



ABC NEWSPAPERS

Blaine/Spring Lake Park LIFE

FRIDAY
APRIL 14, 2006
75¢

Vol. 43/No. 50
4 sections/48 pages

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SECTION

ANOKA COUNTY UNION • BLAINE/SPRING LAKE LIFE • COON RAPIDS HERALD

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Spotlight on Dr. Ben and Andy Baechler Twin Brothers and Leaders of Eniva Corporation in Blaine

Vital Statistics

Benjamin Baechler, MD

Hobbies:

"Fishing, gardening, hiking, and recreational sports."

Who most influenced your career?

"Robert Averbach, Ph.D. He was my mentor in college in cancer research."

When you were 13, what did you want to be when you grew up?

"An inventor/engineer."

What book did you last read?

"Healthy Aging" by Andrew Weil."

What is your favorite TV show?

"Grey's Anatomy"



Vital Statistics

Andrew Baechler

Hobbies:

"Sports, travel, music – I sing and play the trumpet – and gardening."

Who most influenced your career?

"My parents. They always believed in me and supported my dreams"

When you were 13, what did you want to be when you grew up?

"A businessman, professional football player or professional singer"

What book did you last read?

"Dream Giver" by Bruce Wilkinson."

What is your favorite TV show?

"Sunday afternoon football"

Dr. Benjamin Baechler, MD (left) and his twin brother, Andrew Baechler, are the "Triple A Winner" leaders of the Eniva Corporation, Blaine.

(Photos by Jansina Grossman)

by Jansina Grossman
Special to the Life

Some people measure success by wealth, some by fame, some by community and world service, and still others by sticking to values. Andrew and Benjamin Baechler, the twin brothers who lead the Eniva Corporation in Blaine, have achieved success in all of these areas.

Last year the Baechler brothers, who grew up in Minnesota, celebrated their 10-year high school reunion. Many students are involved in sports, music or focus on their academics in school but few excel in all three as Ben and Andy did at Winona High School. They were co-captains of their football team, shared first-chair trumpet in the band, both were straight-A students and they became co-valedictorians of their graduating class. This made them "Triple A Winners, winners in athletics, academics and arts" their rightfully proud father, Bill Baechler explains.

Ben and Andy, the only boys in the family, have four older sisters. The youngest of the sisters is eleven years their senior. Bill said their family affectionately refers to the twins as the "caboozes of the family."

Both boys received scholarships at the University of Wisconsin where Ben graduated with honors in medical microbiology and Andrew studied business.

A year ago, Ben graduated from the University of Minnesota Medical School with a focus on internal medicine and officially became Dr. Ben.

Appropriately, Andrew is the

company Chairman/CEO and in charge of marketing and Dr. Ben is the Vice Chairman/CMO in charge of the scientific aspect.

The two together make Eniva a unique company; along with their capable staff they are able to do all their own research, developing, producing, marketing and selling.

On May 1 Eniva will celebrate its eighth anniversary. When Eniva began, the company had only two employees. Today Eniva has over 140 employees, and more than 200,000 distributors worldwide.

While up to 90 percent of new companies fail within the first few years, Eniva already has sales in excess of \$30 million each year.

Behind their success is their belief that "each human body was designed to be healthy. It was designed to be energetic, lean, agile, and resilient at healing."

The first step in having a healthy life is awareness of what causes health problems because that leads to prevention.

Nutritional intervention through pharmaceutical dietary supplements can be a safe and effective way to address health challenges.

According to Dr. Ben, diseases start small: "Cellular dysfunction leads to macro disease."

Eniva's products target cells, and this promotes health.

Eniva has developed products to address health challenges of all kinds, including weight control, heart issues, energy, sore joints or muscles, eye-care, bone health, skin health, and immune system health.

Their products are in the form of liquid nutritional supplements that go directly to the cells to be absorbed and utilized for the most

benefit.

One distributor of Eniva products said, "Eniva products are not magic. They are just superior products that start working immediately, giving your body what it needs."

According to the Baechlers, "People have a personal responsibility for their health."

Eniva is giving them solutions. In just one ounce (the recommended daily dose) of their product Vibe (one of nearly 90 products available), there is the equivalent amount of nutrients as if you had eaten 13 tomatoes, 20 peaches, 25 walleye filets, 13 cracked wheat slices and 35 cherries.

Kristin Johnson, who believes in the Eniva products so much she is now a distributor, says she hasn't been sick all winter and it's

"...each human body was designed to be healthy."

– Dr. Ben and Andrew Baechler, Eniva Mission Statement

surprising because she works in the public schools with children every day and everyone around her has been getting the flu.

Eniva is uncompromising in the quality of their products. They apply the same standards that pharmaceutical companies do. They put each of their products through tests to check the levels of heavy metals, bacteria and toxins to make sure their products are safe, effective, and of high quality.

The Eniva products are credible among doctors and are listed in the PDR (Physicians Desk Reference).

People from all over the world have interviewed the Baechler brothers. They have had articles written about them in the Network Marketing Business Journal, the Star Tribune, the Winona Daily News and more. They have been on several TV shows, including The Edge, Opening New Doors, and Praise the Lord.

Their goal is to bring wellness to the world and to be good worldwide helpers. When the Tsunami hit in Asia they sent \$30,000 worth of needed nutritional supplements to tens of thousands of victims and they and their members donated hundreds of "Backpacks for Benefit" to orphans and widows through Children of Promise.

When less than a year later Katrina hit on our own soil, they again stepped up to help, and in another big way. As their members sent in donations for Katrina relief, Eniva matched the donations times three.

They stopped their regular production, foregoing profits, to produce only OHM drinking water. Eniva sent 10 semi-trailer trucks of the needed water to Katrina victims.

Eniva also sends regular donations of water and supplements to Camp Jornada, a free camp run by the Mayo Foundation for kids with cancer. They send their products to soldiers, churches, schools, sports groups and more.

They mean it when they say, "Service is truly at the heart of Eniva."

In spite of becoming successful in so many areas, the Baechlers have managed to keep up their values.

In fact, Andrew says, "We are defined by values."

They are a family-focused business, and as such they want to keep every aspect of their work something that is appropriate for all ages.

They have guiding principles that they keep in mind when making decisions or doing business with others. These include things such as being Christ-centered, honesty, promoting safety, hard work and perseverance, being respectful and loyal and portraying good stewardship.

Andrew speaks for them both when he says, "We have a passion to help people and a commitment to do business in a way that supports family values."

The Baechlers have a "desire to make a noticeable contribution" and have a positive impact on those around them. This and their love for Christ is what keeps them going.

They believe they have a responsibility to use the abilities God has blessed them with to help others. They know "God has a plan" for them and they want to "live it out to His glory."

Neither of the not yet 30-year-old Baechler bachelors are married and when asked what message they would like to give to the single ladies out there they responded, "Be healthy."

Jansina Grossman is a journalism student at Bethel University.