



*Great Southern Construction Equipment Co. delivers a new Gradall to the city of Tallahassee.*

# Great Southern Construction Equipment Opens in Tallahassee

Great Southern Construction Equipment Co. recently announced the opening of a new branch facility in Midway (Tallahassee), Fla.

Ray Ferwerda Jr., president and CEO, said in announcing the opening, "We were recently awarded the Gradall account in North Florida that includes the Tallahassee, Jacksonville and Ocala territories. We have been the Gradall dealer in central and south Florida since 1960 and now we are statewide. We are very excited with this opportunity and since there are several current Gradall customers in the Tallahassee area we wanted to have a local presence for them. I have a lot of history with Tallahassee as I am a Florida State grad and it is great to be back."

In addition to the Gradall account, the company also will represent the following lines in the north Florida and southern Georgia markets: Kawasaki wheel loaders, Link-Belt excavators, Sennebogen material handlers, VacAll vactrucks, Stewart-Amos sweepers, Sakai compactors, Kenshofer hydraulic shears and Kaiser walking excavators.

Robert Martin is heading up the parts and service department. **see BRANCH page 82**



*Robert Martin, parts and service manager.*



*Ray Ferwerda (L), president of Great Southern Equipment, and John Roseberry, sales manager.*

# Company to Represent Lines in North Florida, Southern Georgia Markets

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ments for the new branch and Mike Knowles is the sales representative. Knowles covers the counties west of Jacksonville to Liberty County and Martin has previous experience in the Tallahassee market. This new facility is a full service operation, in addition to offering 24/7 field service capabilities. As they grow they plan to employ local residents to their staff in the future.

“It is very important to us to service what we sell,” said Ferwerda. “We realize when someone buys from us there is a commitment on our part to keep it up and running.”

In addition to opening this new branch Great Southern Construction Equipment Co. recently delivered a new

Gradall XL3100 to the city of Tallahassee.

The company was founded in 1960 by Ray’s father, Ray Ferwerda Sr., in Tampa, Fla. With the headquarters in Tampa it also has branches in Orlando, Jacksonville, Fort Myers, Pompano Beach and Tallahassee.

The branch is centrally located in Midway on the west side of Tallahassee on Highway 90, exit 192 off of I-10. The address is 32410 Blue Star Highway, Midway, FL 32343

For more information, call 850/574-0892 or visit [www.gsequipment.com](http://www.gsequipment.com).

*(This story also can be found on Construction Equipment Guide’s website at [www.constructionequipmentguide.com](http://www.constructionequipmentguide.com).)*



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