



When staff comes and goes

In 2015, Ryan and Gracie Poulson had a plan: They would take their gorgeous, home-grown roses and sell them at the farmer's market for a little extra income. But once Gracie posted their flowers on Instagram, florists and wedding vendors around the country started clamoring to buy them. The roses never made it to the farmer's market, and today, Ryan and Gracie have a 10-acre farm that produces 15,000 roses a week — and they have no plans to stop expanding.

We knew we had to do this right

Once we bought our farm, we immediately had four, five more people that we had to bring on. We treat them well, and we make sure that we can help them achieve things that they need, that they want in life. And we appreciate everyone that works for us. We want to help them out any way we can, and they become our family. We help create a better workplace for others.

We grow something that is unique, something that is fragrant and brings memories and special moments, and it's used in weddings. So, if you look at how it helps make the world a better place outside of our work then our roses bring a lot of smiles and joy to people. Part of the joy of my wife and I not just being able to create a beautiful product and share it with people around the country, we also take great pride in our employees and treating them with kindness and respect and helping them have a better life.

I don't have a background in HR or payroll, and we didn't want to make any mistakes. So we knew we had to do this right. Our ADP® representative, Ashley, came out and showed us how to run everything. The first couple times that I ran payroll, she was there to help. It just made everything so much easier. Her support allowed us to set up payments so taxes could be withdrawn and paid automatically, and helped us set everything up properly.

Ryan and
Gracie Poulson
Owners



Quick facts

-  **Company:** Grace Rose Farm
-  **Headquarters:** Santa Ynez, California
-  **Industry:** Farming
-  **Established:** 2016
-  **Employees:** Four to nine, depending on the season
-  **Website:** gracerosefarm.com

Business challenge: How to manage payroll and workers' compensation with a workforce that scales up and down with the seasons

How ADP helped: RUN Powered by ADP® and Pay-by-Pay® automatically adjust to the size of your current workforce, based on payroll.



I don't have to worry about overpaying for workers' compensation

Because we're a seasonal business, we're always adding and removing employees. That can make it tough with workers' compensation, because the amount we should be paying fluctuates. Usually, you pay a premium up front and get money back if you overpay. But ADP's Pay-by-Pay[®] automatically deducts our premium based on how many people we have working. It's nice that we don't have to worry about that.

Every year our business has expanded quite a bit, and ADP has a built-in connection with ZipRecruiter[®], which makes it easier to find new people to come in and help out.

Customer service is something that's big for me. I don't want to sit on hold for hours and then be transferred because nobody knows what they're doing. ADP is nothing like that. It's saving me time so I can focus my energy on other things in our business. It's definitely a money saver and a time saver.

It's been just a lifesaver for us

I don't have to worry about making sure that our W-2s are correct at the end of the year. If I need to pull up something, I can easily see all the records or what everyone is making. And ADP notifies me when there are changing regulations that may impact my business. Things change every year and knowing that I'm going to be alerted to what's going on — it's just very helpful.

We take great pride in treating our employees with kindness and respect and helping them have a better life. We certainly wouldn't be able to grow this company the way we have and treat our employees like family if it weren't for ADP. It's been just a lifesaver for us.

#workingfor

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