

# 20 Under 40: Christopher Bayer



STEVE DAVIS/The Register-Mail  
Chris Bayer, a 20 Under 40 award recipient, is the Regional Sales Coordinator representing Aflac and operates Legacy Marketing, Inc.

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GALESBURG — This week's recipient of the Young Professionals of Galesburg and the Galesburg Area Chamber of Commerce's "20 Under 40" award to be profiled is

Christopher Bayer, Regional Sales Coordinator for Aflac and President, Legacy Marketing, Inc.

According to the nomination, Bayer "has proven by his life to be an authentic leader and consistent leader. He has grown business, made sales, and developed people in whatever position he has been given. Now as the leader of a district, he is using the

flexibility and opportunities afforded by Aflac to employ and develop dozens of people.

"He sees the value of face-to-face interactions so much that he tirelessly crisscrosses the state of Illinois each week empowering others to see and achieve their dreams."

Here's more about Bayer in his own words:

## **Q. What do you do in your current position?**

**A.** I am a Regional Sales Coordinator representing Aflac and run Legacy Marketing, Inc. which is an insurance marketing, training, and development organization. I am responsible for managing the operations of a team of insurance specialists and expanding sales within the markets of the Quad Cities, Kankakee, Galesburg, Peoria, Bloomington/Normal, Champaign/Urbana, and Danville. My role involves mentoring insurance professionals, recruiting talent, increasing market growth, collaborating with brokers and benefits consultants, executing innovative benefits strategies for businesses and individuals, and enhancing agent performance.

## **Q. How are you involved in the community?**

**A.** I serve on the advisory team for Fields Church and occasionally lead services there, I am a member of the Galesburg Noon Lions Club, and I am a board member for the Galesburg Chamber of Commerce. My family and I also support the local Blessings in a Backpack program, World Vision International, and the Aflac Children's Cancer Center.

## **Q. Of what achievement are you most proud?**

**A.** Personally, I am most proud of my talented and supportive family (my wife, Lindsay and our 3-year-old, Stella). On the professional side, I am most proud that I have developed and mentored more than 30 insurance professionals into advanced leadership and management positions in Illinois and throughout the country.

## **Q. What advice do you have for other young professionals?**

**A.** Take advantage of the supportive nature of our business community. When I moved to Galesburg four years ago, I quickly realized that there are many organizations, business owners, and professionals that want to assist new businesses, entrepreneurs, and young professionals. Go to networking events, ask questions, and learn from those that are leading. Even though I am not a Galesburg native, I was immediately able to get involved in this community and felt welcomed and supported. That does not happen in every community ... so take advantage of it!

## **Q. What's the most important thing people should know about your community?**

**A.** My wife and I chose to move to Galesburg in late 2011. We felt this community would not only be good for us professionally, but also be a great place to raise a family. Now that we have established ourselves more within the community, I want others to be a part of Galesburg's growth and development. Great things are happening here in our business community and it's important that we share the successes. We are proud to call Galesburg home both for our family and for our businesses.

**Christopher Bayer** Age: 34 Residence: Galesburg Profession: Regional Sales Coordinator, Aflac; President, Legacy Marketing, Inc. Education: Bachelor of science in Business Administration-Finance & Management from Judson University in Elgin; CLF designation from The American College in Philadelphia Family: Wife, Lindsay, writer and education consultant; daughter, Stella, 3.

**About the award** The Young Professionals of Galesburg and the Galesburg Area Chamber of Commerce have launched the "20 Under 40" award. This award honors 20 individuals under the age of 40 considered to be "movers and shakers" in the community. Honorees will be profiled each week through Jan. 31, 2016, in The Register-Mail. They will be included in a special supplement in February 2016, in addition to being recognized at the chamber's annual dinner to be held in February 2016. The 20 honorees are judged on their outstanding career achievements and community impact. A panel of judges evaluated each nomination on information provided in the following categories: Reason for nomination, career achievements/special awards and recognition, community involvement, volunteerism and community service leadership skills.