

Raeford Land Clearing

Owner: Vickley Raeford

Location: Marietta, GA

Business: Landscaping company specializing in construction site clean-up, small demolition projects, detention pond clearing, dump and trash site removal, easement clearing and mowing, fence line and underbrush clearing, herbicide application, right-of-way mowing, rubbish removal, substation mowing and light grading.



“.....confidence to realize my potential...”

RAEFORD LAND CLEARING

Growing up in rural Mississippi gave Vickley Raeford ambition and a love for the outdoors – two things she needed when tackling the challenge of owning her own company. As the president of Raeford Land Clearing in Marietta, Georgia, Raeford serves as instructor, field hand and bookkeeper for her 22 employees, while continuing to roll up her sleeves and jump in wherever she’s needed.

“There’s nothing I enjoy more than being out in the woods or on a tractor mowing around substations,” she says pulling off a pair of work gloves. Raeford’s business specializes in brush removal and right-of-way maintenance for clients such as Georgia Power.

Carving out her niche in a non-traditional field hasn’t been easy, but Raeford has taken advantage of every opportunity thrown her way, including a chance to be part of Georgia Power’s Professional Development Program and the company’s sponsorship of her in Dartmouth University’s Tuck School of Business.

“The school gave me all the tools I need to be successful as a small business,” she says, citing classes she attended in planning a budget and on whether it was more feasible to rent or purchase equipment. “It gave me the confidence to realize my potential and go after jobs that before I might have thought were beyond my reach.”

Her business relationship with Georgia Power has not only helped her grow her business, but has also benefited Georgia Power by helping broaden the company’s supplier base.

“Having the support of Southern Company has been a blessing and boon to my business,” Raeford adds. “The opportunities that have come my way have been incredible. It’s given me everything I’ve needed to get out there and sell my company. Because if I don’t do it, who else will?”

