

Mid-America Jewelry News

Serving the Jewelry Industry in America's Heartland

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The Spring '09 Atlanta Jewelry Snow: Who could imagine...

Spring snowfall takes Show's "Everything You Imagine" theme to whole new level

(ATLANTA) – While a surprise spring snowfall and a challenging economic climate did impact attendance at the February 28 - March 2, 2009 edition of the Atlanta Jewelry Show at the Cobb Galleria Center, it did little to dampen the spirits of exhibitors and attendees. Reports of quality buyers and unexpected sales from exhibitors, coupled with positive feedback on product selection, educational programming and Show events from retailers, created a relaxed, optimistic atmosphere on the show floor.

Please see Atlanta page 26



(l-r) Clea Liguard and Patricia Liguard, Calidora Designs and Carol and Albert Drake, Touch of Silver, Gold & Old, Nashville, IN enjoy the candy-themed "How Sweet It Is" Atlanta Jewelry Show buver gala - always a big hit with retailers and vendors alike.

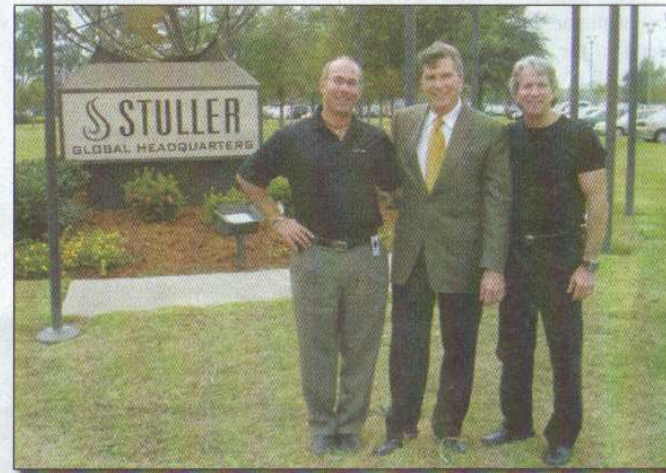
Two brothers find their calling in life's little links

Amy Minnick Staff Writer

Economic turmoil, political unrest, global uncertainty... terms we've become all too familiar with over the past year. Americans are living in a chaotic mess that leaves even the most self-assured person wondering what life is all about. People across the county are searching for meaning. Glenn and Link Wachler, owners and creators of The LifeLink Method are here to help.

"Life throws hundred's of distractions at us every day," states Glenn. "It's difficult for even the most focused person to remember what's most important to them. But, wearing a physical, tangible image of what you value most in life promotes positive mental thinking which helps to bring peace, reassurance and comfort to those wearing them."

LifeLinks are small, square-shaped pieces of silver and gold with hand carved symbolic im-



(l-r) Glenn Wachler, Matt Stuller and Link Wachler at the Stuller Global Headquarters in Lafayette, Louisiana.

ages originally designed by the Wachler's. These images hold emotional, spiritual and relational significance that speak to the heart of every person.

The individual links average 1/2 inch in size, and can be arranged as a bracelet, pendant or

earrings. Each link comes with a written description of the image and an explanation of its significance which helps customers define what means the most to them.

In essence, each one is an individual piece of art that acts as a pri-

Please see Brothers page 8

Brothers

Continued from page 1

ority 'alarm clock' for the owner, imbuing meaningful purpose into everyday life.

It's a simple concept, really. According to Glenn, our subconscious is always working; wearing a tangible symbol of what is most important reinforces priorities and, consequently, influences our mental state and our decisions. In essence, LifeLinks put the emotion back into jewelry by making it meaningful, significant and personal to every individual.

Inspiration

Glenn Wachler experienced first-hand the pit of emotional quicksand that comes with ambition, talent and success. As a master builder, real estate developer, and accomplished inventor, his desire early on was to earn money. But when personal tragedy struck 11 years ago, he started to question his life.

Before you leave this piece try the first step of The LifeLink Method by answering the three common questions that Glenn and Link pose to LifeLink customers:

What do you love about life?

What are the three most important things in your life right now?

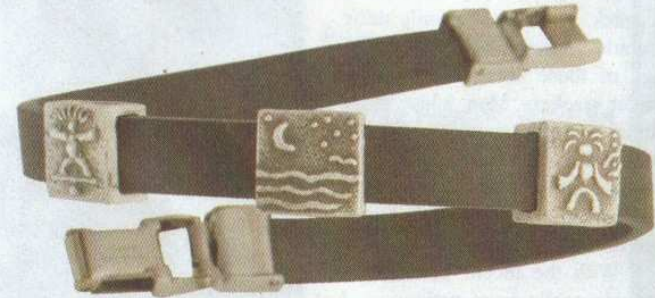
What is the one thing, above all else, that you live for?

Chances are you'll find some of your answers in the form of a LifeLink charm that not only mirrors your response but defines what is in your heart. If you choose to take the second step of The LifeLink Method, you will wear the symbols that reinforce your life's priorities for 30 days and see how your life responds.

"I strived for top success in every business venture. In whatever industry I found myself I sought out the highest achievers and asked a lot of questions. But success alone didn't bring the satisfaction I'd hoped for. Once I realized that I could help people focus on their core meaning of life

ness wasn't for him. His passion to create meaningful, beautiful jewelry sculptures just didn't fit into the already existing framework of David Wachler and Sons Jewelers in Birmingham, Michigan. Glenn left the family business in 1988 to

pieces. Today he has more than 30 national and international jewelry design awards, including being the first American in 20 years to win the Japanese Pearl Jewelry Design Competition in 1993. His clients are a myriad of famous actors, cor-



Link Wachler (left) presented "Marley and Me" author John Grogan with a LifeLink bracelet and a commemorative plaque at the Fifth Annual Wags to Whiskers fundraiser for Home for Life, a Minneapolis-based animal sanctuary.

and thereby act as a restorative inspirational source for them, I knew I had found my calling."

At an early age Glenn knew his traditional family retail busi-

pursue his dreams.

Glenn's older brother Link began designing at the family store at the age of 12. By 15 he was selling his own custom designed

porate executives and musicians. But when given the chance to join Glenn in capturing the 'emotion of the heart,' Link left the family business after 40+ years and joined the internationally growing business of LifeLinks.

"I have always enjoyed designing jewelry and working with my family in the store, but I was missing the passion of purpose," states Link. "Glenn has clarity of vision and purpose about his business that transcends making money and it is so genuine. It inspired me to take this leap of faith and I cannot describe the fulfillment I receive from the path this work has taken me on."

LifeLinks and the Wachler brothers are touching the lives of the famous as well. As already established design talents with commissioned pieces for Regis Philbin, Cesar Millan and William

Please see Links page 9

What does the fine print really mean?

Links

Continued from page 8

Marriott (yes, the same Marriott of Marriott Hotels), the brothers recently presented John Grogan, author of "Marley and Me", with a commemorative plaque and bracelet at the Fifth Annual Wags to Whiskers fund raiser in Minneapolis, Minnesota.

LifeLinks represent universal values worn by men, women, and children of all cultures. Here's a quick list of just a few well-known personalities sporting a LifeLinks bracelet. Everyone, regardless of business position, benefits from these priority prompts.

Matt Stuller, Owner of Stuller, Inc.

David McNally, CPAE – International Business Consultant, Best Selling Author, and Hall of Fame Speaker

Gary Chappel, President of Nightingale-Conant, the oldest and largest producer of Personal Growth Audio Programs

Johnny Wilson, Winner of 4 Stanley Cups with the Detroit Red Wings Hockey Team

Luther Elliss, former Detroit Lion, and his wife, Rebecca, founder of Abba's Heart Charity which supports orphanages around the world through fund raisers selling LifeLinks inspired jewelry.

"We thrive on being able to celebrate the gifts of every person by customizing a meaningful LifeLink piece just for them. John's bracelet celebrated the virtues he is best known for: family, Marley, loyalty, writer, and charity," states Link.

But, at the very heart of both brothers is an insatiable desire to pass along love, peace and faith to the Everyday Joe's like you and me.

"Regardless of the national or international recognition we receive, the stories of LifeLink customers who are affected in positive ways is at the center of all we do," states Glenn. "That is where our true satisfaction comes from."

Yes, the Wachler brothers have an agenda, and yes, they are using LifeLinks to promote it. But who doesn't want a daily reminder of love, connection and peace?

For a quick look at the more than 200 different LifeLinks and accessory connectors go to www.TheLifeLinkMethod.com or call 877-485-8397. LifeLink is also proud to partner with Stuller, Inc. who now stocks a large selection of LifeLinks and accessories in Sterling Silver, 14ky gold and 14kw gold. 