



EAGLE CREST COMMUNITIES

Caring Since 1946

SPRING EDITION 2025



IN THIS ISSUE

PAGE 2

A Special Message from
Todd Wilson, CEO

PAGE 3

Community Connections

PAGE 4-5

Employee Milestones

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

This year we recognize employees that have reached a service milestone ranging from 5-45 years of service. We have about 650 employees at Eagle Crest Communities and this year we honor 20 of our employees that have reached a service milestone or have retired this past year.

Our Employee Milestone Celebration is my favorite event of the year because we get to spend time recognizing the people who are the foundation of Eagle Crest Communities.



We all know that working in long-term care is not easy work; it's stressful, demanding, emotionally and physically challenging — we are working with people whose lives depend on the work we do. We serve as an extension of the family when they have a need. Long-term care is a complex business, we hire a diverse group of employees all working together to provide care and services for a wide range of senior care needs and we value each of our employees for the contributions you make to our success.

When you look at the extensive list of positions at Eagle Crest Communities, it's a real eye opener. We employ: *Direct Care Workers • CNA's • RCA's • Licensed Nurses • Administrative Nurses • Nurse Managers • Administrators • Program Managers • Marketing Professionals • Admissions Coordinators • Campus Managers • Social Workers • HR Professionals • IT • Information Systems Administrators • Life Enrichment Professionals • Administrative Assistants • Billing • Experts Chefs • Cooks • Dietary Servers • Maintenance Teams • Environmental Housekeeping • Laundry Specialist • Payroll Specialists Accounting, Business Professionals • Pastors*

We value each and every employee and we will continue to invest in all of our employees as you are our most valuable asset. As we honor our employees, we realize longevity is what shaped Eagle Crest Communities over the last 78 years. It's what has carried on our evolving mission and it's the foundation of Eagle Crest Communities great history.

I like to remind everyone, that you spend more time with the people you work with each day than you do with your own family.

Generally, you find that people who have longevity at a work place, like what they do and they like who they work with. They have fun at work and they develop friendships and trusting relationships with their coworkers. One thing that continues to impress me is how much the Eagle Crest Communities employees care for one another and how they reach out when someone needs them. That is a very good indication of a healthy work place.

So, I encourage you to continue to have fun and enjoy your work and share your success with those around you.

Thank you again for all of your dedicated service to Eagle Crest Communities, and congratulations to all of our milestone achievers.

~ Todd D. Wilson, *Chief Executive Officer*

Community Connections

Honoring Our Journey: Milestones in Providing Compassionate Long-Term Care for Seniors

Life is full of milestones—those meaningful moments where something shifts, a goal is achieved, or a new season begins. They can be joyful, like anniversaries and accomplishments, or more solemn, like seasons of grief overcome or hard-fought battles won.

In 1 Samuel 7, the prophet Samuel sets up a stone of remembrance called “Ebenezer,” which means “stone of help.” It was a physical reminder that God had brought God’s people through a season of struggle and showed them faithfulness.



“Then Samuel took a stone and set it up between Mizpah and Shen. He named it Ebenezer, saying, ‘Thus far the Lord has helped us.’” —1 Samuel 7:12 (NIV)

At Eagle Crest Communities, our mission has always been clear—teamwork, respect, integrity, commitment, and love that enhances the dignity, comfort, and well-being of the elderly. Over the years, we’ve reached meaningful milestones that mark our commitment to serving seniors and their families with excellence and heart. As we reflect on our journey, we celebrate not just achievements, but the lives we’ve touched and the communities we’ve helped support.

A Heartfelt Beginning

Founded in 1946, Bethany Lutheran Homes was born from a deep respect for older adults and a desire to create a safe, nurturing environment where they could thrive. Our founders and corporate congregations envisioned a place rooted in Christian faith, caring for each other, and serving the community with empathy and professionalism.

Opening Our First Facility

In 1956, we proudly opened our first long-term care community. This marked the beginning of our hands-on commitment to resident-centered care, combining skilled nursing, memory care, and assisted living services in a warm, home-like setting.

Expanding Our Reach

As the need for quality senior care grew, so did we. By 1982, we expanded to include multiple locations, each designed to reflect the values of great people, and great care! Our teams grew, and with them, our capacity to serve more families with personalized care solutions.

Thank You for Being Part of Our Story

To our residents, families, caregivers, and community partners—thank you for placing your trust in us. Every milestone is a reminder that when we care with heart, we build something truly meaningful. Here’s to continuing this journey together, one life, one family, one smile at a time.

How often do we rush past our own milestones without pausing to reflect on God’s hand in the journey? Whether we’ve climbed a mountain or walked through a valley, each milestone is an opportunity to remember: “Thus far the Lord has helped us.”

God’s presence in our lives isn’t only visible in the big victories—it’s there in the small steps, the daily faithfulness, and the unseen grace. Taking time to mark those moments with gratitude can anchor us for whatever comes next.

For Everything a Season,
Pastor Linda McPeak

2025 Employee Milestones



DID YOU KNOW?
Eagle Crest Communities is proud to employ over 650 dedicated team members across ten locations.

Our Milestone Event commemorates the hard work and dedication of Eagle Crest Communities' staff and expresses gratitude for their years of service. We are proud of our staff members and value their commitment to both our organization and to our residents and their families. We greatly appreciate all of our Milestone Recipients - we're happy that many of you could attend the celebration this year!



A special thank you to our recognition committee for planning and hosting this important event every year!



Our Riverside culinary team did an amazing job preparing a delicious breakfast for our recipients!

5 YEARS

CASS STREET

Anita Allen-Wilson
Receptionist

EAGLE CREST NORTH

Christine Bemis
Housekeeper

EAGLE CREST SOUTH

Amanda Inge
Resident Care Assistant

Derek Johnson
Custodian

Dennis Marg
Maintenance Supervisor

THE HEIGHTS

Janet Lowe
Resident Care Assistant

RIVERSIDE

Tatem Baures
Certified Nursing Assistant - Lead

Anna Klar
Certified Nursing Assistant
Training Specialist

Kristine Scharine
Food Service Aide

15 YEARS

EAGLE CREST NORTH

Susan Sweazey
Cook 1

RIVERSIDE

Hannah Fort
Certified Nursing Assistant
Supervisor

THE WILLOWS

Faith Apfel
Resident Care Assistant

40 YEARS

CASS STREET

Janis Severson
Housekeeper - Lead

THE HEIGHTS

James Stenulson
Maintenance Technician

45 YEARS

RIVERSIDE

Fran Bergum
Laundry Aide

RETIRED

RIVERSIDE

Tracey Stuhr

20 YEARS

CORPORATE

Myrna Townsend
Financial Accountant

25 YEARS

EAGLE CREST NORTH

Teresa Roshell
Housekeeper

10 YEARS

CORPORATE

Phetsamoran Veng
Billing Coordinator

Doug Rauterkus
Information System
Administrator

30 YEARS

RIVERSIDE

Cathleen Grinde
Registered Nurse/Charge Nurse

DID YOU KNOW?

It takes over 19 departments - from culinary to nursing to life enrichment - to keep our communities thriving!

"One thing that continues to impress me is how much the people that work for Eagle Crest Communities care for one another and how they reach out when someone needs them. That is a very good indication of a healthy work place."

- Todd Wilson, CEO

Employment at Eagle Crest Communities

Meet Ashley

Hi there! I'm Ashley, the Recruiter for Eagle Crest Communities. I'm excited to help you explore meaningful opportunities to grow and thrive with us!

Looking for a fresh start? Your dream job is in full bloom with Eagle Crest Communities!



Ashley Johnston, Recruiter
Eagle Crest Communities

Hot Jobs Available

We are looking for top talent to join our team. Some of our most critical openings are:

- Director of Nursing
- Nurse (RN/LPN)
- Payroll Specialist/Accounting Assistant
- Resident Care Assistant (RCA) – high need for Overnight Shift
- Certified Nursing Assistant (CNA)
- Food Service – Cook & Dietary Aide
- Environmental Services – Housekeeper & Maintenance Tech

Whether you're thinking about a new role or want to pass along a great referral, I'd love to talk. Give me a call 608-406-3884 or send me an email at ajohnston@eaglecrestlife.org.



APPLY TODAY!

Why Do You Love Working at Eagle Crest Communities?

"I love that my job gives me the opportunity to create meaningful connections with the residents I care for. The conversations, crafts, and creative ideas we share together bring us together like one big family. I am forever grateful for the lifelong friendships I've created over the last 2 years at Eagle Crest South!"

- Chloe, Life Enrichment Assistant



Explore Our Open Positions!
608-406-3884 | eaglecrestlife.org



Donations & Support



Capital Fund



Legacy Fund



Employee Recognition Fund



Tuition Incentive Program

Capital Fund

Charles Gustafson
Bernard Hammes

In Memory of Gary Veldey
Mary Veldey

Connie Repnik Memorial Fund; Riverside
La Crosse Community Foundation
Grant/Scholarship

Tuition Incentive Fund

In Memory of Linda Ruhnke
Alan Hecht

Janet Hosler

Kristin Swanson

In Memory of Carlene Sanborn
Julia Behrenbeck

Timothy & Jan Dwyer

Vicki Gukenberger



Legacy Fund

English Lutheran Church

Shirley Lappin

David Morrison

Michael Porter

In Memory of Carol Jean Bakkestuen
Michael & Carol Mader

In Memory of Beverly Brey
Joseph & Carol Stekel

In Memory of Ed Keuper; Hearten House I
Mary Stolder

In Memory of Richard "Dick" McLoone
Arthur Soell

Employee Appreciation Fund

David Morrison

James Schlax

In Memory of Libia Reynolds; Riverside Life
Enrichment & Lighthouse Staff
Brian Reynolds

In Memory of Marge Shannon; Eagle Crest South
High Acuity Staff
Betty Smith

In Memory of Robert "Soy" Welsh; Eagle Crest
South Memory Care/Assisted Living Staff
Lesley Just

Employee Giving Club

Hannah Fort

Todd Garves

Amy Gerold

Chelsea Kaminski

Stephanie Larson

Haley Martin

Carin Myhre

Patrick Senzig

James Stenulson

Todd Wilson



PAYPAL IS AVAILABLE!
Please visit us at:
www.eaglecrestlife.org

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 be voted **1st in three categories** for Best of La Crosse County 2025!

- **Best Assisted Living Facility**
- **Best Retirement Community/Center**
- **Best Senior Services**



A big thank you to our dedicated staff, wonderful residents, and supportive families for making Eagle Crest Communities truly exceptional!



EAGLE CREST COMMUNITIES
Caring Since 1946

