EAGLE CREST COMMUNITIES

Caring Since 1946

AUTUMN EDITION 2026



IN THIS ISSUE

PAGE 2
A Special Message from Todd Wilson, CEO

PAGE 3
Community Connections

PAGE 4-5
A Season of Gratitude

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*
Gina Von Ruden - *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



2026 was another very successful year for Eagle Crest Communities. In January we opened the doors to our Eagle Crest North Expansion. All apartments were reserved within the first month and it has been a wonderful success.

In August we complete our annual strategic planning. Strategic planning is necessary to position Eagle Crest Communities to be successful long-term.

One of the biggest needs in the community is to modernize the nursing home component of the health care continuum. All nursing homes in the area are at least 40 years old and in need of significant updates. Over the last 10 years the number of nursing home beds in the La Crosse area has been reduced by 50%. With an understanding that the need for nursing home beds will increase, Eagle Crest Communities is the only organization in the area that has not delicensed nursing home beds.

With a recognition of this need, our strategic plan calls for adding onto Riverside Transitional Care (our skilled nursing home) so we can convert all double rooms into private rooms without reducing the number of licensed beds. Our plan will actually increase the number of rooms available for memory care.

The reason most providers have not invested in remodeling or rebuilding nursing homes, is because state funded reimbursement for nursing homes does not adequately support the capital investment. This makes it extremely difficult for nursing homes to pay off financing for larger projects.

Our plan is to undertake a significant fundraising appeal for part of the cost, contribute equity for part of the cost and finance part of the cost to balance the financial risk. We will be disclosing more information about this project in the near future.

We are here 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 donation to Eagle Crest Communities is a great investment in the community.

Wishing everyone a wonderful Holiday Season

~ Todd D. Wilson, *Chief Executive Officer*



Community Connections

A Season of Gratitude



As the days grow shorter and the beauty of autumn gives way to winter, we enter a season that invites us to pause, reflect, and give thanks. Thanksgiving reminds us of the importance of gratitude—not simply for the blessings that come easily, but also for the people, experiences, and moments of grace that enrich our lives every day.

The Apostle Paul writes in 1 Thessalonians 5:18, "Give thanks in all circumstances; for this is the will of God in Christ Jesus for you." Gratitude does not mean that every day is easy or that we never experience challenges, weariness, or loss. Rather, it invites us to look for God's presence even in the midst of life's uncertainties and to recognize the many ways love and kindness find their way into our lives.

At Eagle Crest Communities, we have so much for which to be grateful. We give thanks for the residents who share their wisdom, stories, laughter, and life experiences with us. We are grateful for the families and friends who entrust us with the care of their loved ones. We celebrate our dedicated staff members, whose compassion, patience, and commitment make a meaningful difference in the lives of others every day. We also give thanks for our volunteers, supporters, and community partners who help us live out our mission of *Rooted in Christian Faith, Caring for Each Other, and Serving the Community.*

Sometimes gratitude is found in the grand gestures; more often, it lives in the ordinary moments—a reassuring word, a helping hand, a shared smile, a prayer offered, or the simple gift of being present with another person. These small acts of love reflect the heart of Christ and remind us that caring for one another is a blessing as well as a calling.

As we celebrate this season of gratitude, may we take time to notice these gifts, express our appreciation, and extend kindness wherever we can. May God continue to bless Eagle Crest Communities with hearts ready to serve, hands ready to help, and spirits filled with thanksgiving.

For Everything a Season,

Pastor Linda McPeak

Clinical Chaplain/Campus Pastor
Eagle Crest Communities

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.

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)

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

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

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

Thursday

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

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

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

2:00 pm - Worship
(Hearten House III)

Friday

10:00 am - Worship
(Riverside & Willows)

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

A Season of Gratitude

at Eagle Crest Communities

Thanksgiving is a time to come together, share in the joy of the season, and celebrate the many people and moments that make our community feel like home. We are so grateful for our wonderful residents, their families, our dedicated staff, and the communities that make Eagle Crest special.







"There's a strong sense of encouragement here, which makes it easier to stay engaged and do your best work every day."
- Britney



"I love the opportunity to work at Eagle Crest at the Heights and be part of such a supportive and caring environment every day."
- Janet







"Helping and supporting residents and their families during challenging times is what makes this work so rewarding for me."
- Taylor







"I am grateful that I can depend on the friendly assistance whenever needed. I don't need to worry about my safety. Peace of mind best describes living here!"
- Joan





"I am comforted knowing that staff can help if needed and my wishes will be respected."
- Aly



"Eagle Crest Communities has helped me maintain an active social life, and that's a big thing for me."
- Barbara

Careers at Eagle Crest Communities



Tina Elmore
ECC Recruiting Specialist &
HR Generalist

Meet Tina!

Hello everyone! My name is Tina, and I am the new Recruiting Specialist for Eagle Crest Communities! I have been with Eagle Crest since 2023. I started working as a Resident Care Assistant in Memory Care at Eagle Crest South.

Since then, I have worked throughout different departments within our community! I have thoroughly enjoyed working with the residents and building valuable relationships within our community.

If you are looking for an amazing company to work for, look no further! We are looking for caring and compassionate staff to join our team. Please see the job openings below! If you have any questions or would like to learn more about our corporation, please scan the QR code or call 608-793-1449.

Hot jobs available!

Full-Time RCA (Monday through Friday, AM)- The Willows

Full-time CNA (All shifts) - Riverside

RN Night Charge Nurse (work 72 hours, get paid for 80) - Riverside

Full-time Float RCA (Monday through Friday, PM & NOC) - Eagle Crest Communities

Full-time Float RN (AM) - Eagle Crest North

Health Unit Coordinator - Riverside

Maintenance Supervisor - Eagle Crest North

A Summer of Giving for Alzheimer's Awareness

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 basket raffles, 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 $6,200 for Alzheimer's Awareness!

A big **THANK YOU** to everyone who participated!

Donations & Support



Capital Fund



Legacy Fund



Employee Recognition Fund



Tuition Incentive Program

Capital Fund

Paulita Bower
Linda Erickson
Kathleen Kistner
The Rita McGaughey Charitable Fund
Anonymous Donor

Southside Bus Campaign
Janet Gebken
Don Gilles
Michelle & Tim Peltier
Joe Pringle
Anonymous Donor
Eagle Crest South Chicken Q Grill Out & Bingo

In Memory of John Balthazor
Cheryl Vieth

In Memory of Esther Harman
Cheryl Vieth

In Memory of Larry Kendhammer
Cheryl Vieth

In Memory of Richard Kistner
Cheryl Vieth

In Memory of Gerrie Martini
Cheryl Vieth

In Memory of Carolyn Ninneman
Cheryl Vieth

In Memory of Paul Steingraeber
Cheryl Vieth

In Memory of Vera Wensole
Cheryl Vieth

In Honor of John & Kathy Jaeger
Cheryl Vieth

Riverside Remodel Campaign
Don Gilles
Riverside Root Beer Float Fundraiser

In Memory of John Bower
Monica Kehlen

Legacy Fund

Delbert Bolin
Kathleen Kistner

In Memory of Sherry Churchill
Janice Olson

In Memory of Dixie Forsberg
Deb Kaufmann

In Memory of Eunice Hepfel
Family of Eunice Hepfel

Employee Appreciation

Jim & Barbara Schlax

Tuition Incentive Fund

Kathleen Kistner
Lorraine Sotirin
Anonymous Donor

Employee Giving Club

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

Look at Us Go!

It's been an exciting year 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

$24,110

Riverside Remodel

$7,643



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.







Celebrating Excellence

We are incredibly honored to have been named **2026 Tribune Reader's Choice winner in all 5 senior living categories!**

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

'26 READER'S Choice River Valley

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





