

“Our number one priority is to be the best service for our customers. If we’re not getting the same in return, I don’t believe in that. Good customer service goes much further to me than other services. We trust the partnership with **Kelley Create**.”

Tiffany Vela, Controller/CFO, Rangeview Ag Labor



In photo left to right: Florina Feria, Anthony Jenks (Owner), Doris, Tiffany Vela

For more than six years Florina Feria has been at the heart of farm labor contracting service Rangeview Ag Labor, running HR and payroll. With Tiffany Vela joining the Othello, WA company as Controller and CFO nearly two years ago the team has turned into a one-two punch, helping local growers by providing labor from planting to harvesting, helping to manage the whole farm or orchard.

As a seasonal business, their needs are always in a state of transformation. “In our peak season we print almost 400 checks weekly,” Feria said. “That’s cherry season. So our peak is about 400 employees. During our low season we’re talking about 60 to 80 employees, tops.” That’s where Kelley Create comes in.

“We needed to bring us into the current century,” Vela said. “The processes in place had worked since the beginning of time. They were here since inception.”

With the addition of remote work, they not only needed to build a system that could handle the fluctuations but also handle them across multiple farms and seasons. As they rolled more companies up into one entity, the problems risked compounding.

“We had everything on one physical server,” Vela said. “We were running with hopes and dreams on that. If that went down, everything would shut down. The core system of running payroll, everything was there.”

The Kelley Create solution was built around flexibility. Their needs were IT, full remote server access from laptop workstations, and a help desk to make sure it all runs smoothly.

The first time they had to email the help desk, Feria said, “I didn’t expect an immediate IT response, but it was great. It was just like twenty minutes, and we were used to waiting a day to get anything back—sometimes 48 hours.”

What started with a fix morphed into ongoing support and flexibility. “Being responsive has been super nice,” Vela said. “We confidently feel supported in our IT services. We’re a small operation so if one thing stops, it all stops, and we cannot do our jobs.”

“If one of the wheels falls off the car,” Feria added, “we’re in trouble.” Rangeview Ag’s livelihood is created by doing things the right way, and they’ve been proud of this since the beginning.

“We continue to grow our business and reputation by being a good employer,” Feria continued. “We’re a good company to work for.”

“The farm labor industry is changing as many growers are going to an H2A program, so they’re contracting seasonal help that comes in,” Vela said. “We provide the same honorable service. The crews know we believe in honesty and doing it the right way. There are a lot of things that have changed over the years, but we always put the farmer first.”

They see a natural parallel with how they do business with how they do business with Kelley Create.

“Our number one priority is to be the best service for our customers,” she continued. “If we’re not getting the same in return, I don’t believe in that. Good customer service goes much further to me than other services. We trust the partnership with Kelley Create.”

Have a way you’re thinking we at Kelley Create can help stabilize and grow your business? We’d love to talk. Reach out, and we’ll make time to put a plan in place.