



EAGLE CREST COMMUNITIES

Caring Since 1946

SUMMER EDITION 2026



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Todd Wilson, CEO

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Eagle Crest North

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

On July 7th, we hosted an open house featuring our new senior living addition in Onalaska. This project has been in the making for 5 years. Like any project it takes a lot of people working together to be successful and this project was no exception.

I would like to recognize some of the people that helped us bring this project from vision to reality.

First, thank you to the City of Onalaska Mayor Kim Smith, Katie Aspenson, Amanda Jackson and the City Council for working with us to acquire land, zoning changes and all the approvals needed to move forward.

Second, thank you to Pastor Mark Brockberg, Doug Jorde and the rest of the Elders at First Free Church for working with us on a land swap and allowing us to use their parking lot for construction worker access. First Free has been a great partner throughout this whole process.

Third, thank you to LB White for granting us access to our building site through their land. This project would have been very difficult without their help.

I also need to recognize a host of others for their work on the project.

- Pope Architects - serving as the architects and interior design team for the project.
- Bauer Construction – serving as the general contractor.
- I also need to thank our Residents at Eagle Crest North for dealing with some of the inconveniences that come with construction and specifically our four residents in the corner apartments who were impacted the most.
- Special recognition to Heather Edgington and Tammy Taylor, our marketing team, who worked with me on every aspect of the project and reached 100% occupancy within the 1st month of opening.
- Thank you to our board of directors for believing in my vision and trusting me to lead Eagle Crest Communities.
- Finally, I would like to thank everyone else for their work on this project and for the strong community support.

Eagle Crest Communities is honored to serve as an extension of your family when there is 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 summer!

~ Todd D. Wilson, *Chief Executive Officer*



Honoring a Legacy of Leadership

Created in honor of CEO Todd Wilson, the Legacy Wall recognizes his years of leadership and the lasting legacy he has built at Eagle Crest Communities.

Residents, families, and visitors can view this special tribute at Eagle Crest North, with displays coming soon to Eagle Crest South and Riverside.



Community Connections

The Soundtrack of Community

Every place has its own soundtrack.

A baseball stadium echoes with cheering fans. A school rings with bells, children's laughter, and busy hallways. A family farm has its own familiar music—the crow of a rooster at dawn, the gentle lowing of cattle, the rustling of leaves, and the evening chorus of crickets.

Here at Eagle Crest Communities, we have a soundtrack all our own.

If we take a moment to listen, we hear the laughter of friends sharing a meal or a favorite story. A piano melody drifts through the hallway, bringing back treasured memories. The steady rhythm of the therapy gym reminds us of determination, healing, and hope. The coffee machine hums as neighbors gather to visit over a warm cup. Elevator bells announce another arrival, while water fountains offer a soothing backdrop to quiet conversation.

We hear the joyful chatter of family visits and the excited greetings that accompany pet therapy days. We hear exercise classes filled with encouragement, bingo numbers called with anticipation, birds singing just outside the windows, and the familiar sounds of meals being served. Sometimes we hear hymns rising in worship. Other times, it is the gentle silence of someone simply sitting beside another in companionship.

None of these sounds are remarkable on their own. Yet together they create something beautiful. They tell the story of a community where people care for one another, where friendships grow, where healing happens, and where every day is filled with opportunities to extend kindness and compassion.

The psalmist invites us, "Make a joyful noise to the Lord, all the earth." (Psalm 100:1)

Perhaps that joyful noise is more than the songs we sing in worship. Perhaps it is also found in laughter shared across a table, words of encouragement in the therapy gym, the delighted bark of a visiting dog, conversations over coffee, the cheers of a winning bingo game, the songs of birds outside our windows, and the countless acts of care that fill our days.

May we never take this beautiful soundtrack for granted. It is the sound of community. It is the sound of belonging. And, in many ways, it is the joyful noise that rises each day from Eagle Crest Communities.

The soundtrack of a community is more than what we hear—it is the story of who we are.

For Everything a Season,

Pastor Linda McPeak



Have You Checked Out Our New Spiritual Page Yet?

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!





A Vision Brought to Life

The Story Behind Our Growing Eagle Crest North Community

Since opening in 2007, Eagle Crest North has been home to a vibrant community where older adults stay active, build meaningful friendships, and enjoy retirement to the fullest. Residents have long gathered in the Town Center to work out in the fitness center, catch a movie, relax in the Riverboat Lounge, and take part in countless activities and hobbies. As the need for senior living services continued to grow in the Onalaska area, we knew it was time to expand and create more opportunities for seniors to call Eagle Crest home.

That journey began in October 2024 when we broke ground on the Eagle Crest North expansion. The project included 86 brand-new apartments and a variety of exciting amenities, including a virtual sports lounge, game room, fitness center, woodworking shop, and additional gathering spaces, all designed to enhance residents' daily lives. Throughout the following year, we welcomed the community to informational open houses where they could learn more about the project and watch its progress unfold. It was exciting to see the expansion come to life, from the first stages of construction to the beautiful new spaces our residents now enjoy every day.

Like any major project, there were challenges along the way, but thanks to the dedication and partnership of Bauer Design Build and Pope Design Group, we successfully welcomed our newest neighbors home in January 2026. Just one month later, all 86 new apartments were occupied, reflecting the growing demand for senior living in our area.

Today, Eagle Crest North is home to more than 200 residents across two buildings, offering a full continuum of care and even more opportunities to stay active, social, and engaged. Whether it's enjoying a round of golf in the virtual sports lounge, playing shuffleboard in the game room, or participating in one of the many activities offered each day, the expansion is about more than adding apartments. It's about creating more opportunities for older adults to thrive and call Eagle Crest North home.

"The health of a community can be measured by how we care for the children and how we care for our seniors, as they are the most vulnerable."

-Todd Wilson, CEO



Celebrating the Grand Opening of Our Eagle Crest North Expansion

In July 2026, we marked this exciting milestone with the official grand opening of the expansion. Residents, families, project partners, and community members joined us for an afternoon filled with connection and celebration. The celebration included delicious hors d'oeuvres prepared by our Eagle Crest culinary team, remarks from Eagle Crest CEO Todd Wilson, Pastor Linda, Brian Stollenwerk, CEO of Bauer Design Build, and Ward Isaacson, CEO of Pope Design Group, followed by tours of the beautiful new spaces.

We are grateful to everyone who took the time to join us and be part of this special day.



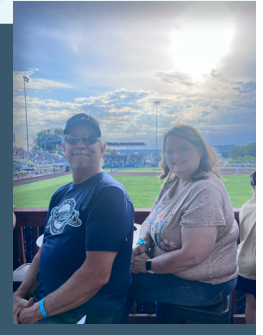
Soaring Into Summer Fun

From celebrating our caregivers to enjoying community parades, we're highlighting the people and moments that make Eagle Crest a great place to work.

Celebrating Caregiver's Week

We were thrilled to celebrate our annual Employee Caregiver's Week June 21st - 27th! To honor the dedication of all of our employees and show our appreciation for all that they do, we planned an unforgettable week featuring employee giveaways, exciting door prizes, a delicious catered lunch, sweet treats, and a fun-filled company outing at a La Crosse Loggers baseball game.

We headed to "The Lumberyard" at Copeland Park to cheer on our local collegiate team and it was the perfect opportunity to relax, socialize, and enjoy a great summer evening together.



Watch for the Eagle Crest Parade Crew!

We kicked off parade season at the June Dairy Days Parade in West Salem! With more than 20 walkers joining us, we enjoyed a beautiful day of celebrating community spirit. Thank you to everyone who came out and helped make the day so much fun!

Parade Season Isn't Over Yet!

We have more opportunities to get out, have fun, and show our Eagle Crest spirit in the community.

Catch us at these upcoming parades:

KORNFEST

Holmen

August 15

APPLEFEST

La Crescent

September 17

OKTOBERFEST

La Crosse

September 26

Our parade crew will be easy to spot—
just look for the Eagle Crest T-shirts!



Front



Back

Donations & Support



Capital Fund



Legacy Fund



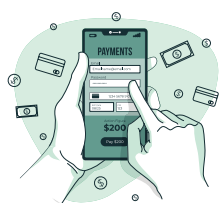
Employee Recognition Fund



Tuition Incentive Program

Capital Fund

Susan Berger Baker
Southside Bus Campaign
 Ce Daskocil
 Kathryn Hummel
 Gladys McLenahan
 Marie Miller
 Cindy Vieth Legacy Fund of the
 La Crosse Area Community
 Foundation
 Eagle Crest South Bake Sale
Northside Bus Campaign
 Steven Sawby
 Louise Temte
In Honor of Doris Mueller
 Julie Yahnke
Riverside Remodel Campaign
 Marla Withey
In Memory of Helen Coleman
 Joyce Wichelt



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

Tuition Incentive Fund

Michael & Rose Hammes Porter

Legacy Fund

Bob & Jean Marck Family Fund of the
 La Crosse Area Community Foundation
 Lori & Fred Spademan
In Memory of Gerrie Martini
 Martha Schwem
In Memory of Joann Triplett
 Jerome Haines & Sherry Reck-Haines

Employee Giving Club

Ashley Burch Beck	Chelsea Kaminski	Ashley Rose
Christopher Cannon	Stephanie Larson	Patrick Senzig
Hannah Fort	Haley Martin	Todd Wilson
Todd Garves	Carin Myhre	
Amy Gerold	Shelly Olson	
Pamela Haller	Rochelle Poulin	

Look at Us Go!

It's been an exciting summer of giving at Eagle Crest Communities! Thanks to the generosity of our residents, families, staff, volunteers, and community supporters, our fundraising efforts continue to grow. Every donation has helped move our mission forward. Stay tuned for more fun fundraising events coming soon!

We've Raised:



Northside Bus



\$12,330

Southside Bus



\$18,750

Riverside Remodel



\$7,232

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

LA CROSSE TRIBUNE READER'S CHOICE 2026

Thank you to everyone who took the time to nominate Eagle Crest Communities for the La Crosse Tribune Reader's Choice 2026. We're honored to be recognized in several categories. At the heart of our communities are the incredible residents, families, and team members who create the connections, experiences, and sense of belonging that make us the premier choice for senior living.

Please **VOTE** for us 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*



VOTE FROM
AUG 5 - AUG 23

WINNERS ANNOUNCED
SEPT 19

Scan the QR Code
to VOTE!

