



ABC NEWSPAPERS

Blaine/Spring Lake Park LIFE

FRIDAY
OCT. 7, 2005
75¢

Vol. 43/No. 23
4 sections/44 pages

A
SECTION

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

© 2005 ECM Publishers, Inc.

Your Community News Source for 43 years

Quote for Life

"The choreography of birds in V-formation is nature's ballet as the long days and nights of last season take a final bow to the start of autumn and the dance of falling leaves"
-Emily C.

Taking Wellness to the World

Eniva's passionate mission to bring Wellness to the World includes donations of products and resources as well as partnerships with:

- Children of Promise
- The Special Olympics
- The American Cancer Society
- Open Arms Shelter
- Native American Initiatives
- Local school and church programs
- Beat Bob, Inc.
- Mayo Clinic's Camp Jornada
- Second Harvest

Ongoing Hurricane Relief

Benefactors are invited to drop off nonperishable food items, new clothing and personal care items Monday through Friday, 8 a.m. to 5 p.m., at Eniva, 9702 Ulysses St., N.E., just off Highway 65 in Blaine. To learn more, call Eniva at 763-795-8870.

Blaine-based Eniva brings wellness to the world

by Sue Austreng
Life editor

As the morning sun rises with an explosion of dazzling light each day, Benjamin and Andrew Baechler race through life, wide smiles and sparkling eyes accenting the light of their path to discovery and adventure.

That path is leading the identical twin co-founders of Blaine-based Eniva Corp. to survivors of disasters as they diligently and faithfully strive to "take wellness to the world."

"People need clean water and nutrition and we are uniquely poised to support disaster efforts," Andrew said.

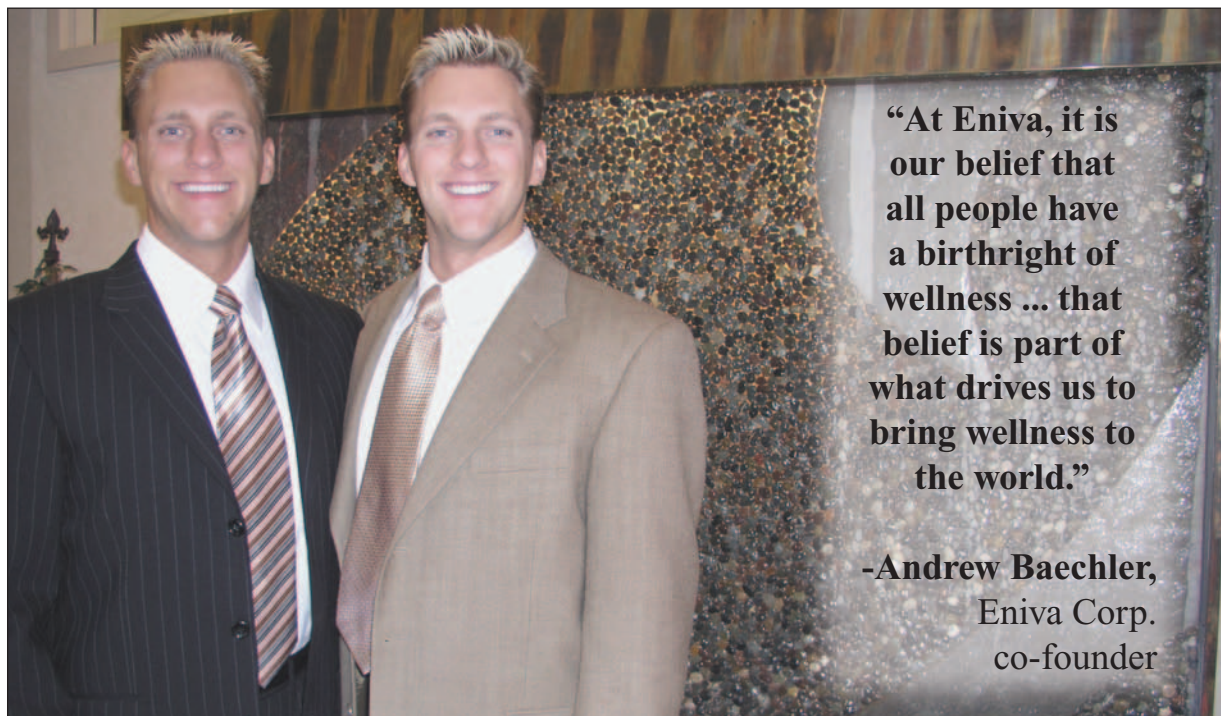
"A huge stress is placed on bodies in the wake of a natural disaster, and we can help relieve that stress," Ben said.

Empowered by guiding principles of honesty and integrity, accountability and innovative creativity and firmly founded on Eniva's premiere characteristic (that their corporation is "a Christ-centered company") Ben and Andrew market a line of liquid-form nutritional supplements or "nutraceuticals." With their product, Ben and Andrew strive to "help people experience a lifetime of vibrant and abundant health" no matter what that lifetime may entail.

The twins, the youngest of six children born and raised in Winona, have taken bold and vigorous steps down life's path and each bring unique strengths and attributes to Eniva.

In Winona, they graduated co-valedictorians from Cotter High School where they led the football team as co-captains and shared first-chair trumpet duties in the band.

After high school Ben, or more specifically, Dr. Benjamin Baechler, completed his bache-



"At Eniva, it is our belief that all people have a birthright of wellness ... that belief is part of what drives us to bring wellness to the world."

-Andrew Baechler,
Eniva Corp.
co-founder

Identical twins Andrew and Benjamin Baechler are co-founders of Eniva Corp. based in Blaine. The young philanthropists are driven to extend helping hands and support to those in need, whether those folks reside in their own backyard or in parts around the world. "We see Eniva as a lifetime corporation. We want to grow Eniva for a lifetime in Blaine," said Andrew

(Photos by Sue Austreng)

lor's degree in microbiology and immunology at the University of Wisconsin-Madison before completing his medical degree at the University of Minnesota.

After completing his sophomore year at the University of Wisconsin-Madison and achieving an A average, Andrew, a passionate and visionary entrepreneur, left school and dove right into direct and multi-level marketing.

In 1998, Eniva was created and today boasts historical revenues of more than \$65 million. Andrew is president and chief executive officer of the corporation, while Ben is chief medical officer and vice president.

Eniva products are pharmaceutical grade, all-natural products that meet or exceed U.S. Food and Drug Administration and Agriculture Department standards. The products are distributed to more than 100,000 individual consumers worldwide

by way of Shaklee-style home parties and to chiropractors and other health professionals through business presentations.

The success of the Baechler brothers' corporation spurs them to not only increase their profits, but, more importantly, to increase their generosity.

"We think it's a degree not only of success but of social responsibility," Ben said. "The more successful we are, the more responsible we are to serve our community, our country, our world."

"We hope to inspire other companies to make public service part of their corporate culture. If you are a leader in the community, you need to be a servant," Andy said.

"Success is about the type of impact you are making in the community," Ben said.

Evidence of the Baechler brothers' servanthood is seen in the Asian countries hit by December's tsunami and in America's Gulf Coast states ravaged by hurricanes Katrina and Rita.

"We fed 15,000 people on the side of a mountain where the tsunami hit," Ben said.

As far as Eniva's service as it relates to hurricane relief, its work continues. In the days following Hurricane Katrina, Eniva donated 100,000 bottles of purified drinking water to the Gulf Coast and the corporation continues to serve as a drop-off site

for non-perishable food items, new clothing and personal care items.

"We will continue to collect items (for hurricane relief) through the end of the year, at least," Andrew said.

In other philanthropic endeavors, Eniva extends a helping hand to Camp Jornada, the Mayo Clinic's summer camp for children with cancer and their families.

Eniva also provides ongoing support for orphans and widows in need and it sends products to soldiers throughout the world.

Not only that, the corporation also supplies water and nutritional supplements to local amateur sports teams and supplies pallets of water to crews working for Habitat for Humanity.

"We want to get better at our local impact and we want to do whatever we can to bring wellness to the world," said Andrew.

Ben described the source of the twins' philanthropic tendencies.

"A lot of it is how we were raised," Ben said. "Service was always a part of growing up, and the examples our parents gave of service was faithful and constant."

"At Eniva, it is our belief that all people have a birthright of wellness ... that belief is part of what drives us to bring wellness to the world," Andrew said.

Sue Austreng is at:
editor.blainesplife@emc-inc.com

