

Springfield Business Journal's Annual  
**40 Under 40 Issue**  
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## **Nixon continues business established by father**



**Luke Nixon**  
**President, Nixon &**  
**Lindstrom Insurance**  
**Born Oct. 14, 1965,**  
**in Springfield**

Luke Nixon has been in the insurance business for 15 years. He is the president of Nixon & Lindstrom Insurance, which was formed by his father, Jerry Nixon, in 1955.

When his father died in 1995, Nixon and his brother, Mark Nixon, bought the firm. In July of last year, Mark Nixon died unexpectedly, and Luke Nixon was left in charge of the family business.

Nixon began working at the firm in 1985 answering the phone and opening mail, he said. "I've worked every desk in this office with the exception of bookkeeping," Nixon said.

Eventually he worked his way into sales. "That's where I found my niche and hit my stride," Nixon said "Without question, my strengths are in sales training and marketing. We have a very aggressive new-agent training program, and I personally train all the new salespeople." Training new agents is very rewarding, Nixon said. "I take my greatest degree of pleasure in watching the young guys develop and thrive in the business."

Nixon said watching his employees succeed in their careers is the best part of his job. "Most of our salesmen do well enough that their spouses are able to stay at home with their kids. I get a real kick out of watching them come up through the ranks and go through different phases of life, knowing that they are able to financially handle things," Nixon said.

His business philosophy is very simple. "The way I look at it, I can have everything in life that I want if I can help enough other people get what they want," Nixon said. His father, his brother Mark, and partner Roger Lindstrom have been mentors to him in his career by the examples they set for him in the past Nixon said. "Knowing that my father took a tremendous amount of pride in the company and being able to be in a position to help it continue to grow and thrive" makes Nixon proud to be president of the firm, he said. "It's fun and it's challenging."

Sheila Krempeges, Springfield Business Journal  
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