



EAGLE CREST COMMUNITIES

Caring Since 1946

SUMMER EDITION 2025



IN THIS ISSUE

PAGE 2

A Special Message from
Todd Wilson, CEO

PAGE 3

Community Connections

PAGE 4-5

Eagle Crest South
10 Year Celebration

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 marked the 10-year anniversary for Eagle Crest South in La Crosse. Many of our first residents are still enjoying the amenities and all the social interactions that the Eagle Crest lifestyle has to offer. Having an environment where you remain active and surrounded by others is very therapeutic and critical for maintaining mental and physical health.

Our Eagle Crest Communities are designed to allow for an abundance of physical and social activities, where everyone can live life to its fullest.

In October 2024, we broke ground on our Eagle Crest North expansion in Onalaska and the project is progressing right on schedule. Workers are currently installing siding and brick on the outside and sheetrock on the inside. Starting next week, we will have over 100 workers on site each day with all the different trades working together.

Our Eagle Crest North expansion will host many of the same popular amenities offered in our existing communities and will add additional amenities such as a golf simulator and Virtual Reality Gaming. Our goal has always been to offer seniors in the La Crosse area a wonderful home and a lifestyle to meet everyone's desires.

We are blessed to be able to serve the community and offer a life enriching experience for our seniors and their families.

Please consider a gift to Eagle Crest Communities in your planned giving. A gift to Eagle Crest Communities serves many, and it's a great investment in the community.

Have a wonderful Summer!

~ Todd D. Wilson, *Chief Executive Officer*



On-Site Therapy Services at Eagle Crest South!

Coming Soon!

We're proud to announce a **new partnership with Aegis Therapies**—bringing on-site **physical, occupational, and speech therapy** services directly to our community.



Stay tuned for more details and an upcoming open house to learn more!



Community Connections

From the Chaplain's Corner: Celebrating the Joys of Summer

Summer is a season of sunshine and celebration. From patriotic holidays to family reunions, outdoor picnics, and garden blooms, this time of year invites us to step into the light—literally and figuratively.

In our long-term care community, we know that celebrations might look a little different than they used to, but their meaning remains the same. Whether it's a shared meal in the dining room, a visit with loved ones, or a spirited game of trivia on a warm afternoon, each moment of joy is worth honoring.

Not long ago, I sat with a dear resident near the garden. She told me how, as a young mother, she used to host backyard picnics every summer. "Nothing fancy," she said with a smile, "just watermelon, sandwiches, and whoever showed up." As she watched the butterflies dance around the flowers, she added, "Now I don't host the picnics—but I still get to enjoy the beauty. That's enough celebration for me."

Her words reminded me of Psalm 118:24: "This is the day that the Lord has made; let us rejoice and be glad in it." Each day holds the potential for joy. And summer, with its long days and gentle warmth, helps us notice life's quiet blessings: the kindness of a caregiver, the laughter of a friend, or the simple beauty of nature in bloom.

As chaplain, I invite you to enter this season with gratitude and open eyes. Attend a summer social, savor an ice cream treat, or simply sit in the sun and give thanks. We may grow older, but the joy of celebration never fades—it simply finds new forms.

For Everything a Season,
Pastor Linda McPeak



Are You Looking for Spiritual Support?

At Eagle Crest Communities, we proudly support the spiritual well-being of our residents through a variety of services, including **on-site worship, Bible studies, and personal visits from our campus-wide pastor, Pastor Linda**. Whether you're looking to connect in a group setting or one-on-one, there are meaningful opportunities to grow and reflect in faith.

608-791-2702
marketing@eaglecrestlife.org

Eagle Crest Communities Summer 2025 Worship & Bible Study Schedule

Monday

10:00 am - Bible Study
(Riverside & Willows)

Tuesday

9:45 & 10:15 am - Worship
(Lighthouse)

2:00 pm - Worship
(Hearten House I)

2:30 pm - Worship
(Hearten House II)

Wednesday

9:45 am - Topic Talk to with Pastor Linda
(Eagle Crest South)

1:15 pm - Worship
(Eagle Crest South Memory Care)

2:00 pm - Worship
(Eagle Crest South - Chapel)

3:30 pm - Worship
(Cass Street Assisted Living)

Thursday

10:00 am - Worship
(Eagle Crest North - Chapel)

10:45 am - Worship
(Eagle Crest North Memory Care)

1:15 pm - Worship
(The Heights Assisted Living)

2:00 pm - Worship
(Hearten House III)

Friday

10:00 am - Worship
(Riverside & Willows)

1:15 pm - Worship
(Eagle Crest South Memory Care)



In 2015, Eagle Crest South opened its doors with a vision: **to create a warm, welcoming senior living community in the heart of La Crosse that could provide exceptional care and a vibrant lifestyle—all in one place. Our original four-story building offered 144 apartments, featuring Independent Living Plus, High Acuity Assisted Living, and Memory Care options.** Designed with both comfort and convenience in mind, the community overlooks scenic Swift Creek and the Mississippi River, and is located just behind Emplify Health (Gundersen Medical Center)—placing healthcare, restaurants, shopping, and essential services just minutes away.

By 2020, the demand for high-quality care in our region had grown—and so had we. **Eagle Crest South expanded with the addition of a second building, welcoming 181 new apartments and introducing Senior Living as a new option alongside expanded Assisted Living and Memory care services.** This growth provided even more opportunities for residents to receive personalized support while enjoying beautifully designed spaces to gather, relax, and thrive.



Today, **Eagle Crest South is home to over 300 residents across two buildings, each offering a full continuum of care and a wide range of amenities**—from cozy lounges and on-site salons to chef-prepared meals and engaging activities every day of the week. Residents enjoy the freedom to live on their own terms, with the peace of mind that personalized care and support are always nearby.



Highlights From Our 10-Year Celebration Week

10 years. A decade. Somehow, it has passed so quickly - just like that.

The team built over the past decade is a source of immense pride for Eagle Crest South (ECS). Each staff member contributes significantly to creating a compassionate and supportive environment for all those we serve. Over the past 10 years, our team has touched countless lives, making a profound difference in our community. Finding the right fit in a career is something everyone seeks, and **we are proud of all our staff—especially the 10 team members who have been with Eagle Crest South since the very beginning.** You are the heart and soul of Eagle Crest South.

To our residents and family members: **thank you for choosing ECS and entrusting us with the care of your loved ones throughout the past decade.** It has been an honor to be part of your lives. We are deeply grateful for the trust placed in us and for allowing us to share in your journey. What an incredible honor it is to still have 12 residents who have called ECS home since the very beginning—thank you!

As we celebrate this past decade, we also look ahead to the next one. We remain committed to providing the highest quality of care and support for our residents and their loved ones in the years to come.

Here's to the next decade!

Brenda Aspenson
Campus Manager



Cook Up a Career You'll Love at Eagle Crest South!

"Come join a fun, diverse, and enthusiastic Culinary team that is passionate about providing the best food offerings we can for our residents! You will find joy and fulfillment in your everyday production and learn new skills and techniques along the way! Apply Today!"

-Chef Andrew Yushta

NOW HIRING!
Full-Time A.M Cook
Benefits Available!



Hot Jobs Available

With summer in full swing, why not make a fresh start? At Eagle Crest Communities, we're looking for compassionate, reliable individuals to join our team. Whether you're exploring a fresh start or searching for work that truly makes a difference, we offer a welcoming place where you can grow and feel good about what you do. As the sun shines brighter, maybe it's your moment to shine, too.

- **Director of Nursing - Riverside Campus**
- **Charge Capable Nurse (RN)**
- **Certified Nursing Assistant (CNA)**
- **Resident Care Assistant (RCA)**
- **Environmental Services: Housekeeping and Maintenance Assistant**
- **Food Service: Cook and Dietary Aide/Server**

Give me a call at 608-406-3884 or send me an email at ajohnston@eaglecrestlife.org turn a job into a calling. Apply today and grow with us.

The Benefits of Working With Eagle Crest Communities

Our Investment in You

- Competitive Wages
- Annual Wage Reviews
- Tuition Investment Program
- Employee Assistance Program
- On-site Continued Training

Rooted in Wellness

- Comprehensive Health Plan Options
- Dental and Vision Coverage
- Health Savings Account (HSA)
- Flexible Spending Accounts (FSA)
- Long & Short Term Disability
- Cancer & Critical Illness Insurance
- Pet Insurance

Funding Your Future

- 401(k) Retirement Savings Plan
- Life & ADD Insurance
- Shift Differentials *(Where Applicable)*
- Cell Phone Discounts
- Referral Program
- Pet Insurance

608-406-3884 | eaglecrestlife.org

Donations & Support



Capital Fund



Legacy Fund



Employee Recognition Fund



Tuition Incentive Program

Capital Fund

Don Betthausen

Legacy Fund

Bob & Jean Marck Family Fund,
La Crosse Community Foundation
Michael Porter

Tuition Incentive Fund

In Memory of Peter Harman
Jackie Meyer

Employee Appreciation Fund

*In Honor of Don & Marilyn Heilman: Eagle Crest
North & Riverside Staff*
Chuck & Julie Thoftne
In Memory of Ralph & Bernie Tegeler
Mary Kay Priem

Employee Giving Club

Hannah Fort
Todd Garves
Amy Gerold
Chelsea Kaminski
Stephanie Larson
Haley Martin
Carin Myhre
Patrick Senzig
James Stenulson
Christina Vander Wegen
Todd Wilson

Where Your Gift Makes a Difference

Donations to Eagle Crest Communities go directly toward meaningful causes—upgrading spaces through the Capital Fund, preserving memories with the Legacy Fund, supporting education through the Tuition Investment Fund, and thanking our staff via the Employee Appreciation Fund.

Capital Fund



Donations support major projects such as Eagle Crest developments, Riverside Transitional Care remodeling, assisted living and memory care community remodeling and purchasing vehicles for resident transportation.

Legacy Fund



Donations will help maintain facilities, add amenities/equipment, implement technology to enhance care and quality of life, and provide life enrichment activities at all Eagle Crest Communities.

Tuition Incentive Program (TIP) Fund



TIP donations provide college tuition reimbursement up to \$4000 per year for college students working for Eagle Crest Communities. Students are vital to our workforce, and TIP plays a key role in recruitment and retention.

Employee Appreciation Fund



Donations to this fund are used to promote employee appreciation in many different ways. Long-term care workers are deeply undervalued despite their skilled care, emotional support, and round-the-clock dedication.

Please Consider Giving to Support the Mission and Legacy of Eagle Crest Communities



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



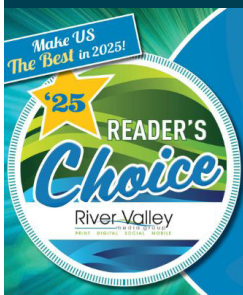


EAGLE CREST COMMUNITIES

Caring Since 1946

2575 South 7th Street
La Crosse, WI 54601

Bethany Lutheran Homes, Inc.



WE'RE NOMINATED!

VOTE Eagle Crest Communities
for *The Best* of La Crosse 2025!

We're honored to be nominated for Best Of La Crosse 2025 in several categories! Show your support and **VOTE** for **Eagle Crest Communities** as the premier senior living choice in the following categories:

- **Best 55+ Apartment Community** - *Eagle Crest Communities*
- **Best 55+ Housing Community** - *Eagle Crest Communities*
- **Best Assisted Living Facility** - *Eagle Crest Communities*
- **Best Retirement Community** - *Eagle Crest Communities*
- **Best Nursing Home** - *Riverside Transitional Care*

**WINNERS WILL
BE ANNOUNCED IN
SEPTEMBER!**

To vote, please visit the link or scan the
QR code:

<https://lacrossetribune.com/exclusive/readerschoice/ballot-2025/>



**VOTE FROM
AUG 11 - AUG 31**