



EAGLE CREST COMMUNITIES

Caring Since 1946

FALL EDITION 2024



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Todd Wilson, CEO

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Eagle Crest North is Expanding!

OUR MISSION

Rooted in Christian Faith
Caring for Each Other
Serving the Community

OUR CORE VALUES

Teamwork
Respect
Integrity
Commitment
Love

BOARD OF DIRECTORS

Sean O'Flaherty - *Chair*
John Robinson - *Vice Chair*
Pete Hansen - *Treasurer*
Angela Strangman - *Secretary*
Edward Bowen - *Director*
Mike Flanagan - *Director*
Sara Havens GHS - *Director*
Leah Mudler - *Director*
Todd Garves - *CFO*
Todd Wilson - *CEO*

OUR COMMUNITIES

Eagle Crest South
608.791.2700

Eagle Crest North
608.779.1700

Riverside
608.406.3900

The Willows
608.406.3978

Cass Street
608.796.1091

The Heights
608.526.2635

Hearten House I
608.784.4521

Hearten House II
608.784.4523

Hearten House III
608.526.6796

Heights Town Homes
608.791.2709

Connections

October 9th was a proud day for Eagle Crest Communities as we gathered at Eagle Crest North to celebrate the groundbreaking of our "Eagle Crest North expansion". Eighteen years ago, we also gathered at this site to celebrate groundbreaking for Eagle Crest North our first Eagle Crest Community. Eagle Crest North was designed to be a visionary new community for senior living offering a lifestyle and amenities typically only found in large cities and requiring big entry fees to live there. We were able to accomplish our vision and expand that vision adding Eagle Crest South Phase I and Phase II in La Crosse. Now we are back in Onalaska where it all started.



Todd Wilson, our CEO, welcomes everyone during the groundbreaking ceremony at Eagle Crest North!

Eagle Crest North is a 11.44-acre park like campus. The cost will be \$25.9 million dollars with Eagle Crest Communities contributing \$5,180,000 as an equity contribution. This equity contribution is not built into the rates making it affordable for most income levels. This expansion will include 87 independent living apartment homes ranging in size from 758 to 1653 sq ft, all with quartz countertops and fireplaces. The new Village Square will include a Virtual Sports Lounge with a golf simulator and other virtual reality activities.

The building will be five stories tall and attached to our existing building offering beautiful views of Lake Onalaska and the surrounding bluffs.

Another added benefit is the location – being across the street from the YMCA and a short distance from local medical centers, shopping, banking and local entertainment.

Construction began in late September and we plan to open the new campus in January 2026.

Eagle Crest Communities has grown to be an organization of regional renown and is the 134th largest non-profit senior care provider in the country.

We are very proud to be able to expand on our Eagle Crest vision and provide this wonderful quality of life for the seniors in the Coulee Region.

Please consider Eagle Crest Communities in your Planned Giving. A gift to Eagle Crest Communities is a great investment in the community.

~ Todd D. Wilson, *Chief Executive Officer*



Be Part of Our Exciting Expansion Journey

Reserve Your New Home Today!

608-779-1720 | eaglecrestlife.org

Community Connections

Higher, Deeper, Farther: The chaplain's role in providing pastoral care to the corporation we serve is one area that challenges us. Within my denomination, ELCA Lutheran, chaplains have been trained well to provide pastoral care within specialized settings. Under the guidance of gifted mentors, we've studied in some of the world's finest healthcare organizations, we've been immersed in stimulating arenas of contextual learning, and we've been privileged to learn from "living human documents" as they endured nearly every imaginable predicament.

Therein lies our strength. We have been trained to provide competent pastoral care to patients and residents, their family members, and staff.

But one area that challenges us to reach higher, deeper, and farther is providing ministry to the corporations we serve.

Harold Everson, in *The Corporate Person*, identifies the corporation as "a legal entity, an artificial being. To incorporate means to create a body or corpus that in the eyes of the law is every bit as legitimate and real as flesh and blood." A faith-based organization has a particular life, and it has particular privileges, responsibilities, challenges, and commitments.

How does the chaplain care for such a body? How does she attend to the body challenged by rising costs, sinking reimbursements, shrinking workforce, and the evolution of long-term care communities? How does she help the corporation's leaders keep their bearings through the white waters of regulation and fast-changing market forces?

A first step is for chaplains to recognize that their role reaches beyond providing care to individuals seeking services, to providing care to the corporation through its leaders serving in the board room and the executive offices. The chaplain is equipped with unique gifts that allow her to listen to the struggles, tease out and articulate the critical issues, explore the riches of scripture, and bring to bear the wealth of our faithful tradition. As a result, the mission of the organization may be seen in new light and with new vision.



We who serve as chaplains to the corporation can seize opportunities to integrate heritage, mission, vision, and the day to-day practice of ministry.

For example, with governing boards and manager meetings I am invited to lead devotions. More recently, providing a ground breaking blessing for the Eagle Crest North expansion. I look forward to the opportunities of drawing vital connections between our mission, the vocations of workers and the unfolding of God's kingdom. Most recently seen in the hospitality and welcome of the displaced assisted living residents from the Traditions fire in La Crescent, MN. Perhaps we could reach higher and employ our facilitative gifts to engage in practical discussion at the point of historic mission and contemporary challenge, and we could scoop deeper to recall and proclaim the sacred story of our corporation's genesis.

Among chaplains there is no limit to creative imagination.

For Everything a Season,
Pastor Linda McPeak

Eagle Crest North is Expanding to Welcome *You!*



OPENING IN JANUARY 2026!

- 87 New Senior Apartments
- NEW Village Square Amenities

FAST FACTS:

- Addition of 87 apartments for a total of 217 apartments
- Five-story building on 11.44 acres
- Adding 161,764 sq. ft. for a total of 362,664
- Project Cost: \$25,905,000
- Equity Contribution: \$5,180,000
- Bond Proceeds: \$20,725,000

**Don't Just Imagine a Better Life -
Live It at Eagle Crest North!**

Eagle Crest Communities is excited to announce the expansion of Eagle Crest North in Onalaska! Since its debut in 2007, we have been the premier provider of resort-style senior living. Our tradition of excellence continues to grow with the addition of new luxury senior apartments opening in January 2026. **Eagle Crest North is more than just a place to live—it's a Continuum of Care Community**, allowing you to celebrate the joys of senior living today while knowing you have a plan for the future should your needs change.

Discover our new thoughtfully designed **one-and-two bedroom floor plans**, many of which include **a sunroom or den perfect for extra space**. Residents will enjoy modern kitchens with quartz countertops and upscale appliances, as well as bright living spaces filled with large windows, inviting fireplaces, and private decks & patios. Additional features include in-house laundry rooms, walk-in showers, and stylish finishes throughout.



"I enjoy the opportunity to be as sociable as I want to be. I love the size of the community, and the convenience of living here makes it even better."

~ David W. Resident at Eagle Crest North

Imagine spending every day carefree, immersed in joyful activities, all supported by our exceptional amenities and services. Whether you're enjoying virtual golf, mingling with neighbors at happy hour in the club lounge, or participating in instructor-led wellness classes, your options are endless.



Town Center Amenities

- Market
- Botanical garden
- Movie theater
- Beauty/Barber salon
- Fitness center
- Library
- Massage room
- Bistro
- Dining room
- Riverboat lounge & Billiards room
- Coulee Bank office
- Art studio

Village Square Amenities

- Market
- Botanical garden
- 2nd floor rooftop deck with firepit
- Fitness center
- Meditation/Yoga lounge
- Library
- Bistro
- Virtual Sports lounge
- Club lounge
- Woodworking shop
- Game room



EAGLE CREST NORTH
SENIOR LIVING
An Eagle Crest Community

NOW RESERVING!

Call to Learn More Today!
608-779-1720 | eaglecrestlife.org

Guided by Our Mission

How Riverside Responded to Support Traditions Assisted Living Residents Displaced by Fire

On Saturday, October 5th, 2024, in the late afternoon our Senior Director of Maintenance alerted our Marketing Director of a fire at Traditions Assisted Living in La Crescent. **Being a mission-driven organization, our first thought was, how could we help?** Our Marketing Director reached out to the Houston County Sheriff's Office for assistance, which connected us with the Manager of Traditions. We discussed the residents' needs to determine placement and offered immediate help at Riverside Transitional Care.

Missy Pohlmann, Director of Nursing, was appointed Incident Commander and reached out to the Riverside team to assess who could assist with the emergency response. Many team members, including Missy Pohlmann, Chris Bunke, Miranda Rushlow, Lindsay Larkin, Brooke Riffey, Tiffany Marshall, Susan Boisvert, Nancy Pierce, Chang Vue, Diana Boggs, Nicole Erdman, Hannah Fort, Tina McKittrick, Marissa Sutherland, CJ Pohlmann, and Ron Kaiser, quickly stepped in that Saturday evening, alongside those already on duty. Everyone did an outstanding job organizing to provide emergency placement for eight residents.

Thanks to the quick action of the La Crescent Fire and EMS, Houston County Sheriff's Office, and support from neighboring fire departments, residents were safely evacuated to a nearby church in Houston. As a result of Riverside's regular Emergency Response training, our team was able to quickly mobilize staff and vehicles to pick up residents and welcome them with open arms upon their arrival. We assisted them with clean clothes, meals, medications, and a temporary home while collaborating with Traditions staff to ensure ongoing care within our facility. Riverside worked closely with Traditions, Inclusa Family Care, WI DHS, Family Care, and the WI Ombudsman program to secure permanent placements, relocating four residents back to the community and admitting others while continuing placement efforts.

We are grateful to help these residents, living out our mission: **"Rooted in Christian Faith, Caring for Each Other, Serving the Community"** and our core values of **Teamwork, Respect, Integrity, Commitment, and Love**. We are **incredibly proud of the Riverside team—great job, everyone!**

Thank you to the Riverside team for sharing your story!

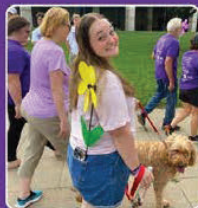
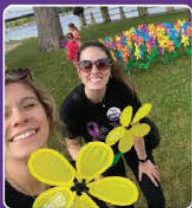


The Riverside Emergency Response Team

Walking for a Cause Close to Our Hearts!

The Eagle Crest Team Joins the Walk to End Alzheimer's

Our communities had a fantastic summer filled with fun events to raise awareness and funds for Alzheimer's. **From ice cream floats to raffles, bake sales, and a lively carnival, our communities are making a real difference in the fight against Alzheimer's!** It was wonderful to see residents, families, and staff come together for a cause that means so much to all of us.



We've Raised \$6,350 for Alzheimer's Awareness!

A big THANK YOU to everyone who participated!

Donations & Support



Capital Fund



Legacy Fund



Employee Recognition Fund



Tuition Incentive Program

Legacy Fund

Richard & Kathleen Kistner

In Memory of Deonne Flynn

Cheryl Vieth

In Memory of Marti Fries

Cheryl Vieth

In Memory of Joan Janis

Cheryl Vieth

In Memory of Helen Lien

Cheryl Vieth

In Memory of Kathryn Mannstedt

Cheryl Vieth

In Memory of Joan Marx

Cheryl Vieth

In Memory of Anh Pham

John & Karen Jaeger

In Memory of Marjorie Renner

Cheryl Vieth

In Memory of Joyce Schleich

Cheryl Vieth

In Memory of Grant Simmons

Cheryl Vieth

In Memory of Susan Walker

Cheryl Vieth

Tuition Incentive Fund

Richard & Kathleen Kistner

Jean Knorr

Kathryn Spelker

In Memory of Robert Olah

Kristie Olah

Capital Fund

The Rita McGaughey Charitable Gift Fund

Employee Appreciation Fund

Richard & Kathleen Kistner

Rosemary Hammes-Porter

Michael Porter

James & Barbara Schlax



PAYPAL IS AVAILABLE!

Please visit us at:
www.eaglecrestlife.org

Employee Giving Club

Donna Brogan

Cindy Craig

Hannah Fort

Todd Garves

Cathleen Grinde

Haley Martin

Carin Myhre

Shelly Olson

Patrick Senzig

James Stenulson

Vickie Stevens

Todd Wilson

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.

Name _____

Address _____

☐ This gift is in honor of _____

☐ This gift is in memory of _____

☐ Capital Fund - supports major projects such as Eagle Crest developments.

☐ Legacy Fund - supports activities and special events, and enhances amenities & technology for residents.

☐ Tuition Incentive Program Fund - supports our recruitment and retention program.

☐ Employee Appreciation Fund - promotes employee appreciation.

Special requests are always welcome!

Payable to:
Eagle Crest Communities

Mail to:
Eagle Crest Communities
PO Box 2468
La Crosse, WI 54602-2468





EAGLE CREST COMMUNITIES

Caring Since 1946

2575 South 7th Street
La Crosse, WI 54601

Bethany Lutheran Homes, Inc.

We're Proud to Be *The Best!*

We are incredibly honored to have been named **2024**
Reader's Choice winner in 5 categories!

- **Best 55+ Apartment Community**
- **Best 55+ Housing Community**
- **Best Assisted Living Facility**
- **Best Retirement Community**
- **Best Nursing Home**



A heartfelt thanks to our hardworking
staff, amazing residents, and supportive
families for making Eagle Crest
Communities the best!

