



**Building a brand from the ground up**

As an employee of the Crosier Fathers and Brothers, David Kostik developed the concept of a Crosier-sponsored senior housing project in cooperation with a parish church. He participated in creating a partnership between the Crosiers and the Mille Lacs Health System that share a campus in Onamia, Minnesota.

When the two organizations formed an independent nonprofit to build and operate the new assisted living facility, Mr. Kostik was appointed to the board of directors where he served as treasurer and chair of the board’s construction committee. He was responsible for managing financing of the \$4.5 million construction project, leading selection of a general contractor, and overseeing building construction.

Mr. Kostik also led the initial marketing effort that was responsible for brand development, including naming, positioning, identity, and rollout marketing. LakeSong’s identity draws on the facility’s setting along the shore of Lake Onamia.

A place you can call home...with the support services you need

**LAKESONG**  
Assisted living in a natural setting

**The comforts of home...in a safe, secure environment**

While Lake Song has been designed to respect and ensure your privacy and independence, we also offer a complete range of support services that can be tailored to your needs. Professional healthcare staff are on duty 24 hours a day to provide assistance with daily activities and to monitor your healthcare needs.

**Diner services include:**

- Personal pendant urgent call system, monitored 24 hours a day
- Education center
- Three meals a day plus snacks, with the ability to manage some special diet needs
- Weekly housekeeping

**Meeting the special needs of memory care residents**

Eight units at Lake Song are in a secure, separate area, with 24-hour staffing, to meet the special needs of those who are no longer able to live alone. These residents have access to their own rooms, secure courtyard. In addition to the services listed above, memory care residents receive:

- 24-hour personal rounds
- Help with dressing and grooming
- Weekly bathing assistance

**Other building amenities:**

- Cable TV available
- Coin-free laundry facilities
- Beauty and barber shop
- Fitness and exercise room
- Convenient access to the Holy Cross Church
- Convenient access to hospital and physician services

**We look forward to welcoming you to Lake Song**

Lake Song is a service of Christus Area Assisted Living and grew from the collaborative efforts of the Crosier Fathers and Brothers, the Mille Lacs Area Health System, and the Mille Lacs Area Community Development Corporation. We look forward to answering your questions about the facility and the services we will offer.

For more information about our services and rates, or to be placed on the waiting list, please call us at (507) 432-4100.

Two \$1,000 fee to establish an ad listing for a Lake Song resident is not included in our monthly fee.