

West Liberty -

William Edsel (Bill) Bailey, 85, passed away under Hospice Care at Saint Joseph Hospital in Lexington, May 6, 2016. He was born in Stacy Fork in Morgan County on November 7, 1930. He was preceded in death by his parents John and Lula Jones Bailey and a son Michael Bailey. He is survived by his wife Betty Lou Elam, two brothers Jim and Bob Bailey of West Liberty, two children Suzanne Bailey Marsh and Jim Bailey both of California, a stepson Greg Elam of Lexington and grandchildren Alexander Bailey, Dave Beeler and Christina Dimitriadis of California, Julia Dimitriadis of New York, Andrew Elam, Sara Linda Elam and Elizabeth Elam Kinney of Lexington and Gregory Elam II of Los Angeles, California. Bill migrated from Kentucky to Chicago in the late 1940's to seek greater work opportunities, he later served in the US Navy as an aviation radio operator and graduated from the University of Illinois. He subsequently moved to California where he founded Bestline Products and was considered a pioneer in the direct marketing industry, building Bestline into a multinational company. He was honored for his achievements by receiving a Horatio Alger Award, presented by Dr. Norman Vincent Peale. Bill returned to Morgan County in the 1980's and continued to pursue his passion for golf at the Pleasant Valley Country Club in West Liberty, reading extensively and mentoring CEOs and entrepreneurs throughout the country up until his death. Bill can best be remembered as a fabulous loving grandparent, a friend to everyone he met, a world-class motivational speaker and for his eternal optimism. A memorial service will be held at a later date.