



EAGLE CREST COMMUNITIES

Caring Since 1946

AUTUMN EDITION 2025



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Eagle Crest North
Expansion & Fundraising

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*
Tim Kotnour - *Director*
Leah Mudler - *Director*
Mandi Pericak - *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

One year ago, we celebrated the groundbreaking for our Eagle Crest North expansion in Onalaska. This expansion includes 87 new independent luxury apartments with many new amenities, including: a virtual reality gaming room with Full-Swing golf and gaming simulator. We continue to enhance our amenities to allow for a wonderful living experience. We have also added 18 exterior garages for those who may want a garage to park their vehicle allowing for extra storage space, instead of underground parking.



Eagle Crest North expansion is now 2/3 complete and will open in early January. This project is right on schedule and still running under budget. Exterior work is nearing completion and final grading will begin the end of October. Inside, there are many trades working on finishes. They start from the top floor and work down with over 100 people on site working every day. Apartments on the top 5th floor have most of the appliances and finishes already installed. It's exciting to see a finished look in some of the apartments.

If you are interested in learning more about apartment availability, please reach out to Tammy Taylor, or Heather Edgington, they will be happy to meet with you and discuss your needs.

Once again, we completed our annual strategic planning in August. One of our primary goals for this year is to finalize our plan to remodel Riverside Transitional Care, our skilled nursing facility.

Riverside was built in 1983 and has served the community well over the years, but it's time to do some major updating of all the interior finishes and amenities. Another primary focus will be private rooms and functional utility to allow for staffing efficiency. We are looking at different options to increase the number of private rooms we have available. Privacy and independent dignity for the people we serve is a high priority.

I look forward to sharing more details regarding all the exciting developments going on at Eagle Crest Communities.

It is my honor to be in a position to provide healthcare, housing and services to meet the needs and desires of the community. We are here to serve as an extension of your family when you have a need. If there is anything we can do for you or your family please reach out to us, we are here to help you with your decisions and needs.

Please consider Eagle Crest Communities in your planned giving. A donation to Eagle Crest Communities is a great investment in the community.

Have a wonderful fall.

~ Todd D. Wilson, *Chief Executive Officer*



Get Ready for the Eagle Crest North Expansion Grand Opening in 2026!

We can't wait to welcome you to our new spaces in January 2026! Stay tuned for our Open House details coming soon!

Reserve Your New Home Today!

608-779-1720 | marketing@eaglecrestlife.org

Community Connections

More than Bricks and Mortar

Across Eagle Crest Communities, the sights and sounds of progress can be heard—expansion brings interest and anticipation for what's to come: more residents welcomed, more staff joining our mission, and more opportunities to extend compassionate care to those who call our communities home.

Yet even as we grow, I am reminded that our work is about far more than bricks and mortar. Recently, a family member touring one of our communities paused with tears in her eyes and said softly, "It's beautiful—every detail feels so full of care."

Every building is a vessel for something sacred—a place where relationships are nurtured, where kindness is practiced daily, and laughter is shared. The true foundation of our communities isn't built from concrete and steel, but from faith, love, and the shared commitment to serve one another with dignity and grace.

The prophet Isaiah offers a beautiful image: "Enlarge the place of your tent, stretch your tent curtains wide, do not hold back; lengthen your cords, strengthen your stakes." – Isaiah 54:2.

It's a call not only to expand outward, but to open our hearts wider—to make room for new stories, new faces, and new possibilities of care. As our organization grows, so too does the circle of compassion that surrounds each person who enters our doors.

May every new wall we raise shelter love.

May every room we open welcome peace.

And may every heart within our community be strengthened by grace.

For Everything a Season,

Pastor Linda McPeak



A New Way to Connect!

DISCOVER OUR NEW SPIRITUAL LIFE PAGE!

We're excited to share our new Spiritual Life page! Learn more about the faith-based programs and resources we offer to support everyone in our communities.

Scan the QR code to explore the page!

Check it Out!



marketing@eaglecrestlife.org | eaglecrestlife.org

A Look Inside the Eagle Crest North Expansion!

New Spaces, Modern Comfort, and Endless Amenities Arrive January 2026!

“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.”

-Todd Wilson, CEO

It’s been just over a year since the groundbreaking of the Eagle Crest North expansion, and it’s amazing to see how far things have come! Our teams have been hard at work bringing this beautiful new space to life, and **we can’t wait to welcome new residents this January.**

Our expansion will introduce **87 new senior apartments** featuring modern updates, including fireplaces, walk-in pantries, and beautifully finished interiors. We’re also excited to announce a **variety of new amenities**, all thoughtfully designed to offer endless opportunities to relax, socialize, and explore new hobbies right at home.

Ready to Make Eagle Crest North Your New Home?

Limited apartments remain—don’t miss your chance to join our community!

Join Us at Our Upcoming November & December Open Houses!

Save Your Spot Today!
Scan the QR code or call
Tammy Taylor at 608-779-1720



Exciting New Amenities Coming Soon!



Virtual Sports Lounge



Yoga + Meditation Lounge



Woodworking Shop

And Many More!

Exciting Changes to Our Annual
Friends of Eagle Crest Communities Event 2025

A New Approach to Fundraising and Celebrating Our Donors

Our Friends of Eagle Crest Communities event has been a beloved holiday tradition, honoring our generous donors and celebrating the spirit of giving. This year, we’re introducing exciting updates to highlight the impact of our fundraising efforts on residents and staff, share our 2026 fundraising campaigns, and offer new opportunities to give during the event, including raffle baskets. Guests will also enjoy delicious food, inspiring stories, and remarks from CEO Todd Wilson and Pastor Linda.

We are truly thankful for the ongoing support of our incredible community. Your contributions make a meaningful difference in the lives of our residents and staff, while strengthening our mission. This event is one of our favorite ways to say thank you, and we can’t wait to celebrate with everyone again this year.

We’d Love for You to Join Us!

An Evening of Gratitude with Eagle Crest Communities

Wednesday, December 3, 2025

5:00pm - 7:00pm

Eagle Crest South Auditorium



Raffle Baskets Will Be Making Their Way Through Our Communities in November.

A highlight of this year’s event will be the raffle baskets, a fun new way to support our community. Some baskets will include contributions from favorite local businesses, as well as talented creations from our residents and staff, including quilts, wood carvings, and more.

Don’t Miss Your Chance to Support our Fundraising Efforts!

To RSVP please contact Heather Edgington at 608-791-2702 or marketing@eaglecrestlife.org



Join A Team Where Fun Meets Meaningful Work

At Eagle Crest Communities, work is rewarding—and fun! From festive parades and trunk-or-treat events to themed dress-up days and Logger game outings, there's always something to enjoy. We support our employees with opportunities to grow, recognition for achievements, and a workplace where your contributions truly matter.

Discover Your Next Opportunity With Us!

Scan the QR code to explore our current openings!



Hot Jobs Available

With autumn 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.

- **Food Service: Cook and Dietary Aide/Server**
- **Environmental Services: Lead Groundskeeper**
- **Environmental Services: Maintenance Technician**
- **Charge Capable Nurse (RN)**
- **Certified Nursing Assistant (CNA)**
- **Resident Care Assistant (RCA)**

Ready to join our team? Call 608-406-3884 or email hr@eaglecrestlife.org to learn more. Apply today!

Walking for a Cause Close to Our Hearts!

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

Our communities enjoyed a fantastic summer packed with fun events to raise awareness and support for Alzheimer's. **From ice cream floats and bake sales to raffles and a lively carnival, residents, families, and staff came together to make a real difference in the fight against Alzheimer's.** It was wonderful to see everyone united for a cause that touches all of our hearts.



We've Raised \$6,900 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

Peter Kirkegaard
Michael Porter
In Memory of Dirk Gasterland
Thomas & Jean Farrell
Franklin & Linda Gillette
Brian & Karen Rude
Barbara Skogen
Bruce Steumpges
Brad & Lynn Sturm
Dennis Vogel
Jeffrey & Mary Wershofen
Northern Star Mustang Club
In Memory of DuWayne Gebken
Janet Gebken
In Memory of Cindy Tester
Michael Finnegan
Deanna Hutchinson
Timothy Masters
Brian & Rhea Servais
David & Ann Wieman
In Honor of Clayton Weis
Gundersen Health System

Capital Fund

Anonymous Donor
Anonymous Donor
The Rita McGaughey
Charitable Gift Fund

Tuition Incentive Fund

In Memory of Roger Beckstrom
Cheryl Vieth
In Memory of Beverly Brey
Cheryl Vieth
In Memory of Delores Crowley
Jackie Meyer
In Memory of Mary Ann Dreves
Terry & Ron Amel
In Memory of Dirk Gasterland
Zach & Gretchen Becker
In Memory of Barbara Graw
Cheryl Vieth
In Memory of Peter Harmon
Cheryl Vieth
In Memory of Chuck Hosler
Cheryl Vieth
In Memory of Karen Jaeger
Terry & Ron Amel
Cheryl Vieth
Michael & Carol Mader
In Memory of Richard Kastenschmidt
Jackie Meyer
In Memory of Edward Keuper
Cheryl Vieth
In Memory of Larry Quillin
Michael & Carol Mader
Cheryl Vieth
In Memory of Marjorie Shannon
Kristie Olah
In Memory of Kay Smith
Cheryl Vieth
In Memory of Hazel Taylor
Cheryl Vieth

Employee Appreciation Fund

In Memory of Mary Ann Dreves
John Jaeger
In Memory of Kay Frances Smith
Cleary-Kumm Foundation

Employee Giving Club

Hannah Fort	Stephanie Larson	Patrick Senzig
Todd Garves	Haley Martin	James Stenulson
Amy Gerold	Carin Myhre	Todd Wilson
Chelsea Kaminski	Ashley Rose	



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 four categories** for The Tribunes Reader's Choice 2025!

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



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

