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# Winona Daily News

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## Entrepreneurial spirit drives brothers

By David Krotz  
 Winona Daily News

• **The 1995 Cotter graduates lead a multi-million dollar nutritional supplement company called Eniva Corp.**

The Baechler brothers say they're identical twins, but they sure don't act the same.

Sure, they look alike, and Ben and Andrew Baechler were both straight-A students in Cotter High School's class of 1995. They were co-valedictorians of their class. They even shared first-chair trumpet in the band.

But, look what they've done since. There's no "identical" in those two track records. And if you look real close, they do look sort of different, if you can just remember which one is which.

Of course, if they had both followed the same path after high school, they probably wouldn't now be heading a multi-million dollar nutritional supplement company called Eniva Corp. while they're still in their 20s.

When the brothers went to the University of Wisconsin-Madison, their differences became apparent. Ben decided to become a medical doctor and, with two research fellowships, worked in a cancer research lab while volunteering at the hospital and going to school.

Andrew quit school his sophomore year, despite having an A average and the scholarship money to continue.

"I had such a strong entrepreneurial spirit, I didn't want to go to school to work for someone else," he said.

"He was always a creative, free spirit," Ben said.

While Ben was completing his bachelor's degree in microbiology and immunology and pursuing medical school, Andrew got involved in direct and multi-level marketing and selling phone cards, among other things.

Some "negative" and "heart-breaking" experiences led him, with four friends, to start their own company in 1998 - Eniva. It began by marketing a gasoline additive but changed to liquid nutritional supplements when Ben suggested it. Liquid vitamins and minerals are absorbed easier and work better than pills, he said.

They describe the business that evolved from that beginning as "a health and wellness compa-



**Andrew & Benjamin Baechler, at the helm of the multi-million dollar Minnesota-based company, Eniva.**

ny focused on anti-aging." They thought, "wellness is going to be big" and "the baby boomers are coming."

Learning from Andrew's experiences in multi-level marketing, they quickly built a network based, they say, on the values of honesty, integrity, safety, quality and efficacy. Their customers buy for themselves first, and if they want to market the products, there is no cost for entry and tools and training are free.

Today, their Blaine, Minn., company employs 70 and it serves more than 60,000 members. Total sales in 2003 were in the area of \$15 million. The full spectrum of those products may be viewed at their Web site eniva.com.

"We're trying to create an organization to change the world for the better," Ben said. "We have real products based on science and research."

"We've got a lot of horsepower but not a lot of gray hair," said Andrew.

One place they do have gray hair is on their board of directors. They sought out experienced business people for the board of their privately held company. Those with Winona connections include John Leaf and Rich Wantock, former president of Watkins.

Wantock works three days a week "to help Andy to be a better president," Ben said.

"We've surrounded ourselves with people with good savvy," Andrew said.

Winona businessman Pete

Woodworth says he uses Eniva products, and "they really work for me. I've lost weight, have more energy and I keep taking them."

He's known the Baechler brothers for more than 10 years and says, "I think they're terrific. Very bright, very energized. The right people to run a very visible direct marketing company."

"They were always entrepreneurs," says their mother, Sally Baechler.

She remembers the twins interviewing people in the neighborhood and making a photocopied newspaper. They then sold copies for 25 cents. They took manure from their rabbits and sold it as fertilizer to "elderly ladies who were eager to buy it."

She said both she and her husband have benefited from their boys' products. Bill Baechler has recovered well from quadruple heart bypass surgery using "a protocol of products" selected by Ben.

"I, myself, had a blood condition. The doctor couldn't get it down until I started taking the products," she said.

Winona registered nurse and marathon runner Bob Goodew says he was never able to complete a marathon without injury before taking Eniva products. Before a friend forced him to try them, Goodew thought vitamin and mineral supplements were "a bunch of hooey."

Eniva has donated its products to U.S. troops overseas, the Mayo cancer clinic and to the victims of the tsunami disaster.

Ben has completed his medical degree and continues to lead research and development of products for the company. Andrew is company president and leads the marketing and training efforts.

"Our battle cry is wellness to the world," said Andrew.

Contact reporter David Krotz at dkrotz@winonadailynews.com or call (507) 453-3524.

## Governor calls for special session

By Britt Johnsen  
 Winona Daily News

ST. PAUL — The state Legislature will immediately reconvene for a special session, Gov. Tim Pawlenty announced Monday.

The Legislature was scheduled to adjourn before midnight Monday.

"My message to the Legislature is get back to work and finish your job," Pawlenty said in a statement.



**Sviggum**

In an interview on Saturday, House Speaker Steve Sviggum, R-Kenyon, said there is a close agreement on several bills, but nothing definite.

Please see **SESSION/3A**

## WAPS wants \$50,000 for school items

By Shannon Fiecke  
 Winona Daily News

The lease for the Dakota, Minn., school building is still in limbo, but a deadline has been set.

Winona Area Public Schools still wants \$50,000 for books, tables and other items inside the former Dakota Elementary School building. It is giving Dakota Area Community School, a charter school that leases the Dakota building for about \$80,000 per year, until June 1 to decide if it wants to buy or rent the contents.

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### Winona Daily News Facts

- Located in Winona, MN, the Winona Daily News is owned by the prestigious Lee Enterprises.
- A 115 year old company with a passion for local newspapers, Lee Enterprises is the fourth largest newspaper company in the country, with its stock traded on the New York Stock Exchange.
- Lee Enterprises currently owns 58 daily newspapers, 300 weekly newspapers, and various specialty publications. It also operates numerous online sites and services.
- Lee boasts a circulation of nearly 1.7 million daily and 2 million Sunday subscribers, reaching millions more through its other publications.
- Lee employs more than 10,700 people in 23 states to assist with the operation of its holdings.

- Lee was founded in 1890 in Ottumwa, Iowa, by A.W. Lee. Most of the company's papers trace their beginnings to the mid-1800's. Among Lee's alumni are Mark Twain, Willa Cather and Thornton Wilder.
- Lee Enterprises was the first newspaper company in the world to produce their publications totally by computer.
- On June 3, 2005, Lee Enterprises acquired Pulitzer Inc., making Lee the steward of the rich Pulitzer newspaper legacy
- Lee and its employees have been the recipient of various newspaper awards, including Suburban Newspapers Association Journalist and Editor of the Year, American Society of Newspaper Editors awards, Associated Press honors, the Society for News Design award, and honors by the National Society of Professional Journalists.