



2015

Recovery

RECOVERY

AFFIRMATION

SUPPORT



"The Originators"

Since 1882

Anniversary Medallions



The Original
Raised Center

Known the world over for their distinctive design and lasting message, Wendell's Classic Anniversary medallions are an essential piece of recovery history. With great pride we bring these medallions to you and your group members to help encourage, inspire and celebrate milestones in recovery.

Each medallion is die-struck in high quality bronze ensuring a lifetime of beauty and durability. We offer a medallion for every monthly and yearly milestone to allow every person to receive a gift of achievement of their personal goal.

AA Anniversary and Founders Medallions

Available in Plain Center, 24 hr. 1-11 months, 18 months, 1-65 years. Products Shown: MEDT, FMA



Anniversary Medallions for Al-Anon Members

Commemorate accomplishments with an anniversary medallion. This medallion features the Al-Anon symbol and was created and produced with the permission of AFG Headquarters.



Available in Plain Center, 24 hr., 1,2,3,6,9 and 18 months, 1-35 years. Products shown: AFG

Key Tags

All of our bronze Anniversary, Founders, and Al-Anon medallions can be ordered as key tags!

AA Anniversary and Founders Aluminum Medallions



Wendell's Classic Aluminum Medallions bring our high quality circle triangle tradition to the recovery community at an affordable price. With a rainbow of colors for each milestone our Aluminum Medallions are an attractive offering to commemorate your achievements.

ALMT Medallions carry the Serenity Prayer on the reverse side and AFM Medallions carry the "Rarely have we seen..." message on the reverse side.

Available in 24 hr. and 1-11 months. Colors are specific to months as shown. Products shown: ALMT, AFM



Premium Painted Medallions

Color your world with Rainbow Medallions. These 24K gold plated anniversary medallions are hand painted with enduring epoxy color. Available in vivid colors shown in 1-30, 35, 40, 45, 50, 55, and 60 years.

Product shown: RBT



Precious Metal Anniversary Medallions

Minted in .999 fine silver or 24K gold plated these medallions are a stunning way to commemorate a great achievement.

.999 Fine Silver Anniversary Medallion

High quality solid .999 fine silver struck in beautiful relief of our classic design.

.999 Fine Silver available in Blank, 24 hour, 1-30, 35, 40, 45, 50, 55 and 60 years.

Product shown: SILT



24K Gold Plated Anniversary Medallion

Beautiful bright 24k gold plated onto our classic anniversary medallion design.

Gold Plated Available in 1-60 years

Product shown: GPMT



Silver Plated Anniversary Medallion

Enjoy the same quality plating as our GPMT now in stunning silver. This product can also be used in our Paint On Demand Service for extra enhancement.

Full Years 1- 30 only

Product shown: SPMT



Our Products:

Anniversary Medallions Pgs. 2-3

Paint On Demand Founders and Al-Anon Medallions Pg. 4

Engraved Personalized Medallions Pg. 5

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Premier Line of Paint on Demand

Available in a variety of finishes, each Paint on Demand medallion is custom painted to order. Usually Ships in 2 business days.

These beautiful medallions make a perfect gift!

Silver or Gold Plated Anniversary Medallions

Paint On Demand

Available in Translucent Red,

Blue, Amethyst, Green or

Solid Black, Pink, or Camo

Full Years 1- 65



Nickle or Gold Plated Founders Medallions

Paint On Demand

Available in Crimson, Ocean Breeze,

Emerald, Titanium, Violet, Midnight,

HD Black/Orange and Camo/Black

Full Years 1- 65



Engraved Personalized Medallions

Express your gratitude to your companion in the journey of recovery with our premium engraved medallions.

Sponsor Medallion
With Engraving - SPME
Without Engraving - SPMP



Sponsor Medallions are the perfect way to say "Thank You" to your sponsor for their encouragement and support. The medallion can be purchased with both of your initials to convey the timelessness of your special bond. Please allow 10 working days for engraving.

Sobriety Medallion
With Engraving - SBME
Without Engraving - SBMP



Sobriety Medallions are the perfect way to always keep a marker of that special date you began your journey. The engraving shows the month, date and year you began on your path to recovery. Please allow 10 working days for engraving.

Founders Medallion
With Engraving - BBME
Without Engraving - BBMP



Founders Medallions are a great way to show your pride in the fellowship of recovery. The faces of the Founders, Bill W. and Dr. Bob are shown proudly on this medallion which you can engrave your anniversary date or initials. Please allow 10 working days for engraving.

Renewal Medallion
With Engraving - RNME
Without Engraving - RNMP
Medallion only - BRM147



Renewal Medallions feature a unique design with a linen textured reverse for personalization. Create any message you want- -Birthdate, Anniversary or secret code, what matters is the message can always be close to your heart. Please allow 10 working days for engraving.

Our medallions can be ordered with or without engraving. The personalization requires an additional engraving cost.

Order Online, Anytime!

Visit www.Serenitycoins.com for special promotions, news and complete product lineup

Affirmation Medallions



Key Tags

All of our BRM medallions can be ordered as key tags!

Support
Encourage
Inspire



Aluminum Desire Chips^{DC}

Many of our designs are available as Aluminum Desire Chips. Sold individually or by the roll, these coins are an excellent way to make positive contact with your companions at meetings or in treatment programs. Look for code "DC" for availability.



BRM17

Front: Coffee Pot

Reverse: "I may drink tomorrow but with God's help I'll have enough guts to stay sober today"



BRM20

Front: "Native American In Recovery"

w. Medicine Wheel

Reverse: Great Spirit Prayer



BRM47•DC47

Front: Desert Camel w. "One Day At A Time"

Reverse: Camel Poem



BRM48

Front: "Renovacion Y De Sarrollo"

"De Las Centas De La Addiccion" w. Phoenix

Reverse: Serenity Prayer in Spanish



BRM54

Front: "The Healing Spirit Of Recovery"

w. Feather

Reverse: Great Spirit Prayer



BRM56

Front: "In The Spirit Of Love" w. Dream catcher

Reverse: Great Spirit Prayer



BRM60

Front: Heart Motif

Reverse: "My Heart Is in Recovery" "...One Day At A Time"



BRM80

Front: Cocoon Butterfly

Reverse: "I Am A Miracle"



BRM83•DC83

Front: "Hand In Hand Together" w. Hands

Reverse: "I Put My Hand In Yours And Together We Did What I Could Not Do Alone"



*BRM = Bronze
DC = Aluminum



BRM85

Front: "You Held Out Your Hand" w. Starburst
Reverse: "...And Changed My Life"



BRM86•DC86

Front: "Welcome" w. Wheat
Reverse: "One Day At A Time"



BRM87

Front: Guardian Angel
Reverse: "He Will Command His Angels To Guard You In All Your Ways"



BRM93

Front: Children in Garden
Reverse: "God May Give You The Seeds But You Have To Plant Them"



BRM94

Front: "Dare To Dream" w. Flourish
Reverse: "Fear Is The Thief of Dreams - Anonymous"



BRM95

Front: Sailboat w. "We can't control the direction of the wind but we can adjust our sails"
Reverse: "I Am Powerless But Not Helpless"



BRM100

Front: Bill & Dr. Bob w. "Carry the message - Recovery works"
Reverse: "Rarely Have We Seen A Person Fail Who Has Thoroughly Followed Our Path"



BRM102

Front: Flying eagle w. "That my soul may soar"
Reverse: "I seek strength not to be greater than my brother but to fight my greatest enemy myself"



BRM103

Front: Rose w. "Powerless but not helpless"
Reverse: "Things Do Not Change We Do"



BRM104

Front: "Dare to dream" w. flourish
Reverse: Tree w. "They Who Succeed Believe They Will"



BRM105•DC105

Front: Sunrise w. "Never Alone Again"
Reverse: "This road is a long one but together, all of us as one, will win back our self respect and begin walking our new road to this beautiful thing called life"



BRM107•DC107

Front: Stairwell w. "The Elevator Is Broken You'll Have To Use The Steps"
Reverse: "Don't work my program don't work your program work THE program."



BRM109

Front: "Life Is a Journey Not A Destination"
Reverse: "Personal Growth is not a journey of a thousand days or a journey of a lifetime it is a journey of one day at a time."



BRM110

Front: Ride Clean Ride Free
Reverse: "I Always Knew That One Day I Would Take This Path But Yesterday I Did not Know Today Would Be The Day- Nagarjuna "



BRM114

Front: "Veterans in Recovery" w. Eagle
Reverse: "I Came With Hope, Worked and And Learned I Have A New Life, A Life That I've Earned"



BRM115

Front: Globe w. "If you would change the world then you must be the way you want the world to be - Ghandi"

Reverse: "If It is to Be it is up to me"



BRM117

Front: "Change"

Reverse: "Change your attitude Change your World"



BRM119

Front: Gavel/Caduceus w. "Where Treatment And Justice Meet"

Reverse: "Change Attitude, Change Thinking, Change Behavior"



BRM122

Front: "Together Everyone Achieves More"

Reverse: "Commitment to Excellence"



BRM123

Front: Sailboat

Reverse: "We can't control the wind we can only adjust our sails"



BRM124

Front: Praying Angel

Reverse: "An angel to be with you when I cannot"



BRM125

Front: Dove Scene

Reverse: "When you come to the edge of all you know you must believe in one of two things; there will be earth upon which to stand or you will be given wings"



BRM126

Front: "Expect to Win" w. Star

Reverse: "You Can achieve your dreams"



BRM127

Front: "Target Safety" w. Dartboard

Reverse: "Together Everyone Achieves More"



BRM128

Front: "Commitment to Excellence"

Reverse: "Deliver total quality"



BRM129 - 12 Sided

Front: "Living Life centered on 12 steps" w. Steps

Reverse: "Celebrate" w. balloons



BRM130 - 12 Sided

Front: "Reach For the Stars"

Reverse: "Obstacles are those things you see when you take your eyes off the goal"



BRM131

Front: "Kindness - the language the deaf can hear and the blind can see - Mark Twain"

Reverse: Dove



BRM132

Front: "Higher Power" w. Sun

Reverse: "If God brings you to it God will get you through it"



BRM133

Front: "One Day At A Time" w. Camel

Reverse: "The greatest possession we have is the 24 hours directly in front of us"

*BRM = Bronze
DC = Aluminum



BRM134•DC134

Front: "Welcome Enjoy the Journey"

Reverse: "Recovery is a process not an event"



BRM135

Front: "Attitude" w. Eagle

Reverse: "Every Day Matters"



BRM136

Front: "Expect Miracles" w. sky scene

Reverse: "I not only believe in miracles I depend on them"



BRM137

Front: "To Thine Own Self Be True"

Reverse: "Freedom to be Me"



BRM140

Front: Circle Triangle

Reverse: "Pain is Necessary Suffering is optional"



BRM141•DC141

Front: "Never Alone Again" w. Sunrise

Reverse: "Fellowship is the meeting after the meeting"



BRM142

Front: Serenity Scene

Reverse: "Serenity isn't the freedom from the storm it's the peace within the storm"



BRM143

Front: Dr. Bob & Bill W. w. "Carry the message - Recovery works"

Reverse: "Not The Mess"



BRM144

Front: "Attitude" w. Eagle

Reverse: "Progress not Perfection"



BRM145

Front: "Acts of kindness are never wasted"

Reverse: "Discover the goodness within" w. Heart



BRM146

Front: "You can achieve your dreams"

Reverse: "Dare To Dream"



BRM148

Front: "THINGS DO NOT CHANGE WE DO!"

Reverse: "Knowing Yourself is the Beginning of All Wisdom."



BRM149

Front: "Recovery...begins with one sober hour."

Reverse: "One Day at a Time."



BRM150

Front: Candle

Reverse: "It is better to light a candle than curse the darkness."



BRM153

Front: "Three Men in a Bed"

Reverse: "...a person fail who has thoroughly followed our path."

Serenity Prayer Affirmation Medallions



Shared Back with
Serenity Prayer

*Note: BRM48 is the Spanish language
version of this text.



BRM1-DC1

Praying Hands



BRM2-DC2

One Day At A Time
Camel



BRM3-DC3

One Day At A Time
Teddy Bear



BRM4-DC4

Women in Recovery



BRM6-DC6

Butterfly



BRM48

Hispanos En
Recuperacion*



BRM46

African American In
Recovery



BRM51

Out of the Ashes of
Addiction



BRM64-DC64

Recovery is Discovery



BRM73-DC73

Keep it Simple



BRM74-DC74

To Thine Own
Self Be True



BRM77-DC77

Keep Coming Back



BRM78-DC78

One Day at A Time



BRM91

Let Go Let God



BRM111

Circle Triangle



BRM120

Serenity



BRM138-DC138

First Things First



BRM139-DC139

Easy Does It



BRM152

Vietnam Vet



BRM157

Ride Sober Ride Free

*BRM = Bronze
DC = Aluminum

Rainbow Premium Medallions

We have selected some of our most treasured designs and added the extra beauty of painted epoxy color to create our breathtaking Rainbow Medallions. The color will stand the test of time and wear, and is a great way to show your appreciation to that special someone. Coupled with an attractive coaster, gift box or display capsule these medallions make the perfect gift the recipient can display on their desk, shelf or wherever they would like.



NEW!



RB157
Front: "Ride Sober, Ride Free"
Reverse: Serenity Prayer



RB4
Front: "Women In Recovery" w. Rose
Reverse: Serenity Prayer



RB6
Front: Butterfly
Reverse: Serenity Prayer



RB54
Front: "The Healing Spirit Of Recovery" w. Feather
Reverse: Great Spirit Prayer



RB60
Front: Heart Motif
Reverse: "My Heart Is in My Recovery"
"...One Day At A Time"



RB87
Front: Guardian Angel
Reverse: "He Will Command His Angels To Guard You In All Your Ways"



RB91
Front: "Let Go Let God" w. Butterfly
Reverse: Serenity Prayer



RB100
Front: "But For The Grace Of God" w. Praying Hands
Reverse: Serenity Prayer



RB110
Front: Ride Clean Ride Free
Reverse: "I Always Knew That One Day I Would Take This Path But Yesterday I Did not Know Today Would Be The Day - Nagarjuna "



RB114
Front: "Veterans in Recovery" w. Eagle
Reverse: "I Came With Hope, Worked And Learned I Have A New Life, A Life That I've Earned"



RB115
Front: "Ride Clean Ride Free"
Reverse: "I Always Knew That One Day I Would Take This Path But Yesterday I Did not Know Today Would Be The Day - Nagarjuna "



RB123
Front: Sailboat
Reverse: "We Can't Control The Direction Of The Wind We Can Only Adjust Our Sails"

Twelve Step Copper

Commemoratives

Wendell's beautiful series of 12 medallions illustrates the steps of recovery in rich antiqued copper. Each image is created in 3-D on a solid 12 gauge coin- truly a gift to be treasured!

ST1...We Are Powerless

ST2...We Came To Believe

ST3...We Turn Over Our Lives

ST4...We Became Honest

ST5...We Admit Our Wrong To Others

ST6...We Are Humble

ST7...We Accept Ourselves

ST8...We Are Willing To Make Amends

ST9...We Make Amends

ST10...We Continue Our Personal Inventory

ST11...We Seek Our Higher Power

ST12...We Practice These Principles



Custom Coin Programs

Treatment Centers

Drug Courts

Community Initiatives

We can easily create a custom coin design for use in your Treatment Center or Drug Court initiative. Please contact 1.800.860.9355 to discover how easily you can create a new point of contact and affirmation within your community.

Stock Dies Are Available For Each Popular Coin Design

Lower Your Initial Cost Using A Time Tested Community Favorite

Organization Logos displayed on this page do not serve as an official endorsement of Wendell's Inc.



Antiqued
Bronze



Show your pride, dedication, and positive outlook with a quality Die-Struck Dog Tag or Key Tag!



Antiqued
Nicodinium

Choose from six stock designs available in Bronze, Antiqued Nicodinium or Bright Silver, or

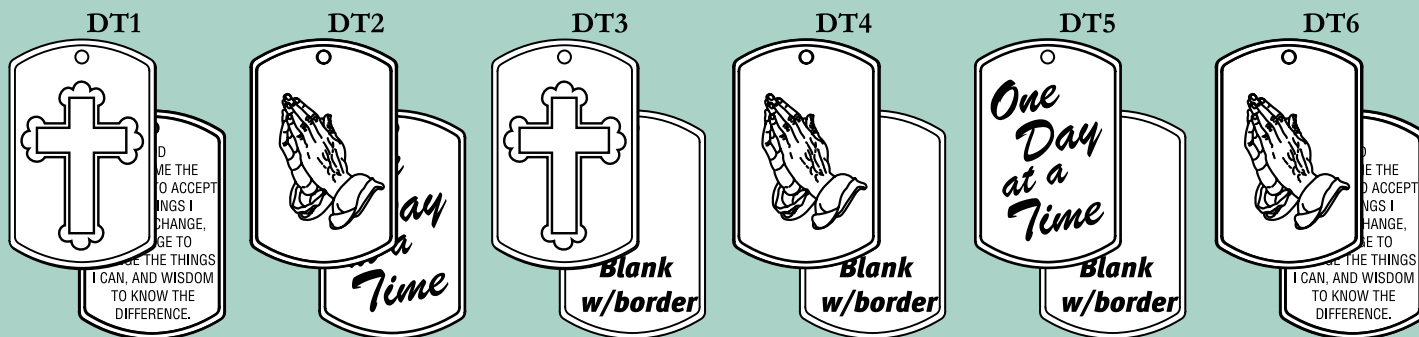
Create a unique tag for yourself or a friend that permanently says exactly what you feel! Special dates, quotes, sayings or whatever you would like - - permanently engraved in quality. Your message will last for years, and so will the sentiment.



Bright
Nickel

Choose either necklace or key chain style.

FOR MORE INFORMATION ON ENGRAVING SERVICES OR CUSTOM DIES CALL US AT 1.800.860.9355



Key Charms

Worn on your favorite necklace, charm bracelet and more; these Key Charms are a way to add a touch of beauty to every day!

Nickel Plated



IN20C Peace Charm w/Dove

IN21C Serenity w. Prayer Spanish



IN22C Serenity w. Prayer

IN23C Renewal w. Linen Back



IN24C Ribbon w. Linen Back

IN25C Angel w. Linen Back



IN26C Footprints w. Linen Back

IN27C Sailboat w. Wind Direction



IN28C Starfish w. M.A.D.

IN29C Recycle w. Plain back

Bronze



CBGK Camel Poem



OBGK Praying Hands



DCGK Drug Court



ABGK Guardian Angel w. Poem



MMGK I Am A Miracle



PAGK Praying Angel



TBGK Circle Triangle



SBGK Serenity



BBGK Wind Direction



WRGK Women in Recovery

Accessories

Product Names followed by **ITEM CODE**

Money Clip **MC**

Keep your message in their pockets and on their mind with a bronze money clip. Bronze clips are available to complement your special medallions.

Clear Capsule **OR Easel** **EOB, EOC, C1**

These presentation accessories provide protection for the award medallions while enhancing your presentational impact.

Velvet Jewel Case **VBC**

These classic boxes are a distinctive way to make a high-class impression.

Vinyl Flip Case **VF2**

A clear vinyl flip case is an easy way to ensure your medallions will stay bright and scratch free. These are a soft vinyl envelope with a protective flap designed to ensure your medallion will not accidentally slip out or be damaged by debris.

Display Coaster **DC**

Beautiful display coasters are high quality solid metal cast coasters with a leather insert and cork backing. These coasters are available in a bright gold or rich black finish with your choice of four insert colors: Black, Burgundy, Forest Green or Navy Blue.

Medallion Holders:

Gold Neck Chain **GCHD**

Gold Key Chain **GKTD**



GCHD



GKTD



C1



EOB



EOC



DC



VF2



VBC



MC

Minimum Billing \$15.00 • WENDELL'S WILL NOT MAKE COD SHIPMENTS
Wendell's reserves the right to refuse return shipments if not authorized. We must have a name of the authorizing party and reason for returns. A restocking charge will be made for returned merchandise.

We do not accept returns after 30 days.

IF YOUR PACKAGED IS DAMAGED IN TRANSIT DO NOT ACCEPT

Order 24 hours a day, 7 days a week online at www.Serenitycoins.com
or call 1.800.860.9355 for ordering assistance.

The Original Circle Triangle Medallion



Have you ever wondered how the custom of handing out Raised Center AA medallions began?

The story behind this tradition is a story of innovation and strength of the recovery fellowship.

One of the brightest highlights in Wendell's history is our role in the area of support for the millions of people worldwide who have fought and are still fighting the battle of addiction. In early 1973, Bill Westman, a recovering alcoholic wanted to do something to fortify the will of the groups and individuals he spoke with. Bill designed and had Wendell's produce a coin bearing the two large A's on one side of the medallion and the Serenity Prayer on the reverse. His advice to all was to "carry this in your pocket or purse and when temptation is great, reach into your pocket and feel the medallion and remember your struggle to get this far". Thousands of the medallions were given to individuals and attendees of his Founders Group. Always thinking of his fellow members, Bill decided he wanted a design that would have individual meaning for each person who carried one. He knew the medallion as originally designed would feel much like change in the pocket or purse so he changed the design by adding a raised center with the actual time the person had been sober.

The process of making the medallion with the raised center was labor intensive as each medallion had to have the raised center soldered onto the coin and the demand for the medallion was soon overwhelming. Bill worked with Wendell's and developed the one piece, die struck circle/triangle medallion with the anniversary in Roman numerals in the center raised section. When designing his new medallion, Bill used the phrase "To Thine Own Self Be True" as he felt every recovering person should make their journey to sobriety a personal responsibility. Bill used "The Man In The Glass" as a guideline for his own sobriety and felt if he could "look that man in the face", he would be successful in his journey. Bill chose to surround the circle/triangle with the wording "Recovery, Unity, Service" as they exemplify the meaning of one's commitment to sobriety. The process of producing these medallions may have changed through the years but the commitment of the man who inspired them remains the same. We are aware that the medallion has been copied and although that is a form of flattery, the intent and fellowship that goes into Wendell's medallions can never be duplicated because they are inspired by a man who although struggling with his own addiction wanted to offer support to others.

Whether the medallion is our original antiqued bronze, or painted, or pure silver or gold, its meaning never changes, it is a symbol of strength and survival and is carried by millions throughout the world... this is the legacy of Wendell's own Bill Westman and although Bill is enjoying a well deserved retirement, Wendell's continues to furnish the recovering community with quality reminders of their will to succeed.



Serenity

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