



When our organization began our partnership with the Optimance/Michaels Wilder team, I was unaware of the breadth of projects that we would ultimately work on together. Our original contract required them to assist us in the staffing of 1100 people for our largest gaming facility, WinStar World Casino. The expansion of this facility represented an immensely important initiative for the Chickasaw Nation, Division of Commerce.

We began this expansion project by sourcing and recruiting the additional staff we needed by ourselves. While we have a terrific team at our WinStar location, the sheer volume of candidates we needed to source and the lack of resources available required us to seek assistance from an organization with experience in the recruiting, advertising and sourcing arenas. Since the Chickasaw Nation, Division of Commerce has had a long partnership with Optimance, we sought their expertise and welcomed Michaels Wilder.

Our three companies have enjoyed an excellent partnership in the staffing of this location. Optimance/Michaels Wilder revamped our advertisements, web page, and advertising placement strategy and gave us the metric tools to evaluate the success of each media. Optimance reviewed and made positive changes to our reporting and hiring process and maintained an open dialogue with our management team that made the process run much smoother.

Our relationship now runs much deeper than the initial challenge of the mass hiring initiative. They have helped other business units with hiring challenges, developed an employee newsletter for the Chickasaw Nation, Division of Commerce and even planned to the smallest detail, including a wonderful presentation, a rewards and recognition party for the WinStar HR team for their extraordinary efforts.

This has been a terrific relationship that embodies the true spirit of partnership and mutual commitment. I would strongly encourage any organization looking for assistance in any aspect of HR and recruitment to review the talents of the Optimance/Michaels Wilder team as they will add expertise and professionalism to any project you may have in mind.

Sincerely,

Jennifer Kaneshiro, PHR



Chief Human Resource Officer

Chickasaw Nation, Division of Commerce