

Media Contact:
[Kate Krejci](#)
Griffin & Company, Inc.
888-420-0256, ext. 102

Generac Hosts National Industrial Dealer Conference; Awards Energy Systems Southeast Top Honor for the Second Year in a Row

Waukesha, Wis. – April 22, 2011 – [Generac® Power Systems, Inc.](#), Waukesha, Wis., a leading manufacturer of standby and portable power generation equipment, hosted its annual Industrial Sales & Service Dealer Conference from January 30-February 2, 2011 in Milwaukee, Wis. The national conference was an opportunity to thank [Generac Industrial Power](#) dealers for their support in 2010 and discuss new initiatives, goals and trends for 2011.



As part of the conference, Generac awarded top dealers in recognition of their best practices regarding sales revenue, market share, marketing, strategic account support, parts sales, service levels, and service training in 2010. For the second consecutive year, The Eagle Award (pictured left), the highest achievement a dealer can attain, was given to [Energy Systems Southeast](#), LLC (ESSE), Vestavia Hills, Ala.

“For the second year in a row, ESSE excelled in every performance category taken into consideration when selecting the Eagle Award winner,” said Tom Ferris, director of industrial sales, Generac, “They have truly set a standard for all other dealers in North America, and they are a great model of what a Generac dealer should be.”

The third largest Generac Distributor in North America, ESSE services the Alabama, Tennessee, Mississippi and Florida Panhandle markets. They are also a member of Generac’s elite Industrial Dealer Central (IDC) network of dealers who are qualified to sell and service Generac’s full product line.

(more)

“We are thrilled to receive this top recognition for a second time,” said Alan Friday, president – sales and service, ESSE. “It’s a real honor, especially with such a strong group of dealers to compete against.”

ESSE has been a full-service, Generac-only dealer for more than 10 years. Throughout this time ESSE has earned incredible customer loyalty in a variety of markets, such as healthcare and financial. Friday credits ESSE’s success during the rough economy to Generac’s great reputation and growing line of cutting-edge products.

“Generac is an easy company to work with and they treat their dealers well,” continued Friday. “This was truly a group effort. We could not have won this award without the help of our entire team which includes sales, office and support staff, and parts and service.”

For more information on Generac Industrial Power, please visit www.generac.com. For information about ESSE, please visit www.essellc.com.

###

About Generac (NYSE: GNRC)

Since 1959, Generac has been a leading manufacturer of backup power generation products serving industrial, light commercial, and residential markets. Generac power systems range in output from 800 watts to 9 megawatts, include a complete line of automatic transfer switches, and are available through a broad network of independent and industrial dealers, retailers and wholesalers. For industrial applications, Generac offers diesel- and gaseous-fueled generators; the Bi-Fuel™ system for dramatic cost savings; the Generac Modular Power System (MPS) for exceptional reliability and scalability; and the Gemini Twin Pack system for serious space-saving requirements. For more information on Generac and its industrial product line, please visit www.Generac.com/Industrial. Follow Generac on [Twitter](#) or “Like” Generac on [Facebook](#).

About Energy Systems Southeast, LLC

Founded in 2001 and headquartered in Vestavia Hills, Ala., Energy Systems Southeast, LLC provides generator sales, installation, service, parts and rental to the industrial and residential channels in the Alabama, Tennessee, Mississippi and Florida Panhandle markets. It is the IDC (Industrial Distribution Central) for Generac Power Systems generators, and is the third largest Generac Generator Distributor in North America. It offers air cooled and liquid cooled products as well as diesel, Bi-Fuel and Gemini Modular Power Systems from Generac. Its factory-certified technicians offer after-hours emergency service, warranty repair, start ups and extended warranties. For more information about ESSE, visit www.essellc.com.

GEN/0311/17

(more)