. Night out was at the Kentucky Derby.
- Dealer of the Year award goes to All Texas Decks (ATD)
- Spirit Award goes to Tolbert Davis
- Dale Bullion won Sales School Champ
- Sundek of Columbus won Largest Volume Increase award



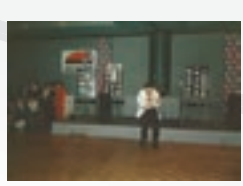
Sniders at 1995 Convention

## 1991

- Convention located in Dallas
- Best New Innovation goes to a LA Sales Rep for Custom Scoreline
- Dealer of the Year award goes to Sun Surfaces of Orlando
- Spirit Award goes to Charlie Plunk
- Surface Decking Co. won Largest Volume Increase award
- Estimator of the Year award goes to Art Watson at Artistic Surfaces
- Charlie conducted Sales School this year
- A "Dallas" skit was performed



Big Tex on stilts joined convention!



Johnny split open his brand new pants doing the splits.



## 1994

- Sundek of the Carolinas established
- Sundek of Columbus established
- Dealer of the Year award goes to Sundance Surfaces
- Gold Coast Surfaces won Largest Volume Increase award
- Spirit Award goes to Chuck Bradley
- Estimator of the Year award goes to Jack Olson at Sundek of Illinois
- First official Crewleader of the Year award goes to Sam Godbey at Gold Coast Surfaces
- Shawn Brady won Sales School Champ



Convention located in San Antonio. The San Antonio crew scaled the wall OUTSIDE to get to the hospitality suite. First time Yvonne fired anyone, and she fired all three of them.

Best New Innovation: SunData

Sundek of San Antonio won Outstanding New Dealer award

## 1996

- Convention located in Long Beach
- Dealer of the Year award goes to Artistic Surfaces
- Spirit Award goes to Tolbert Davis
- Crewleader of the Year award goes to Willie De La Fuentes at Sundek of Austin



Suzan & Mark 1996

## 1998

- Convention located in Washington, D.C.
- Dealer of the Year award goes to Sundek of Austin
- Spirit Award goes to Charlie Plunk
- Crewleader of the Year award goes to Bertin Suarez at Sundek of Austin
- Sundek of Austin won Largest Volume Increase award



## 1999

- Convention located in Austin
- Dealer of the Year award goes to Sundek of Austin
- Spirit Award goes to Charlie Plunk
- Sun Surfaces of Orlando won Largest Volume Increase award
- Sundastic Surfacing won Outstanding New Dealer award



New SundeK logo unveiled with a controversial new slogan as well, "We Worship the Ground You Walk On".



SundeK of Austin team 1999

# SUNDEK

## History Timeline

2000-2009



### 2000

No Convention this year. There was just a "National Owners Meeting".

**Fun Fact** Dealer Council began.

**Special Judges Award** The Special Judges award was created this year for pictures that didn't fit into a specific category. The winner was an innovative application by All Texas Decks

**Dealer of the Year** Dealer of the Year award goes to Artistic Surfaces

**Estimator of the Year** Estimator of the Year award goes to Ron Benson at SunDeck of Austin

**Largest Volume Increase** SunDeck of Illinois won Largest Volume Increase award

### 2002

Convention located in Grapevine, TX

**SUNDEK** SunDeck of Central Texas established

**Fun Fact** The SunDeck slogan changed for good, to "You Stand On It. We Stand Behind It."

**Outstanding New Dealer** SunDeck of Marble Falls won Outstanding New Dealer award

**Largest Volume Increase** SunDeck of San Antonio won Largest Volume Increase award

**Lifestyle Award** The first official Lifestyle Award was presented to South Sound SunDeck

**Dealer of the Year** Dealer of the Year award goes to SunDeck of Austin

**Salesperson of the Year** Salesperson of the Year award goes to Rick Hubbard at SunDeck of Austin

**Two Outstanding New Innovations:** Electronic Presentation Binder (Surface Decking Co.) & Interactive CD Rom Presentation (All Texas Decks)

### 2004

Convention located in Grapevine, TX

**Largest Volume Increase** Bullion Coatings won Largest Volume Increase award

**Outstanding New Dealer** SunDeck of Pennsylvania won Outstanding New Dealer award

**Commercial Salesperson of the Year** First official Commercial Salesperson of the Year award goes to Barry Britton at All Texas Decks

**Salesperson of the Year** Salesperson of the Year award goes to Corky Hume at SunDeck of Austin

**Crewleader of the Year** Crewleader of the Year award is tied between Armando Hernandez at SunDeck of Washington and Agustin Suarez at SunDeck of Austin

**Dealer of the Year** Dealer of the Year award goes to SunDeck of Austin



### 2006

Convention located in Dallas

**Outstanding New Dealer** Treasure Coast won Outstanding New Dealer award

**Salesperson of the Year** Salesperson of the Year award goes to Rick Hubbard at SunDeck of Austin

**Crewleader of the Year** Crewleader of the Year award goes to Agustin Suarez at SunDeck of Austin

**Commercial Salesperson of the Year** Commercial Salesperson of the Year award goes to Glenn Rhines at SunDeck of Austin

**Dealer of the Year** Dealer of the Year award goes to SunDeck of Nashville

**Largest Volume Increase** SunDeck of Nashville won Largest Volume Increase award

### 2008

Convention located in Fort Worth

**SUNDEK** Treasure Coast Surfaces established

**SUNDEK** V & H Coatings established

**Salesperson of the Year** Salesperson of the Year award goes to Barry Britton at All Texas Decks

**Crewleader of the Year** Crewleader of the Year award goes to Benito Roman at SunDeck of Austin

**Outstanding Residential Job** SunDeck of Nashville won Outstanding Residential Job award

**Dealer of the Year** Dealer of the Year award goes to SunDeck of Washington

**Largest Volume Increase** SunDeck of Washington won Largest Volume Increase award

**Outstanding New Dealer** SunDeck of Tidewater won Outstanding New Dealer award

### 2000

**Crewleader of the Year** Crewleader of the Year award goes to Victor Castellon at Sun Surfaces of Orlando

**Outstanding New Dealer** Ultimate Surfaces (Naples, FL) won Outstanding New Dealer award

### 2001

No Convention this year. There were three regional meetings in Atlanta, Dallas, and Los Angeles instead.

**Fun Fact** Awards were broken up by region. Joe Primavera's first year as MC of awards banquet.

**SUNDEK** SunDeck of Pennsylvania established

**Dealer of the Year** National Dealer of the Year award goes to Surface Decking Company

**Estimator of the Year** National Estimator of the Year award goes to Darren Keithley a Houston Deking AND Greg Kehl at All Texas Decks

### 2003

Convention located in Grapevine, TX

**Largest Volume Increase** SunDeck of Nashville won Largest Volume Increase award

**Outstanding New Dealer** Bullion Coatings won Outstanding New Dealer award

**Salesperson of the Year** Salesperson of the Year award goes to Tina Davis at Gold Coast Surfaces

**Crewleader of the Year** Crewleader of the Year award is tied between Francisco De La Torre at All Texas Decks and Agustin Suarez at SunDeck of Austin

**Dealer of the Year** Dealer of the Year award goes to SunDeck of Austin



### 2005

Convention located in Grapevine, TX

**BULLION COATINGS** Bullion Coatings established

**Largest Volume Increase** SunDeck of Washington won Largest Volume Increase award

**Outstanding New Dealer** Georgia Resurfacing won Outstanding New Dealer award

**Salesperson of the Year** Salesperson of the Year award is tied between Barry Britton at All Texas Decks and Corky Hume at SunDeck of Austin

**Crewleader of the Year** Crewleader of the Year award goes to Jose Aldana at All Texas Decks

**Dealer of the Year** Dealer of the Year award goes to All Texas Decks

**Outstanding Use of SunDesign** Outstanding Use of SunDesign award goes to SunDeck of San Antonio



### 2007

Convention located in Fort Worth

**Salesperson of the Year** Salesperson of the Year award goes to Debra DelGiudice at Treasure Coast

**Crewleader of the Year** Crewleader of the Year award goes to Jose Toledo at All Texas Decks

**Outstanding Residential Job** SunDeck of Nashville won Outstanding Residential Job award

**Dealer of the Year** Dealer of the Year award goes to Bullion Coatings

**Largest Volume Increase** Bullion Coatings won Largest Volume Increase award

**Outstanding New Dealer** SunDeck of Central Texas won Outstanding New Dealer award

**Dealer's Choice Award** Dealer's Choice award goes to SunDeck of Las Vegas (they got a perfect score of 125)

### 2009

Convention located in Arlington

**SUNDEK** Concrete Coating Specialists established

**Unique Decking** Unique Decking established

**Commercial Salesperson of the Year** Commercial Salesperson of the Year award is tied between Dick Krach at SunDeck of Washington & Rae Cerasoli with National Accounts

**Dealer of the Year** Dealer of the Year award goes to SunDeck of Austin

**First official Project of the Year** First official Project of the Year award goes to Dick Krach at SunDeck of Washington for the Everett Project

**Salesperson of the Year** Salesperson of the Year award goes to Jeff Harris at SunDeck of Washington



**SUNDEK** Concrete Coating Specialists established

**Crewleader of the Year** Crewleader of the Year award goes to Cornelio Aldana at SunDeck of Austin

**Salesperson of the Year** Salesperson of the Year award goes to Jeff Harris at SunDeck of Washington

# SUNDEK

## History Timeline

2010-2019

### 2011

Convention located in Arlington, TX

**Big RED** Decorative Concrete established

**Salesperson of the Year** award goes to Scott Hubbard at Sundek of Austin

**Project of the Year** award goes to Sundek of Washington

**Dealer of the Year** award goes to Sundek of San Antonio

**Project of the Year** award goes to Sundek of Washington

**Largest Volume Increase** Sundek of Nashville won Largest Volume Increase award

### 2013

Convention located in Arlington, TX

A Van Halen skit was performed at the start of convention. The performers were told their Jack Daniels bottles were filled with tea instead of whiskey. They soon found out it was, in fact, whiskey in the bottles.

**Salesperson of the Year** award goes to Harvey Kny at Bullion Coatings

**Commercial Salesperson of the Year** goes to Dick Krach with Sundek of Washington

**Spirit Award** goes to Dick Krach at Sundek of Washington

**Crewleader of the Year** award goes to Guadalupe Velasquez at Sundek of Washington

**Dealer of the Year** award goes to Sundek of Washington

**Project of the Year** award goes to Sundek of Nashville

**Largest Volume Increase** Sundek of Washington won Largest Volume Increase award

### 2015

Convention located in Arlington, TX

Joe's laptop went crazy and lost his entire presentation. Casey worked to get what she could back up while everyone took advantage of the open bar in the lobby. Joe came in clutch and was able to improvise the entire thing!

Kevin O'Hern and Dale Bullion wore the EXACT SAME tie. & Scott Butley's was not far off!

Video footage of a Rap Battle between Sundek Products and Dealer Council was revealed. Dealer Council performed a Sundek style re-write of "Drop It Like It's Hot" by Snoop Dogg, and Sundek Products performed a Sundek style re-write of "No Diggity" by Blackstreet, titled "Not Slippery".

**Crewleader of the Year** goes to Jesse Montanez at Bullion Coatings

**Salesperson of the Year** award goes to Harvey Kny at Bullion Coatings

**Dealer of the Year** award goes to Bullion Coatings

**Project of the Year** award goes to Sundek of Washington won Largest Volume Increase award

**Project of the Year** award goes to Concrete Coatings, Inc.

Joe Primavera interviewed with WFAA News during the 2015 American League Division Series when the Texas Rangers were up against the Toronto Blue Jays for a shot at the World Series.

### 2017

Convention located in Fort Worth

Deidre Dann's first year as MC of Awards Banquet

T & R Concrete established

Knox Concrete established

Concepts on Concrete established

Sundek by Applied Concrete Coatings established

Pacific Concrete Coatings established

The Most Valuable Sundeker award was presented to Chris Mayer

Salesperson of the Year award goes to Jonathan Bullion at Bullion Coatings.

**Dealer of the Year** award goes to Concrete Coatings, Inc.

**Project of the Year** award goes to Decorative Concrete Resurfacing

**Largest Volume Increase** Concrete Coatings, Inc. won Largest Volume Increase award

**Trendsetter** The first official Trendsetter award was presented to Sierra Concrete Resurfacing

**Crewleader of the Year** award goes to Rafael Ramirez at ATD Concrete Coatings

### 2019

Convention located in New Orleans

EastCoast LLC established

Iconic Floor Coatings LLC established

Gongdee Gallery Co., LTD established

The Concrete Yeti established

James Challis Construction, Inc. established

Advanced Concrete Coatings established

Surface Solutions Asia established

DK Decorative Concrete Coatings established

**Project of the Year** award goes to Sundek of Austin

**Salesperson of the Year** award goes to Kimberly Elliott at ATD Concrete Coatings

**Crewleader of the Year** award goes to Ricky De La Fuente at Sundek of Austin

**Dealer of the Year** award goes to Sundek of PA

**Project of the Year** award goes to Sundek of Austin

**Largest Volume Increase** award goes to Sundek of PA

**The Most Valuable Sundeker** goes to Frankie De La Torre

**Outstanding New Dealer** award goes to Pacific Concrete Coatings

### 2010

Convention located in Arlington, TX

South Nevada Sundek established

Sierra Concrete Resurfacing established

**Project of the Year** award goes to Andy Guy at Sundek of Nashville for the Gaylord Opryland project

**Commercial Salesperson of the Year** goes to Rae Cerasoli with National Accounts

**Dealer of the Year** award goes to Bullion Coatings

**Crewleader of the Year** award goes to Agustin Suarez at Sundek of Austin

**Salesperson of the Year** award goes to Scott Hubbard at Sundek of Austin

### 2012

Convention located in Arlington, TX

Cuevas Coatings established

CPSC Central Pacific Specialty established

Creative Concrete Resurfacing established

**Salesperson of the Year** award goes to Tony Presenza at Sundek of San Antonio

**Crewleader of the Year** award goes to Armando Becerra at Sundek of San Antonio

**Dealer of the Year** award goes to Sundek of San Antonio

**Project of the Year** award goes to Sundek of Nashville

Concrete Coatings won 1st Place ASCC Award for the Columbia Parc Project

### 2014

Convention located in Fort Worth

SurfaceScapes established

Cuevas Coatings won Outstanding New Dealer award

**Salesperson of the Year** award goes to Harvey Kny at Bullion Coatings

**Crewleader of the Year** award goes to Joaquin Diaz at Bullion Coatings

**Dealer of the Year** award goes to Sundek of PA

**Largest Volume Increase** Sundek of PA won Largest Volume Increase award

**Project of the Year** award goes to Sundek of Washington

### 2016

Convention located in San Antonio

Night out was dinner on the river

Sundek Twin Cities established

Creative Resurfacing Solutions won Outstanding New Dealer

**Salesperson of the Year** award goes to John Burns at Sundek of Washington

**Crewleader of the Year** award goes to Filberto Uriosegui at Bullion Coatings

**Dealer of the Year** award goes to Sundek of PA

**Largest Volume Increase** Sundek of PA won Largest Volume Increase award

The first official Most Valuable Sundeker award was presented to Craig Roohan

**Project of the Year** award goes to Sundek of Washington

### 2018

Convention located in Arlington

Sundek of North Carolina established

Concrete Coatings Repair & Restoration, LLC established

**Largest Volume Increase** ATD Concrete Coatings won Largest Volume Increase award

The first official Outstanding Video Presentation award was presented to Sierra Concrete Resurfacing

The first official Community Service award was presented to Decorative Concrete Resurfacing

The Most Valuable Sundeker award was presented to Guadalupe Velasquez

**Outstanding New Innovation:** Stamp Rehab System by ATD Concrete Coatings

Pre-convention outing was at Top Golf

Night Out was the Four Day Weekend Comedy show

**Dealer of the Year** award goes to Concrete Coatings, Inc.

**Project of the Year** award goes to Decorative Concrete Resurfacing

**Largest Volume Increase** Concrete Coatings, Inc. won Largest Volume Increase award

The first official Trendsetter award was presented to Sierra Concrete Resurfacing

**Crewleader of the Year** award goes to Rafael Ramirez at ATD Concrete Coatings