



EAGLE CREST COMMUNITIES™

Caring Since 1946

SUMMER EDITION 2019



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Todd Wilson, CEO

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Lutheran Homes, Inc.

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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.

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~ 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 COMMUNITIES™

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....

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.



1946

1949

1956

1970's

1977

1980

1990

1991

1992

1999

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

The faces of Christmas
Christmas baby turning 111

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.

Some models are ageless

Sisters celebrate

\$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

(608) 784-4514

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

Bethany Home For The Aged

Bethany Home Residents Entertain Volunteers

Mission Statement
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

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!

2002

Bethany Heights was converted from Independent to Assisted Living.

2004

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

2006

The doors at ECN opened in 2007.

2009

The search began for the future Eagle Crest South location.



2013

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.

2018

Construction began for the Eagle Crest South expansion.



Present

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.

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 industry-leading, 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



RIVERSIDE
TRANSITIONAL CARE
An Eagle Crest Community



CASS STREET
ASSISTED LIVING
An Eagle Crest Community



THE WILLOWS
ASSISTED LIVING
An Eagle Crest Community



THE HEIGHTS
ASSISTED LIVING
An Eagle Crest Community



EAGLE CREST NORTH
SENIOR LIVING
An Eagle Crest Community



EAGLE CREST SOUTH
SENIOR LIVING
An Eagle Crest Community



HEIGHTS TOWN HOMES
SENIOR LIVING
An Eagle Crest Community



HEARTEN HOUSE I
MEMORY CARE
An Eagle Crest Community



HEARTEN HOUSE II
MEMORY CARE
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
Dana Bistodeau
Colleen Bonsack
Donna Brogan
Andrea Byrne
Steven Cook
Cindy Craig
Hannah Fort
Todd Garves
Cathleen Grinde
Tammy Haefs
Keri Krueger
Elizabeth Kvistad
Haley Martin
Lori Mikshowsky

Donna Miller
Kermit Murray
Carin Myhre
Shelly Olson
Carla Potter
Rochelle Poulin
Diane Rochester
Patrick Senzig
Debra Stanhope
James Stenulson
Vickie Stevens
Lisa Thill
Myrna Townsend
Todd Wilson
Susan Wyland

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
Ardu 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.

\$10 \$25 \$50 \$100 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 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 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 provider 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)