



SUMMER EDITION 2019



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OUR MISSION

Rooted in Christian Faith Caring for Each Other Serving the Community

OUR CORE VALUES

Teamwork Respect Integrity Commitment Love

BOARD OF DIRECTORS

Lu Cagin - Chair Patrick Spencer - Vice Chair Jerry Miller - Past Chair Joe Zoellner - Treasurer Dyanne Brudos - Secretary Kenna Christians - Director Kay Marsyle GHS - Director Sara Havens GHS - Director Sarah Rossman GHS - Director Barb Quillin - Director Leah Mudler - Director Todd Garves - CFO Todd Wilson - CEO

LOCATIONS

Eagle Crest South 608.791.2700

Eagle Crest North 608.779.1700

Riverside 608.406.3900

The Willows 608.406.3980

Cass Street 608.796.1091

The Heights 608.526.2635

Hearten House I 608.784.4511

Hearten House II 608.784.4522

Hearten House III 608.526.6796

Heights Town Homes 608.779.1720

Introducing Eagle Crest Communities

Bethany Lutheran Homes, Inc, (BLH) originated in 1946 when a group of pastors and other caring men and women came together and said we need a place to care for the aging where a Christian philosophy will serve as our guide. The La Crosse Area Synod ELCA served as the charter member for establishing Bethany Lutheran Homes, a non-profit corporation, and 36 area churches formed the foundation, making pledges to raise money for the construction of Bethany On Cass nursing home.



The La Crosse Area Diocese held the same

belief. Soon after the startup of BLH, they formed their own non-profit charter called Catholic Residential Charities and built a nursing home, naming it St. Joseph Care Corporation. These two Christian-based organizations served the community well for years until the early 1970's when a for-profit organization owned by two brothers from California built a third nursing home on the south side of La Crosse.

As the story was told, the for-profit nursing home was competing with the two Christian-based organizations and created unrest in the community. The two Christian-based, non-profit organizations joined forces, bought the for-profit nursing home, and named it Bethany St Joseph. In these times, it was rare for Lutherans and Catholics to find common ground and unheard of to purchase and operate a nursing home together, but this is what happened.

Now there were three nursing homes with similar names: Bethany Lutheran Homes, St. Joseph Care Corporation and Bethany St. Joseph Corporation. Eventually, Bethany St. Joseph would become its own non-profit corporation, not affiliated with the La Crosse Area Synod ELCA or the Catholic Diocese; and the Catholic-owned nursing home, St. Joseph Care Corporation, was purchased by Benedictine and renamed.

Over the years, the history of who owns and operates each organization has been lost, but the names Bethany Lutheran Homes and Bethany St. Joseph remain the same. The two are related by name, but not by ownership, which causes confusion in the community.

In 2007, we opened Eagle Crest North in Onalaska and, for the first time, there was a brand name that stood by itself. Everyone has come to know Eagle Crest and, in 2015, we opened Eagle Crest South in La Crosse. With our now trademarked Eagle Crest brand, we have a strong name recognition. To avoid continued confusion, our Board of Directors decided our legal name will remain Bethany Lutheran Homes, Inc, however, we will now be "doing business as" Eagle Crest Communities. Our strong affiliation with the La Crosse Area Synod ELCA continues as does our commitment to serve the community. Eight of our ten senior communities identified with the name "Bethany" will undergo facility name changes as well.

continued on pg. 6

~ SPECIAL EDITION ~ The New Logo of Bethany Lutheran Homes, Inc.

The five wings on the eagle represents our 5 core values, Teamwork | Respect | Integrity | Commitment | Love

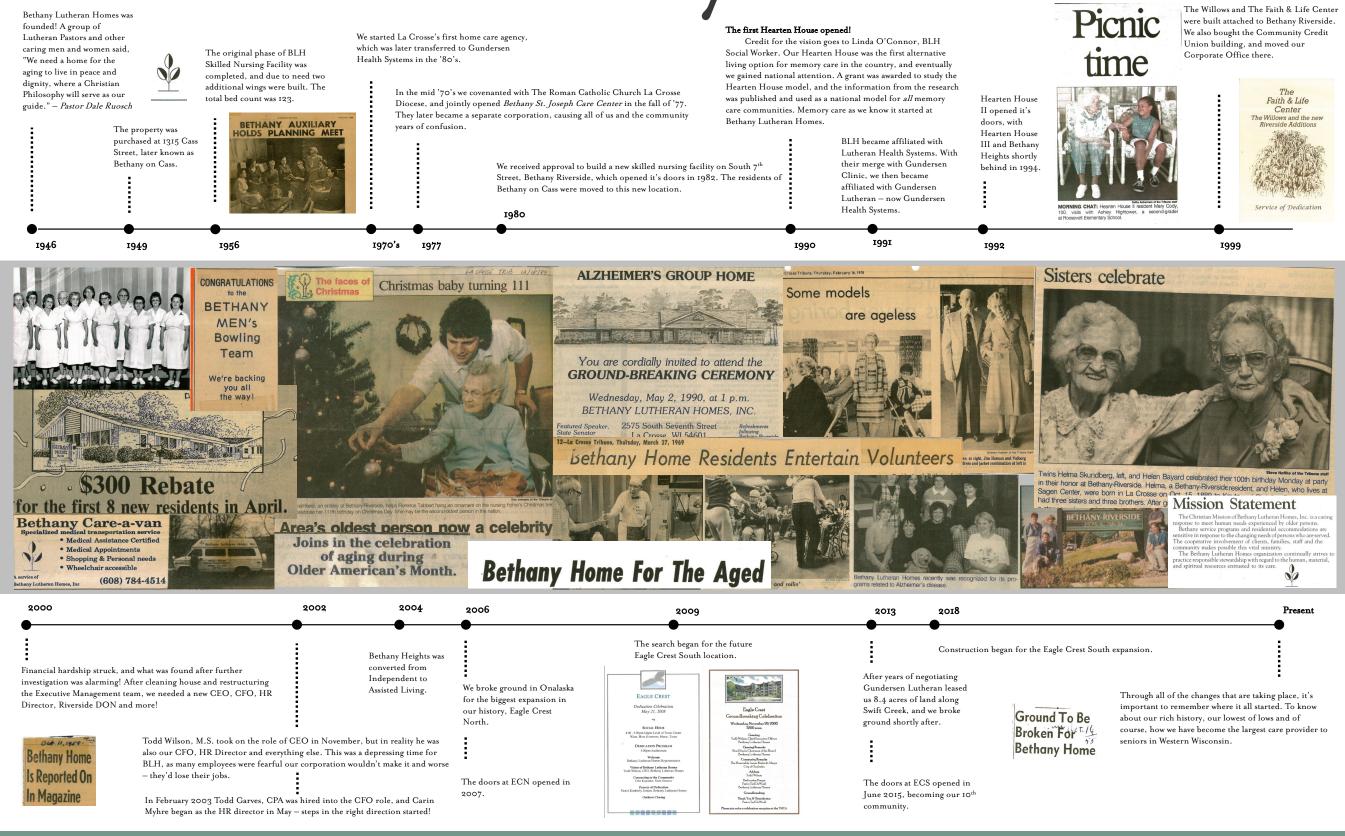
EAGLE CREST COMMUNITIESTM Caring Since 1946

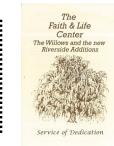
The integration of the bluffs and river enriches Eagle Crest's sense of community. The fluid lines of the river and bluffs flow seamlessly into the soaring eagle. This represents the connections between Eagle Crest Communities and the Coulee Region, as well as the smooth transition residents will experience upon moving to one of our communities.



Eagle Crest South Expansion - Opening Spring 2020

Over the years....





Introducing Eagle Crest Communities

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Choosing a new corporate name, developing a new logo and renaming some of our senior communities to create unity and universal recognition has been difficult but it's the right thing to do for our organization and the community.

For over 73 years we have worked hard to earn the trust and respect of the people we serve and want you to know when you live in an Eagle Crest Community, we are there for you now and as your needs change. We have been recognized locally and nationally for the exceptional care we provide with industryleading, high quality standards and promise to continue to serve our community as our mission statement implies... Rooted in Christian Faith... Caring for Each Other...Serving the Community.

Thank you for allowing us to serve as an extension of your family when you have a need.

Sincerely,

Todd D. Wilson Chief Executive Officer Eagle Crest Communities

Our Communities







EAGLE CREST NORTH SENIOR LIVING An Eagle Crest Community



HEIGHTS TOWN HOMES SENIOR LIVING An Eagle Crest Community



HEARTEN HOUSE I MEMORY CARE An Eagle Crest Community

EAGLE CREST SOUTH

SENIOR LIVING

An Eagle Crest Community

CASS STREET

ASSISTED LIVING

An Eagle Crest Community

THE HEIGHTS

ASSISTED LIVING

An Eagle Crest Community





HEARTEN HOUSE III MEMORY CARE An Eagle Crest Community

Eagle Crest Communities Voted 1st Place

We are humbled and honored to have been voted **1ST PLACE**

by the community for "Best of La Crosse County" in five categories!



Best Apartment Complex *Eagle Crest Communities*

Best Assisted Living *Eagle Crest Communities*

Best Retirement Complex Eagle Crest Communities

> Best Nursing Home Riverside

Best Senior Services *Eagle Crest Communities*

Donations & Support

A donation to Eagle Crest Communities is a great investment in the community **THANK YOU** to those who support us...

Eagle Crest Communities' Giving Club

Kathleen Banasik	Donna Miller
Dana Bistodeau	Kermit Murray
Colleen Bonsack	Carin Myhre
Donna Brogan	Shelly Olson
Andrea Byrne	Carla Potter
Steven Cook	Rochelle Poulin
Cindy Craig	Diane Rochester
Hannah Fort	Patrick Senzig
Todd Garves	Debra Stanhope
Cathleen Grinde	James Stenulson
Tammy Haefs	Vickie Stevens
Keri Krueger	Lisa Thill
Elizabeth Kvistad	Myrna Townsend
Haley Martin	Todd Wilson
Lori Mikshowsky	Susan Wyland

 \bigcirc \$10

○ \$25

 \bigcirc \$50

In Memory of Ruth Becker Audrey Kader Ruth Devitt Lynne & Keith Valiquette Amy & Daniel Dawdy

Legacy Fund Eagles Club Auxiliary 1254

In Memory of Gary Veldey Mary Veldey

Tuition Incentive Program In Memory of Ella Onstad to benefit Cass Street Employee Scholarships Nancy Jones

Ardus Cleveland

Eagle Crest Communities Donation Form

Helping Eagle Crest Communities continue to provide quality, compassionate care in the Coulee Region. Donations are gratefully received and tax deductible to the extent allowed by law.

 \bigcirc \$100 \bigcirc Other

Name	
Address	
Payable to: Eagle Crest Communities	
Mail to: Eagle Crest Communities	
PO Box 2468	
La Crosse, WI 54602-2468	
□ This gift is in honor of	
□ This gift is in memory of	
Captial Fund - supports major projects such as Eagle Crest developm	nents.
Legacy Fund - supports activities and special events, and enhances a	menities & technology for residents.
Tuition Incentive Program Fund - supports our recruitment and rete	ention program.
Employee Appreciation Fund - promotes employee appreciation. Sp	pecial request are always welcome!



EAGLE CREST COMMUNITIES Caring Since 1946 2575 South 7th Street La Crosse, WI 54601

2019 Walk To End Alzheimer's

Every year, Eagle Crest Communities participates in the La Crosse Area Walk to End Alzheimer's. As the local, trusted provided of memory care services, our staff work closely with those in various stages of dementia every day. They see the ups and downs, the good days and the bad, and most importantly, share their love with these incredible people.



In 2018, Eagle Crest Communities was the **#1 corporate** fundraiser, donating nearly **\$7,000!**

Due to the generosity of our residents and their family, staff, volunteers and the community, this year's contribution from Eagle Crest looks to be just as successful with fundraising events planned up to the day of the walk. Join our team or donate to Alzheimer's care, support and research today!

EVENT DETAILS

Saturday, September 14th

Time

Registration: 8am Ceremony: 9am Walk to follow

Location

Myrick Park - Main Shelter 2020 Myrick Park Drive, La Crosse

Contact

Hannah Wieser @ 608.791.2733 hwieser@eaglecrestlife.org

Team Name Bethany Lutheran Homes, Inc. (Eagle Crest Communities)