



EAGLE CREST COMMUNITIES

Caring Since 1946

SPRING EDITION 2026



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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

Sean O'Flaherty- *Chair*
John Robinson - *Vice Chair*
Pete Hansen - *Treasurer*
Angela Strangman - *Secretary*
Edward Bowen - *Director*
Mike Flanagan - *Director*
Tim Kotnour - *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

In January, we started welcoming new residents into our independent living expansion at Eagle Crest North. All 86 apartments were pre-reserved, and everyone was moved in by the end of February.

The two buildings are connected by a link featuring a botanical garden with indoor and outdoor gardening area. Some of the other new amenities include a Virtual Reality Lounge with golf simulator and gaming simulator, a game room with shuffleboard, pool table and dart board and a larger convenience store. In addition to underground parking, we added 20 exterior garages.

These new amenities, along with all the existing amenities at Eagle Crest North, will offer our residents a wonderful lifestyle, with many opportunities for social interaction. This was a great project, and we will host an open house in June to welcome the community to visit.

In February, we hosted our employee milestone celebration. We recognized employees that reached a service milestone ranging from 5-45 years of service. We have about 675 employees at Eagle Crest Communities and this year we honored 20 of our employees that reached a service milestone.

Our employee milestone celebration is my favorite event of the year because we recognize 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 and we are working with people whose lives depend on the work we do. We serve as an extension of the family when there is 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 they make to our success.

We value our employees and we will continue to invest in our employees, they are our greatest asset.

Thank you for your trust in Eagle Crest Communities. We are here to serve as an extension of your family when you have a need.

Please consider Eagle Crest Communities as part of your planned giving. A gift to Eagle Crest Communities is a great investment in the community.

Have a Wonderful Spring!

~ Todd D. Wilson, *Chief Executive Officer*



Experience *Elevated* Assisted Living

Each of our assisted living communities offers a unique environment designed to support comfort, independence, and connection. With personalized care, engaging activities, and thoughtfully designed spaces, residents are able to enjoy a lifestyle that feels both supportive and truly their own.

Schedule a Tour Today!

608-791-2702 | marketing@eaglecrestlife.org

Community Connections

“Faith in Action”: Every act of care is something sacred.

At Eagle Crest Communities, I am often reminded that some of the most meaningful moments don’t make it onto a calendar.

Not long ago, I noticed a staff member sitting beside a resident in the lounge. There was no rush, no task to complete—just quiet presence. The resident shared a story, and the staff member listened as if it were the first time. There was laughter, a gentle touch on the arm, and a sense that, in that moment, nothing else mattered.

It struck me that this is what “faith in action” looks like here. Not grand gestures, but small, steady acts of care that happen every single day.

As our campus continues to grow, with new spaces taking shape and preparations underway for our open house, we are excited about what’s ahead. Expansion means more than buildings—it means making room for more stories, more relationships, and more opportunities to care well for one another.

In the midst of this growth, we also celebrate the people who make this community what it is. Staff milestones are not just markers of time, but signs of dedication and compassion. These are individuals who show up day after day with patience and kindness, offering comfort, dignity, and joy.

We are also grateful for the ways our broader community participates through events and giving. Each act of generosity supports not just programs, but a shared commitment to care and connection.

And in recognizing community nominations, we are reminded that every resident carries a story worth honoring—lives marked by resilience, wisdom, and quiet strength.

Faith in action is already here. It is present in the way a meal is shared, a hand is held, a card game is played. It is found in the everyday rhythms of this community, where care is not just what we do, but who we are.

Thank you for being part of this shared life. It is a privilege to walk alongside one another and to witness, day by day, what it means to care in such meaningful ways.

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 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)

Welcome to Our Expanded Eagle Crest North Community!



New Spaces, New Neighbors, New Opportunities!

January marked the beginning of an exciting new chapter at Eagle Crest North! Since our groundbreaking in October 2024, it has been amazing to watch this expansion come to life. In early January, we were thrilled to welcome new residents to 86 beautiful apartments and a variety of exciting amenities, including a virtual sports lounge, game room, and botanical garden. Every space was thoughtfully designed to offer opportunities to relax, connect, and explore new hobbies right at home.

Residents are already connecting, exploring, and making this place home—and we're proud to share that we've reached another milestone of 100% occupancy this past February, welcoming a full community of new neighbors.

Join Us for Our Grand Opening of Our Eagle Crest North Expansion!

Tuesday, July 7

3:00pm - 5:00pm

Eagle Crest North
353 Mason Street, Onalaska, WI 54650

Please join us as we celebrate the opening of the Eagle Crest North expansion. The evening will feature refreshments, remarks from our CEO and project partners, and tours of the new spaces.

RSVP to Heather Edgington by calling 608-791-2702 or marketing@eaglecrestlife.org



Our Fundraising Journey

Celebrating Our Progress and What's Ahead

Our communities have been making incredible progress across all three of our fundraising campaigns — North Campus and South Campus bus transportation and the Riverside remodel. Thanks to the generosity of our residents, families, and friends, we've already seen great success, including the amazing turnout at our Friends of Eagle Crest Communities event, which helped us kickstart all three campaigns. We are also excited to announce that our summer fundraising kickoff will begin in April, offering additional ways to help us reach our campaign goals and make a meaningful impact through our Alzheimer's awareness fundraising efforts.



As of now, we're proud to share that **we have raised \$2,300 for the North bus transportation, \$9,990 for the South bus transportation, and \$440 for the Riverside remodel.**

South
Transportation



\$9,990

North
Transportation



\$2,300

Riverside
Remodel



\$440

Scan the QR Code
to Donate Today!



Thank You for
Your Continued
Support!



20 Employee Milestones

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!

5 YEARS

CORPORATE

Mikala Hubbard
Accounts Payable/
Executive Assistant

EAGLE CREST SOUTH

Jeanne Deml
Assisted Living Assistant
Supervisor

Daniel Forbes
Custodian

Erica Matzke
Registered Nurse

Barbara Lenser
Resident Care Assistant

CASS STREET

Anna Giertych
Resident Care Assistant
Lead

Danielle Wilke
Cook

HEARTEN HOUSE III

Kelly Otradovec-Radde
Resident Care Associate
Lead

RIVERSIDE

Amanda Brennan
Director of Social Services

Nicolas Lee
Certified Nursing Assistant

Miranda Rushlow
Director of Admissions

Candy Steinhaus
Health Unit Coordinator

WILLOWS

Raynah Weisbrod
Housekeeper

10 YEARS

EAGLE CREST NORTH

Brooke Fischer
License Practical Nurse

EAGLE CREST SOUTH

Brenda Aspenson
Campus Administrator

Lucas Greeno
Maintenance Technician

Julie Newman
Licensed Practical Nurse
Manager

Shelly Olson
Resident Care Assistant
Lead

Tari Sommerfeldt
Food Service Associate

Sue Ann Steinfeldt
Resident Care Assistant
Lead

HEARTEN HOUSE II

Jerrika Hellerud
Program Coordinator

THE HEIGHTS

Danielle Fitzpatrick
Resident Care Assistant
Lead

RIVERSIDE

Christina McKittrick
Registered Nurse Manager

Mary Running
Certified Nursing Assistant

Cynthia Sikora
Health Unit Coordinator

Marissa Sutherland
Registered Charge Nurse

15 YEARS

EAGLE CREST NORTH

Amy Church
Resident Care Assistant

EAGLE CREST SOUTH

Amanda Thorson
Dining Services Supervisor

HEARTEN HOUSE II

Meghan Kurth
Resident Care Associate

RIVERSIDE

Ronald Kaiser
Transportation Driver

20 YEARS

CORPORATE

Robin Wieser
Human Resource Generalist

25 YEARS

RIVERSIDE

Jane Verhuist
Certified Nursing Assistant Lead

30 YEARS

CASS STREET

Darlene Niebeling
Food Service Associate

RIVERSIDE

Vickie Stevens
Licensed Practical Nurse

Retirees

THE HEIGHTS

Jim Stenulson
Maintenance Technician
40 years

RIVERSIDE

Cindy Craig
Registered Nurse MDS
Case Manager
27 years



Donations & Support



Capital Fund



Legacy Fund



Employee Recognition Fund



Tuition Incentive Program

Capital Fund

Bernard Hammes
Bob & Jean Marck Family Fund
Connie Repnik Memorial Fund

Southside Bus Campaign

Joan Angle
P.C. (Phyllis) Branson
Patricia Fitzpatrick
Marilyn Garrett
John Jaeger
Donna & Mike Keogh
Brenda Krupa
Sue Lassig
David Morrison
Kathryn Spelker
Linda Sturm
Marilyn Tiggelaar

Northside Bus Campaign

John Benton
P.C. (Phyllis) Branson
Shirley Oscarson

Riverside Remodel Campaign

Dennis Swedberg

In Memory of Lavon Underdahl

Paula Von Ruden

Employee Recognition Fund

English Lutheran Church

In Memory of Gisela Reber for Riverside Staff

Walter & Martha Manthei

In Honor of Eagle Crest South Memory Care Staff

David Morrison

In Memory of Lavon Underdahl

Scott Horne
Kaci Oldroyd
Bradley & Lynn Sturm Living Trust

In Memory of Robert "Soy" Welsch

Joanne Welsch & Lesley Just

Tuition Incentive Fund

Michael & Rose Hammes Porter

Legacy Fund

In Memory of Lavon Underdahl

Micheal & Bethany Bakalars
Edward & Eileen Prztarski
Jeffery Thompson &
Sandra Romagnoli-Thompson

Employee Giving Club

Christopher Cannon
Hannah Fort
Todd Garves
Amy Gerold
Pamela Haller

Chelsea Kaminski
Stephanie Larson
Haley Martin
Carin Myhre
Shelly Olson

Rochelle Poulin
Ashley Rose
Patrick Senzig
Todd Wilson
Tyler Yeoman

Help Us Reach Our Fundraising Goals!



Thanks to the incredible support of our Eagle Crest Communities family, our fundraising efforts are already off to a strong start. From successful basket raffles and bake sales to the generosity of our donors, we've seen amazing momentum and community involvement. We're so grateful for everyone who has contributed so far—and this is just the beginning of what we can achieve together.

Northside Bus



\$2,300

Southside Bus



\$9,990

Riverside Remodel



\$440

THANK YOU FOR YOUR CONTINUED SUPPORT!

Your gift – large or small – makes a difference. We express our sincere appreciation to the many wonderful people who help fulfill our mission through monetary support, volunteerism, and other contributions. Donations are always gratefully received and tax deductible up to the extent allowed by law.

SCAN THE QR CODE TO DONATE TODAY!



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.

Please join us at our

Eagle Crest Communities OPEN HOUSES

Choose Your Open House in La Crosse or Holmen!

Eagle Crest at The Heights

Thursday, May 14

2:00pm to 5:00pm

Eagle Crest at The Willows

Thursday, May 14

4:00pm to 6:00pm

Curious about life at our Assisted Living communities? Join us at an open house to discover what makes our community's unique. Tour our beautiful spaces, meet our staff, and enjoy live music, refreshments, and door prizes!



EAGLE CREST
COMMUNITIES™
Caring Since 1946

Questions? Please call 608-791-2702 for more information!

