



EAGLE CREST COMMUNITIES

Caring Since 1946

WINTER EDITION 2025



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Todd Wilson, CEO

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Cass Street Assisted Living

Connections

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

Happy New Year! 2024 was a very busy and exciting year at Eagle Crest Communities. We started the year with a major 1.2-million-dollar remodeling project at our Cass Street Assisted Living community. Cass Street was the original nursing home when Bethany Lutheran Homes originated 78 years ago. Over the years, two additions were added to Cass. In 1983, Cass was converted into assisted living when our Riverside Transitional Care nursing home was built.



Cass Street Assisted Living is located in the heart of La Crosse's Historic Housing District. The beautiful homes that line the streets tell the story of a rich history of wealth from lumber barons, button factories, rock quarries, brewery companies, and others who built magnificent homes along Cass Street.

Cass Street has always been a beautiful facility, but it was time to update it with modern lighting, colors, furniture, and décor. We also reconfigured some areas to give it an open look. New flooring, lighting, paint, and furnishings throughout the entire community make it look like a new home. We also replaced the parking lot and added a new drive-through canopy to help protect our residents from the weather when coming and going.

An interesting fact about this project – while excavating the parking lot to replace it, we found the parking lot was built over the top of a filled-in home foundation. The foundation extended all the way to the existing building. That wasn't something we were expecting, and it took about a month for it to be excavated and refilled. That might explain why we have had so many issues with the parking lot breaking up over the years.

In October, we broke ground on our Eagle Crest North expansion. The addition will be connected to our existing Eagle Crest North community with 87 new apartment homes. Our new addition will offer beautiful views and a wonderful carefree lifestyle. The new addition will offer many more amenities, including a golf simulator, large botanical garden with 180-degree views, game room, club lounge, large grocery area, woodworking shop, and fitness center, just to name a few. This will add to all the amenities currently offered at Eagle Crest North. When it opens in January 2026, we will have a larger community with more social interaction and amenities for everyone to enjoy.

If you are interested in more information about this opportunity, please reach out to Tammy Taylor or Heather Edgington. They are here to help in any way they can.

Finally, Eagle Crest Communities was honored with the La Crosse Area Development Corporation (LADCO) President's Award on January 13. As stated by LADCO President Tim Kabat, "This year, we would like to recognize Bethany Lutheran Homes, Inc. DBA Eagle Crest Communities for your incredible residential and support developments here in the La Crosse area. These significant projects in La Crosse and Onalaska help to address our housing crunch and provide tremendous care and support for the residents who live there." I, along with our Executive Team and several of our board members, were present at the ceremony to proudly accept the award.

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Community Connections

The Home That Love Built

Many of the facilities of Eagle Crest have stood at the heart of the community for decades. The walls have witnessed countless stories of laughter, love, and loss. These are places we call a home that love built and now Cass Street Assisted Living was in need of a remodel that showed a place that nurtured connection, comfort, and joy.

When my friend, Ellen, inherited her grandmother's old farmhouse, it was a shadow of its former self. The roof sagged, the paint peeled, and the floors creaked like a choir of discontent. But to Ellen, it wasn't just a house—it was the heart of her childhood, where summer days stretched endlessly, filled with lemonade and laughter.



Ellen decided to remodel the home, not just to restore its beauty, but to honor the memories it held. Armed with a hammer, paintbrush, and faith, she began the daunting task. Her first day of work brought surprises. Beneath the cracked plaster of the living room wall, Ellen found an old note from her grandmother:

"Dear Dreamer,

This house has stood because of love. May it always be a place where hearts are mended, and lives are rebuilt."

Tears blurred Ellen's vision as she clutched the note. Her grandmother's words sparked a deeper purpose. This wasn't just about fixing a house—it was about creating a space of renewal, just as her grandmother had intended.

Each day brought challenges. A storm destroyed the half-repaired roof, termites gnawed through the old wooden beams, and Ellen's savings dwindled faster than she expected. Frustrated, she considered giving up. One evening, Ellen sat on the front porch, gazing at the sunset. She opened her Bible, searching for comfort, and her eyes landed on Psalm 127:1: "Unless the Lord builds the house, the builders labor in vain." As the work progressed, Ellen saw more than just repairs—she saw transformation. The house was becoming a sanctuary, a place not just of memories but of hope and togetherness.

Months later, the farmhouse stood renewed, gleaming in the sunlight. Ellen hosted a grand opening, inviting everyone who had helped. She hung her grandmother's note in a frame by the front door, a reminder of the love that rebuilt the home.

As she welcomed her guests, Ellen felt a deep sense of peace. The house wasn't perfect—it still had its quirks—but it was filled with love and purpose. It wasn't just a remodeled house; it was a remodeled dream, one that now belonged to everyone who had been a part of its story.

Eagle Crest Communities are not just buildings. They are a home—a place where stories are written, love is shared, and hope is renewed.

For Everything a Season,
Pastor Linda McPeak

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If you, or someone you know, is interested in more information about any of our Eagle Crest Communities or needs help making difficult decisions, please reach out to us. We are here to serve as an extension of your family when there is a need.

Please consider Bethany Lutheran Homes/Eagle Crest Communities in your planned giving. Donations to Bethany Lutheran Homes/Eagle Crest Communities are a great investment in our community.

Blessings to everyone and Happy New Year! ~ Todd D. Wilson, *Chief Executive Officer*



Experience the New Cass Street Assisted Living

Nestled in the charming, Historic Cass Street neighborhood, Cass Street Assisted Living has long been a trusted partner in the community, providing not only a wonderful home, but also personalized care and support. We're excited to unveil our 1.2 million dollar renovation that is elevating the living experience for all our residents.

A New Chapter in Comfort and Care

- Welcoming front sitting room where residents can enjoy conversations with neighbors and friends
- Chapel and community room for worship services, exercise classes, entertainment & more
- Dining room with expansive windows that provide an abundance of natural light
- Sunroom overlooking Historic Cass Street, with conference space and cozy seating by the fireplace
- Fitness room equipped with a variety of machines, free weights, and virtual exercise options
- Salon offering professional hair services by our skilled stylist
- Professionally landscaped courtyards with abundant perennial gardens and raised beds for resident gardeners
- Library and game room with a vaulted wood beam ceiling featuring cozy seating areas and courtyard access

**We'd Love to Show You Around —
Call Sara Today to Schedule Your Visit!**

608-796-1091 | eaglecrestlife.org



CASS STREET
ASSISTED LIVING
An Eagle Crest Community

What's New at Cass Street Assisted Living?



A Warm Welcome Awaits

Step into our updated reception area, where modern design meets comfort, offering a welcoming atmosphere from the very first moment you arrive. Our refreshed hallways, featuring beautiful artwork, soft colors and added seating, encourage easy movement and offer spots to pause and socialize.

At the heart of it all, our sunroom has been thoughtfully redesigned to offer a bright, peaceful retreat. With abundant natural light and comfortable seating, it's the ideal spot to enjoy a good book, chat with friends, or simply relax while taking in the scenic views of the Historic Cass Street neighborhood.



Short-Term Furnished Stays Now Available!

Cass Street Assisted Living now offers fully furnished short-term stay apartments, ideal for those recovering after a hospitalization or therapy stay. These comfortable spaces provide the perfect environment to focus on healing, with 24/7 personalized care and assistance to support an active, vibrant lifestyle.

Short-term stays are also a great option for those curious about the Assisted Living lifestyle. Experience the benefits of community living, discover the services we offer, and see how we provide compassionate, top-quality care without compromising comfort.

Employment at Eagle Crest Communities

Meet Ashley



Ashley Johnston, Recruiter
Eagle Crest Communities

Hello Everyone! My name is Ashley Johnston, and I am thrilled to join Eagle Crest Communities as your new Recruiting Specialist. With over five years of experience in Human Resources, I am excited to bring my knowledge and expertise to this incredible team. Before joining Eagle Crest Communities, I had the pleasure of working as a Talent Relations Specialist at ABR Employment Services and a Senior Talent Acquisition Specialist at Chileda. At ABR, I honed my skills in relationship-building with both clients and employees, and I brought those skills to Chileda, where I led the recruiting team with a servant leadership approach.

I look forward to utilizing my knowledge to strengthen Eagle Crest Communities' presence and build strong partnerships with local high schools and colleges in the La Crosse area. It's exciting to be part of such a fantastic organization and community!

Outside of work, I am a proud mom of two amazing kids who keep me busy. When I'm not with them, I love spending time with family, camping in the summer, singing karaoke, and traveling whenever I get the chance. I'm excited to get to know all of you and make a positive impact here at Eagle Crest Communities!

Let Your Career
Shine Bright
This Winter!

Start the new year with a fulfilling career at Eagle Crest Communities. Join our compassionate team dedicated to enriching lives. Eagle Crest Communities offers more than a job – it's a fulfilling career in senior care.

Explore Our Open Positions!
608-406-3884 | eaglecrestlife.org



OPENINGS AT ALL LOCATIONS

- Certified Nursing Assistant (CNA)
- Nurse (RN - LPN)
- Resident Care Assistant (RCA)
- Cooks, Servers, and Dietary Aides

<https://eaglecrestcommunities.hcshiring.com/jobs>

Donations & Support



Capital Fund



Legacy Fund



Employee Recognition Fund



Tuition Incentive Program

Employee Giving Club

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

Employee Appreciation Fund

Mary Lou Biddlestone
 Susan Houlihan
 Jay Just
 Greg Lamprich
 Marie Miller
 Wayne Nuti
 Carlene & Cameron Roberts
 James Schlax
 Patricia & Tom Svec
 Anonymous Donor
In Memory of Edward Fox Keuper
 Shanneon Grant

In Memory of Lydia Reynolds
 Brian Reynolds
In Honor of Lighthouse Staff
 Brian Reynolds
In Memory of Marjorie Shannon
 Mary & Jim Schultz
In Memory of Ralph & Bernadette Tegeler
 Mary Kay Priem
In Honor of Mallorie Trautsch
 Barbara Leinfelder

Tuition Incentive Fund

Mary Lou Biddlestone
 Duwayne & Janet Gebken
 Rose Hammes Porter
 Esther Harman
 Gladys Mclenahan
 Andrea Olah
 Michael Porter
 Lorraine Sotirin
In Honor of Peter & Esther Harman
 Heidi Albers
In Memory of Linda Ruhnke
 Betty Cott-Latimer
In Memory of Carlene Sanborn
 Nancy Williams

Legacy Fund

Nancy Behan
 Donald Betthausen
 Delbert Bolin
 Shirley Lappin
 Mary Pat & Jeffrey McGuire
 Wayne Nuti
 Mike Porter
 Barry & Janet Roghair
 Anonymous Donor
 Women of the ELCA, Mindoro
 Lutheran Church
In Memory of Virginia Cayler
 Dave & Karen Cayler
 Blair John Dalton
 Jeanne Gregory
 First Choice Rentals, LLC

In Memory of Joan Danielson
 Cheryl Vieth
In Memory of Mary Elston
 Cheryl Vieth
In Memory of Gale Grimslid
 Cheryl Vieth
In Memory of Alden Lien
 Cheryl Vieth
In Memory of Richard McLoone
 Steven & Chris Davis
 Lynn Frise
 Ruth Frise
 Michael & Gretchen Geary
 Caitlin Green
 First Baptist Church
 Hawkins Ash

In Memory of Anh Pham
 Cheryl Vieth
In Memory of Carlene Sanborn
 Cheryl Vieth
In Memory of Marilyn Schwalbe
 Cheryl Vieth
In Memory of Patrick Spencer
 Cheryl Vieth
In Honor of Mallorie Trautsch
 Marilyn McElligott
In Memory of Nancy Von Seht
 Cheryl Vieth
In Memory of Carolyn Udell
 Cheryl Vieth
In Honor of Callie & Sweet Pea
 Mary Groeschner

Capital Fund

Delbert Bolin
 Anonymous Donor
 Anonymous Donor
In Memory of Richard McLoone
 Jack Isherwood



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!

Honored to Receive the Presidents Award from LADCO!

In January, we had the opportunity to attend the LADCO Annual Meeting and receive the **President's Award**, which highlights leadership, commitment, and community support. This recognition reflects our ongoing dedication to enhancing the quality of life for seniors and their families in the La Crosse County.

Our CEO, Todd Wilson, along with members of the executive team and several board members, had the honor of attending and accepting this award on behalf of Eagle Crest Communities.

We are proud to be part of a community with a shared vision for growth and economic success in the La Crosse region.



Thank you, LADCO, for this amazing recognition!