

Over the years....

Bethany Lutheran Homes was founded! A group of Lutheran Pastors and other caring men and women said, "We need a home for the aging to live in peace and dignity, where a Christian Philosophy will serve as our guide." – *Pastor Dale Ruosch*



The original phase of BLH Skilled Nursing Facility was completed, and due to need two additional wings were built. The total bed count was 123.



The property was purchased at 1315 Cass Street, later known as Bethany on Cass.

We started La Crosse's first home care agency, which was later transferred to Gundersen Health Systems in the '80's.

In the mid '70's we covenanted with The Roman Catholic Church La Crosse Diocese, and jointly opened *Bethany St. Joseph Care Center* in the fall of '77. They later became a separate corporation, causing all of us and the community years of confusion.

We received approval to build a new skilled nursing facility on South 7th Street, Bethany Riverside, which opened it's doors in 1982. The residents of Bethany on Cass were moved to this new location.

The first Hearten House opened!

Credit for the vision goes to Linda O'Connor, BLH Social Worker. Our Hearten House was the first alternative living option for memory care in the country, and eventually we gained national attention. A grant was awarded to study the Hearten House model, and the information from the research was published and used as a national model for *all* memory care communities. Memory care as we know it started at Bethany Lutheran Homes.

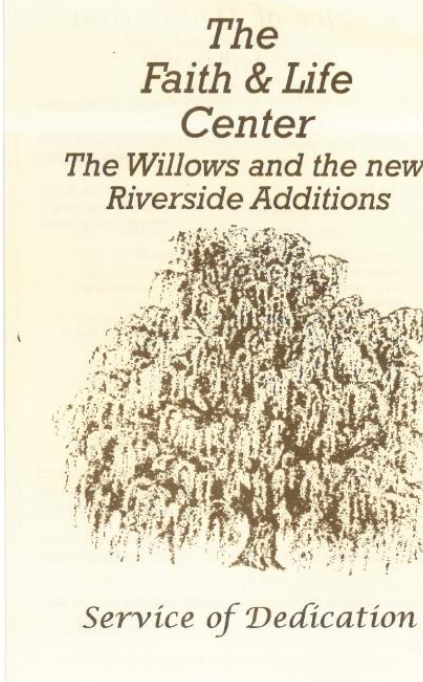
BLH became affiliated with Lutheran Health Systems. With their merge with Gundersen Clinic, we then became affiliated with Gundersen Lutheran – now Gundersen Health Systems.

Hearten House II opened it's doors, with Hearten House III and Bethany Heights shortly behind in 1994.

Picnic time



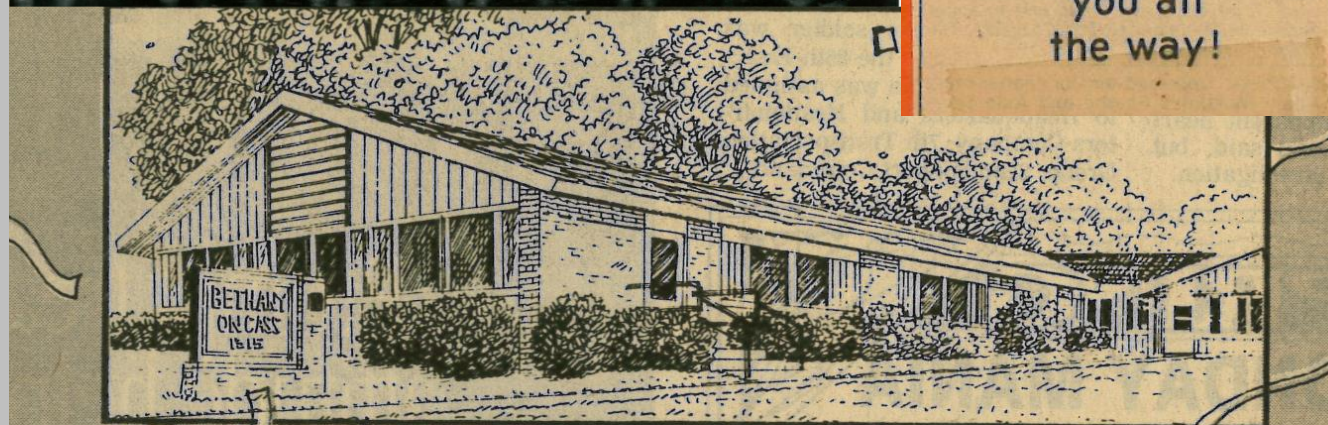
MORNING CHAT: Hearten House II resident Mary Cody, 100, visits with Ashley Hightower, a second-grader at Roosevelt Elementary School.



The Willows and The Faith & Life Center were built attached to Bethany Riverside. We also bought the Community Credit Union building, and moved our Corporate Office there.



CONGRATULATIONS to the **BETHANY MEN's Bowling Team**
We're backing you all the way!



\$300 Rebate
for the first 8 new residents in April.

Bethany Care-a-van
Specialized medical transportation service
• Medical Assistance Certified
• Medical Appointments
• Shopping & Personal needs
• Wheelchair accessible



A service of Bethany Lutheran Homes, Inc. (608) 784-4514

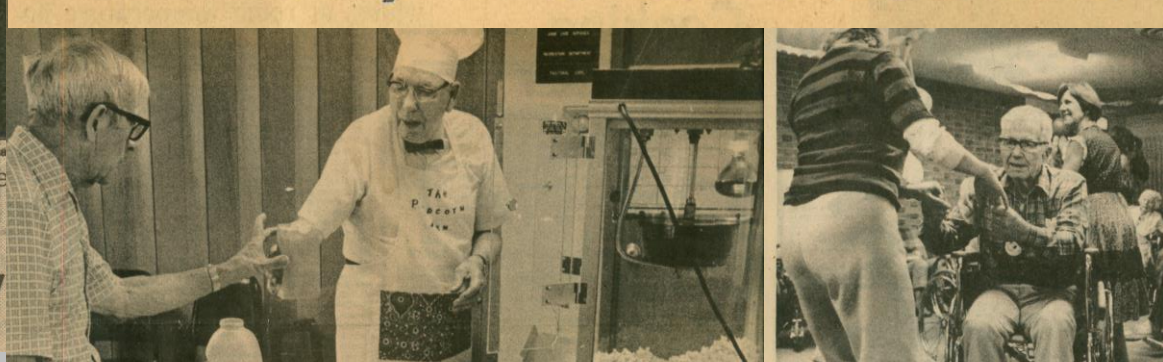


Christmas baby turning 111
An elderly at Bethany-Riverside, helps Florence Tabbert hang an ornament on the nursing home's Christmas tree, celebrate her 111th birthday on Christmas Day. She may be the second-oldest person in the nation.

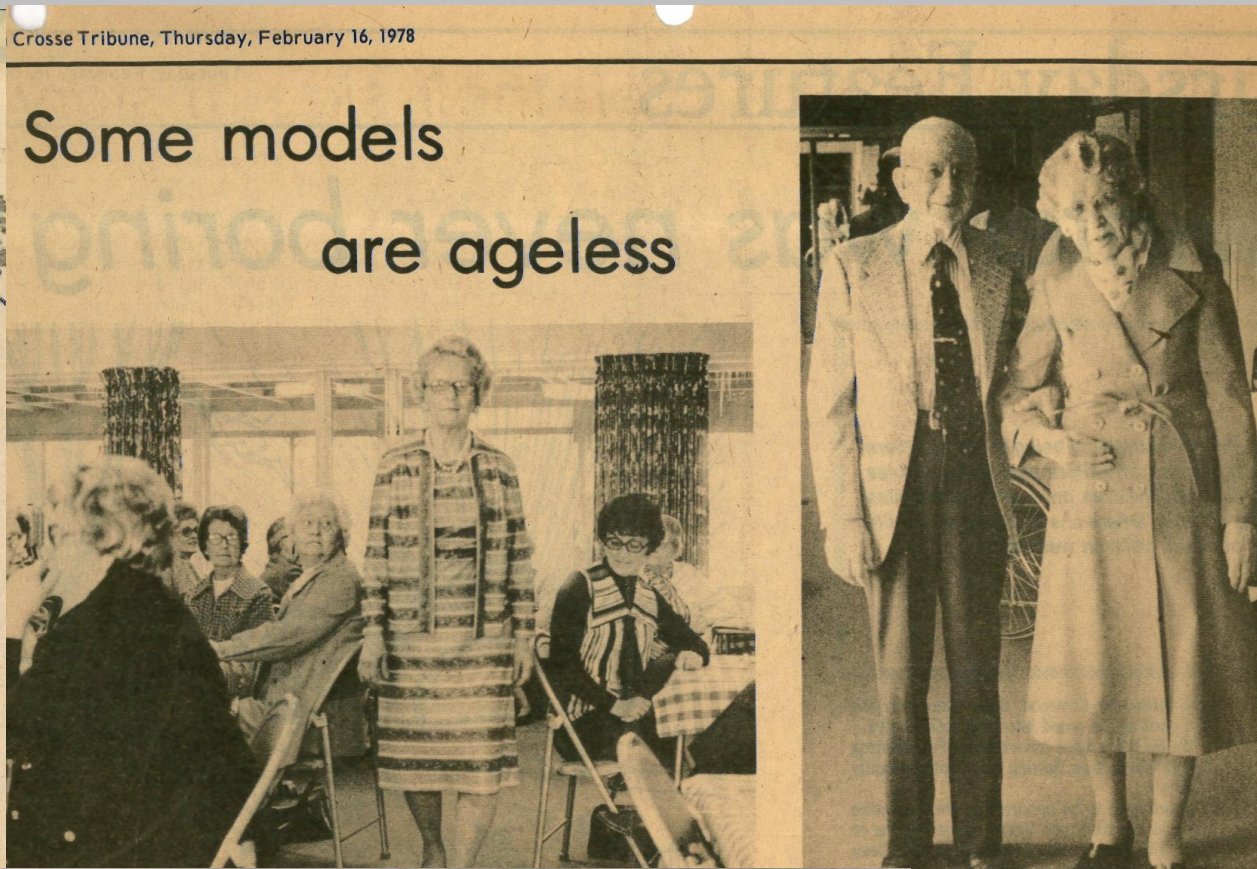
Area's oldest person now a celebrity
Joins in the celebration of aging during Older American's Month.



ALZHEIMER'S GROUP HOME
You are cordially invited to attend the **GROUND-BREAKING CEREMONY**
Wednesday, May 2, 1990, at 1 p.m.
BETHANY LUTHERAN HOMES, INC.
Featured Speaker, 2575 South Seventh Street, La Crosse, WI 54601
12-La Crosse Tribune, Thursday, March 27, 1969



Bethany Home For The Aged



Edward Humber of the Tribune Staff, at right, Jim Hanson and Valborg dress and jacket combination at left is



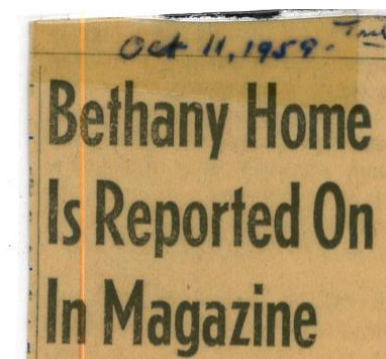
Twins Helma Skundberg, left, and Helen Bayard celebrated their 100th birthday Monday at party in their honor at Bethany-Riverside. Helma, a Bethany-Riverside resident, and Helen, who lives at Sagen Center, were born in La Crosse on Oct. 15, 1889 to Kristina and Gustaf Skundberg.



The Christian Mission of Bethany Lutheran Homes, Inc. is a caring response to meet human needs experienced by older persons. Bethany service programs and residential accommodations are sensitive in response to the changing needs of persons who are served. The cooperative involvement of clients, families, staff and the community makes possible this vital ministry. The Bethany Lutheran Homes organization continually strives to practice responsible stewardship with regard to the human, material, and spiritual resources entrusted to its care.

2000 2002 2004 2006 2009 2013 2018 Present

Financial hardship struck, and what was found after further investigation was alarming! After cleaning house and restructuring the Executive Management team, we needed a new CEO, CFO, HR Director, Riverside DON and more!



Todd Wilson, M.S. took on the role of CEO in November, but in reality he was also our CFO, HR Director and everything else. This was a depressing time for BLH, as many employees were fearful our corporation wouldn't make it and worse – they'd lose their jobs.

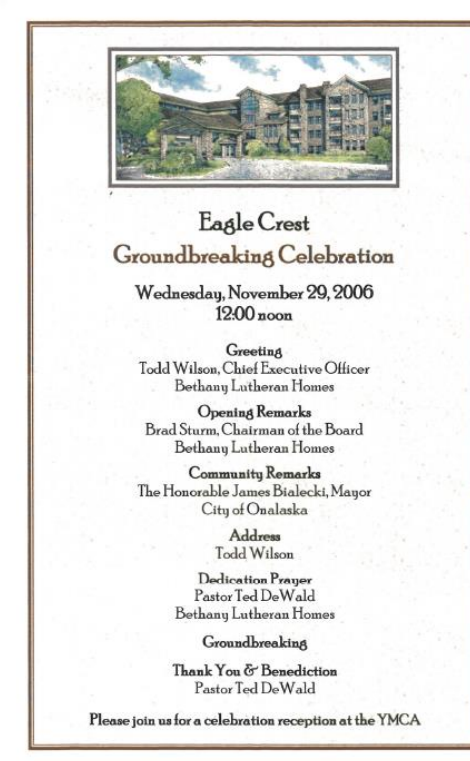
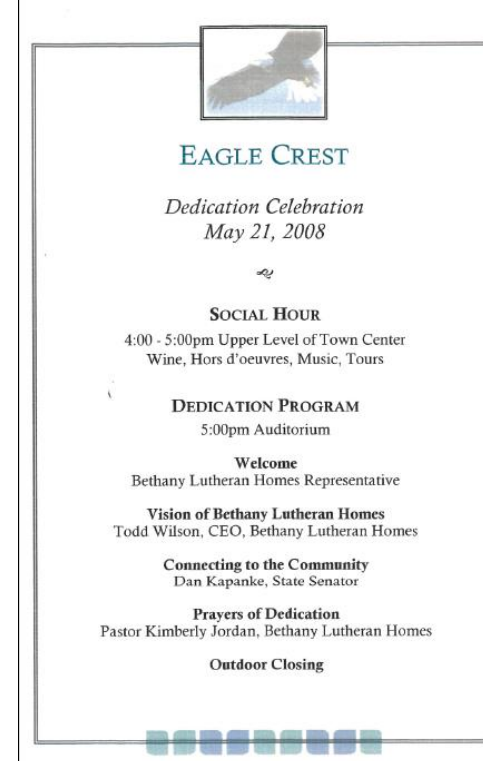
In February 2003 Todd Garves, CPA was hired into the CFO role, and Carin Myhre began as the HR director in May – steps in the right direction started!

Bethany Heights was converted from Independent to Assisted Living.

We broke ground in Onalaska for the biggest expansion in our history, Eagle Crest North.

The doors at ECN opened in 2007.

The search began for the future Eagle Crest South location.



After years of negotiating Gundersen Lutheran leased us 8.4 acres of land along Swift Creek, and we broke ground shortly after.

The doors at ECS opened in June 2015, becoming our 10th community.

Construction began for the Eagle Crest South expansion.

Ground To Be Broken For Bethany Home

Through all of the changes that are taking place, it's important to remember where it all started. To know about our rich history, our lowest of lows and of course, how we have become the largest care provider to seniors in Western Wisconsin.