

# How Pine Cove Keeps Payroll Personal While Staying Lean

## The challenge

In 2018, Pine Cove began searching for a replacement for its existing payroll system. They needed a solution that could handle their unique challenges: a lean year-round team that scales 20 times its size each summer, onboarding nearly 3,000 people in a single month. After evaluating several options, Pine Cove went live on Workday in October 2020, implementing it remotely during the COVID-19 pandemic, with OneSource Virtual (OSV) handling payroll processing.

Rob Harris, Senior Director of Accounting and Finance at Pine Cove, says the decision came down to one key factor: OSV's in-tenant access. "The fact that OSV is in the tenant was the biggest differentiator for me. The ease of like, 'okay, payroll's ran and I created a ticket and I'm done.' I don't have to worry about anything else."

## A genuine partnership that extends beyond go-live

For Pine Cove, the relationship with OSV goes well beyond just implementation. OSV's proactive approach to service has been essential, particularly as a nonprofit that values relationships over transactions.

"There is a high level of trust there, because they [OSV] care, they dive in, they want to know your organization," Rob says. "Different people across the implementation — my current customer service rep, and my previous one still reaches out like, 'hey, you're still my favorite customer even though you're not my customer anymore.' There's a caring there of knowing your organization."



## Overview



Pine Cove operates summer camps across East Texas, Central Texas, and the Southeast, welcoming tens of thousands of kids each year. With camps in multiple states and traveling teams covering the Southern United States, Pine Cove's mission centers on building meaningful relationships and creating memorable experiences for young people.



**Headquarters**  
Tyler, TX



**Industry**  
Nonprofit – summer camp



**Employees**  
Approximately 3,000 seasonal staff annually



**OSV customer since**  
2020

This level of engagement stands in stark contrast to Pine Cove's previous experiences with vendors. "...once we're in [a new system], like, 'Okay, you're in. You've got the services you need. And then the only time I'm going to contact you now is to sell you the next thing.' And [with OSV] I do truly feel it's a partnership."

OSV's proactive monitoring has been particularly valuable. "We've had several instances where OSV has reached out to us and said, 'Hey, just so you're aware, here's some things we're seeing on your account,' or 'your taxes look a little wonky,'" Rob says. "There's reviews on every service you have with OSV, and they're truly making sure you're doing things right. It's not just, 'hey, if you mess up, that's on you.' Literally, in all my years, it's the first partner I've had like that."

## In-tenant access enables a lean team philosophy

Pine Cove's organizational philosophy centers on strategic partnerships. "We do summer camp really good. That's where we want to put our resources," Rob explains. "Having kids and families on property and having a great time is our goal. Let's put our resources there."

OSV's in-tenant model has been instrumental in maintaining this lean team approach. "OSV being in-tenant is a big piece of us being able to keep a leaner team," Rob says. "We don't want to have to specialize in integrations, we don't want to have to hire another team or spend time getting reports to take them out of the system and go to another website and drop them in to process payroll."

The simplicity of the process means Rob's team can focus on what matters most. "The process is like, payroll is done — I submit a ticket to OSV and payroll is done. With every update, I don't have to worry about another integration, having to worry about my reports not being right. I'm sure OSV cares about that, because they need those, but I don't need to worry about it. It allows my team members to do other things."



## Time back that matters

For Pine Cove, relationships with their campers are important — it is central to how the organization operates internally. "At Pine Cove, we really, really value relationships. That's what camp is: You build relationships, you treat people well, it makes you want to come back," Rob says.

Having a partner in-tenant gives Pine Cove's team time back to invest in those relationships. "We have at least once or twice a week intentional hang time, just checking on life, and how are you and your family doing. And to have a partner in the tenant allows us some of that time back, that at least for me personally, gives us more time to have those check-ins and just do life together."

This approach reinforces the experience Pine Cove creates for campers. The fact that payroll — a function that could easily consume significant resources — is handled seamlessly means the team can focus on community.

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— Rob Harris, Senior Director of Accounting and Finance at Pine Cove

## Nonprofit payroll is personal

Working in nonprofit payroll comes with unique considerations. "Payroll is a lot of numbers," Rob says. "Whereas when we pay people, those are people we know, they're our friends. You want to treat people well and make sure things are right. It's just a little more personal at a nonprofit — I could go make more money somewhere else, but payroll here, it's people that are serving a different calling, and you want to take care of them."

The quality and fairness of OSV's service has meant so much to Pine Cove that they're now evaluating OSV's AP automation solution. "The quality that OSV has provided on the payroll side, we've been talking with them on the AP side," Rob says. "Because of our experience with payroll, is what has allowed us to not even talk to anyone else. We're like, 'man, they've killed it here. Why would we want to even look somewhere else?'"