



Photo by Greg Eans, Messenger-Inquirer | geans@messenger-inquirer.com
Tyler Mayfield, from left, Courtney Winkle and David Hillard talk while outlining a marketing strategy Wednesday, Feb. 19, at Chapter One Marketing in Owensboro.

Chapter One Marketing placing emphasis on small business needs

BY MICHELE RUXER
MESSENGER-INQUIRER

Owensboro native Tyler Mayfield began Chapter One Marketing in 2022 after several years of experience in the marketing industry. Mayfield said that he built the business out of a desire to do things in the marketing world differently. “I’ve always wanted to focus on working with small businesses,” Mayfield says. “I feel like that’s where I can make the biggest impact. I could go out and try to get a marketing job with Nike, but they’re an easily recognized company that sells products just from their name alone. But by seeing success from working with smaller businesses, I feel like the work is more rewarding for both myself and the business.” On a mission to offer a full-service, one-stop-shop to supply a business with guidance and help with all aspects of marketing and social media management, Mayfield connected with another local entrepreneur, David Hillard, who owned Hosiva Solutions, a company offering website page design, search engine optimization, information technology solutions and business consultation. Through the business merger, Chapter One Marketing then became “a full-service marketing agency with experts capable of handling every aspect of a client’s mar-

keting needs — from branding and design to digital marketing and content creation” according to the business’ website, chapteronemarketing.com. “We really want to not be considered just another hired contractor brought in to help out a business,” Mayfield explained. “We want to emphasize that we are fully invested in the success of all our clients. We take the time to understand all of the aspects of each business and, essentially, become an extension of the business to help them achieve their goals.” Mayfield said that Chapter One Marketing has been working with Norman McDonald’s Country Drive-In, located in Philpot, for about a year. “And within that year, we’ve helped them expand their sales and have watched the business grow. That’s extremely rewarding for me because the owners were able to have a better Christmas because of the work that we’ve done to help them increase sales,” Mayfield said. Hillard said that some of Chapter One Marketing’s other clients include the Miller House, Shoe Stop and St. Vincent dePaul. “We’ve been working on the website for the Miller House and done some great photos to showcase the food,” Hil-

lard said. Mayfield and Hillard have also brought on Ohio County native Courtney Winkle to act as Chapter One Marketing’s assistant director. “I’ve been here about three months and help take care of a lot of the front-end type of stuff,” Winkle said. Hillard said that Chapter One Marketing isn’t just seeking out work from established businesses, but they’d also like to work with new, start-up businesses, too. “We’ve definitely had some success with some already existing businesses by providing a fresh and modern take on things like their websites, Facebook pages and logos, but we also want to reach out to businesses who are just getting started,” he said. The group just recently took a trip out of town to Missouri with a new-to-the-area chain business that wants Chapter One Marketing to take on the marketing for the local venture. “It was cool that we got to travel and learn about the business firsthand,” Mayfield said. “That knowledge just helps provide us with perspective and guidance on how we can approach designing a marketing plan for the business so that they can be successful.” Both Hillard and Mayfield are in their mid to late 20s and they feel like their ages are marketing

assets when considering how marketing for businesses has shifted thanks to the rise of social media. “We’ve basically grown up surrounded by social media which has given us a great perspective on how to utilize those platforms to their full potential and increase sales for our clients,” Mayfield said. “We meet with clients and they’ll say ‘I know nothing about Facebook’ and that’s where our experience helps them,” Hillard said. Mayfield explained that clients often turn to a marketing agency for one of two reasons, because they want to focus their efforts on an area of their business that they care more about or to help drive sales. “We want businesses to know that if marketing isn’t where their strengths are, that’s okay. That’s why we’re here,” he said. “And by trusting Chapter One with those goals, we hope that we can help business owners not only grow their sales but allow them to focus on what they enjoy, whether that’s making food, selling shoes or even spending more time with their families.” More information about Chapter One Marketing can be found on the business website at chapteronemarketing.com, by visiting them on Facebook or by calling 270-903-8451.

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LEGAL NOTICE

REQUEST FOR STATEMENT OF QUALIFICATIONS
In accordance with 7CFR 1780.39, the Beech Grove Water System is accepting Statements of Qualifications for engineering services, including planning, design, construction administration, inspection and a preliminary engineering report for the Beech Grove Water System Storage Tank Addition WRIS #WX21149005. Statements of Qualifications will be accepted by the Beech Grove Water System until 10:00 A.M. CST on March 19, 2025, at the address listed below. Proposals should be sealed and marked on the envelope, “Beech Grove Water System Storage Tank Addition --Statement of Qualifications.” **Each firm should submit (4) copies of the statement, and each statement shall not be more than 15 pages in length.** Qualifications will be evaluated and ranked by the Beech Grove Water System based on the following criteria.

Evaluation/Award Criteria	
1. Experience and qualifications	35
2. Past performance	25
3. Capacity for performance	25
4. Familiarity with locality and project	5
5. Location/Proximity to project	5
6. Women and Minority Firms	5
100 points	

Statements of Qualifications will be evaluated on the basis of written materials; therefore, it is not necessary that a representative of the firm attend the evaluation meeting. The Beech Grove Water System may request an interview with firms at a later date. After the close of evaluations, the Beech Grove Water System will contact the highest-ranking firm and enter negotiations. If the Beech Grove Water System is unable to negotiate a satisfactory agreement, the second-ranked firm will be contacted. Once a firm has been selected, all unsuccessful candidates will be promptly notified.

Statements of Qualifications will be evaluated and ranked on the basis of the following considerations:

1. Experience or technical expertise of the firm with regard to the type of services to be provided and projects of a similar nature.
2. Past record of performance on contracts with the locality and other clients, including quality of work and timeliness.
3. Capacity of the firm to work within time limitations, taking into consideration the current and planned workload of the firm.
4. Familiarity with the locality of the project (program) requirements.
5. Location/proximity to the project.
6. Inclusion of women and minority firms with the proposed project.

Statements of Qualifications should include the following information:
1. The experience and qualifications of the firm and the individual(s) to be assigned to the project.
2. Description of past record of performance with the locality, if applicable, and description of past record with other clients in the development of similar projects utilizing public funding assistance. Include the name and number of a contact person for each referenced project.
3. The firm’s capacity for performance. Describe the timeframe for services to be provided and staffing consideration such as availability, workload, etc. Indicate availability and any restrictions for attendance at any onsite meetings or presentations.
4. Description of the degree of familiarity with locality.
5. A map of the firm or organization’s location and how close it is to the project.
6. A listing of women and minority firms that will be involved with the project.

Precise compliance with the directives contained herein regarding the content and format of the Statement of Qualifications is required in order for the proposal to be considered. However, the Beech Grove Water System reserves the right to waive minor informalities and minor irregularities in proposals received, and further, reserves the right to reject any and/or all proposals. The Beech Grove Water System will adhere to the provisions of Title VI of the Civil Rights Act of 1964, Section 3 and Section 109 of the Housing and Community Development Act of 1974 in the implementation of this project. No person shall be excluded from participation in, denied benefits of, or subjected to discrimination in the implementation of this program on the grounds of race, color, national origin, or sex. Attention is particularly called to the requirements as to conditions of employment to be observed under the contract, Section 3, Segregated Facilities, Section 109, Title VI of the Civil Rights Act of 1964, E.O. 11246, the Anti-Kickback Act and Section 504 requirements.

“EQUAL EMPLOYMENT OPPORTUNITY”

The Beech Grove Water System reserves the right to reject any and all responses submitted. All Statements of Qualifications should be addressed in a sealed envelope to:

Statement of Qualifications for Beech Grove Water System
c/o Green River Area Development District
ATTN: Hunter Phillips
300 GRADD Way
Owensboro, KY 42301

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DEADLINE TO SUBMIT IS
APRIL 16, 2025