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.

Our Products:

Anniversary Medallions ...... Pgs. 2-3
Paint On Demand Founders and Al-Anon Medallions ..... Pg. 4
Engraved Personalized Medallions ............................ Pg. 5
Affirmation Medallions, Desire Chips & Key Tags.... Pgs. 6-9
Serenity Prayer Medallions.. Pg. 10
Rainbow Premium Hand-Painted Medallions.... Pg. 11
Twelve Step Copper Medallions ............................... Pg. 12
Custom Medallions for Drug Court And Treatment Centers...... Pg. 12
Dog Tag and Key Tags....... Pg. 13
Key Charms......................... Pg. 14
Accessories ......................... Pg. 15
Our History In Recovery .... Pg. 16

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, 1-45 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

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

**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 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 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 Medallions**
- Feature a unique design with a linen textured reverse for personalization.
- Create any message you want—Birthdate, Anniversary or secret code, whatever 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.

Affirmation Medallions

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.

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

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”

BRM89
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”

BRM96
Front: Bill & Dr. Bob w. “Carry the message - Recovery works”
Reverse: “Rarely Have We Seen A Person Fail Who Has Thoroughly Followed Our Path”

BRM100
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.”

BRM101
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”
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”

BRM137
Front: “To Thine Own Self Be True”
Reverse: “Freedom to be Me”

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”

BRM139
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

<table>
<thead>
<tr>
<th>BRM1·DC1</th>
<th>BRM2·DC2</th>
<th>BRM3·DC3</th>
<th>BRM4·DC4</th>
<th>BRM6·DC6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Praying Hands</td>
<td>One Day At A Time Camel</td>
<td>One Day At A Time Teddy Bear</td>
<td>Women in Recovery</td>
<td>Butterfly</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRM48</th>
<th>BRM46</th>
<th>BRM51</th>
<th>BRM64·DC64</th>
<th>BRM73·DC73</th>
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</thead>
<tbody>
<tr>
<td>Hispanos En Recuperacion*</td>
<td>African American In Recovery</td>
<td>Out of the Ashes Of Addiction</td>
<td>Recovery is Discovery</td>
<td>Keep it Simple</td>
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<table>
<thead>
<tr>
<th>BRM74·DC74</th>
<th>BRM77·DC77</th>
<th>BRM78·DC78</th>
<th>BRM91</th>
<th>BRM111</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Thine Own Self Be True</td>
<td>Keep Coming Back</td>
<td>One Day at A Time</td>
<td>Let Go Let God</td>
<td>Circle Triangle</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRM120</th>
<th>BRM138·DC138</th>
<th>BRM139·DC139</th>
<th>BRM152</th>
<th>BRM157</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serenity</td>
<td>First Things First</td>
<td>Easy Does It</td>
<td>Vietnam Vet</td>
<td>Ride Sober Ride Free</td>
</tr>
</tbody>
</table>

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

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*BRM = Bronze  
DC = Aluminum
Rainbow Premium Medallions

We have selected some of our most treasured designs and added the extra beauty of painted 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. Gift box or display capsule, these medallions make the perfect gift the recipient can display on their desk, shelf or wherever they would like.

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

Your Design makes it A Perfect Fit For Your Program!

Organization Logos displayed on this page do not serve as an official endorsement of Wendell’s Inc.
Show your pride, dedication, and positive outlook with a quality Die-Struck Dog Tag or Key Tag!

Choose from six stock designs available in Bronze, Antiqued Nicodium 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.

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

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.

Medallion Holders:
Gold Neck Chain GCHD
Gold Key Chain GKTD

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.wendellsinc.com/recovery-medallions/ or call 1.800.860.9355 for ordering assistance.
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.