

At right: Elise Peters-Carey was just named CEO of Bethany Medical and Peters Holdings, succeeding her father, Dr. Lenny Peters, who has transitioned to chairman of both companies. **At far right:** From left, Anthony Fermat, Brian Nunn, Patrick Watterson, Christopher Monge and Donn Bulla pose at the celebration.

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At far left: At the celebration with Elise Peters-Carey and Dr. Lenny Peters were Peters-Carey's husband, Matt Carey, and their children, Adeline, Edward and Isabel. **At left:** From left, Brendan and Maggie Analone, Rachel and Steve Nystrom and Clifford Thompson pose at the celebration.



From left, Dr. Karla Smith, Loula Tsiolkas, Dr. Shabana Shahid, Janice Kubinski, who is the mother of Elise Peters-Carey, and Diva Otalora gather at the celebration at Peters Event center for Elise Peters-Carey's promotion to CEO of Bethany Medical and Peters Holdings.



From left, Anthony Fermat, Brian Nunn, Elise Peters-Carey, Patrick Watterson, Mark Phillips, Christopher Monge, Gregory Denny and Cody Myrick pose at the celebration.

New era begins for Bethany Medical

They warmly embraced. It was the embrace of a father passing his legacy to his daughter. It was a daughter showing gratitude and love to her father.

Dr. Lenny Peters stood at the podium at the Peters Event Center to announce that his daughter, Elise Peters-Carey, will assume the role of CEO of Bethany Medical Center and Peters Holdings.

"I started this company 40 years ago with a vision to build an organization that would provide exceptional care to our patients and make a lasting difference in our community. Looking at what we have built together I could not be prouder over the last 10 years Elise and I have worked side by side to grow this organization," he said. "During her time as president, Bethany has grown from approximately 30 providers at six locations to 65 providers at 16 locations. Elise has helped strengthen our leadership team, expand our services and position Bethany for continued growth."

Peters said he will transition immediately to chairman while Elise will also continue in her role as president, a position she has held since joining the family business 10 years ago.

"I saw our community



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needed accessible outpatient health care and began building an organization designed around that need," he said. "My mission was to make health care easier for patients to provide primary care, specialty care, diagnostic services and several other services at convenient locations. It has not been easy, but it has been rewarding. This transition has been years in making.

It is not a sudden change in who we are; it is a continuation of the work we have already begun. Elise has demonstrated judgment, discipline and determination required to lead this organization. I have complete confidence in her vision, character and leadership. As chairman I will remain actively involved in our long-term strategy, business development and support our leadership team. The responsibility of leading our organization, however, now belongs to Elise. Thank you for everyone who have been here this evening. The future of Bethany has never been brighter, and I look forward to seeing what we will accomplish together in this next chapter."

In a symbolic gesture, Peters turned the microphone and Bethany over to his daughter as friends and the Bethany family cheered.

Elise came to Bethany Medical and Peters Holdings already having established business experience. She earned her bachelor's degree and MBA at the prestigious Wharton School at the University of Pennsylvania. She began her career in New York consulting for financial institutions on market data, treasury services and capital management. She also worked for Capital One and American Express, with her focus on analysis and communications, focusing on the investor relations community.

Although she had been successful in New York, she felt something was missing. Wanting to make a difference, she decided to return to her hometown of High Point.

With poise and eloquence, Elise began by merely saying, "Thank you, Dad!" Then she continued: "I'd like to begin by saying how grateful I am to God. The Lord has blessed me with this extraordinary opportunity to continue leading an organization in a way in which I take tremendous pride. I want to thank my dad, Dr. Lenny Peters, for your leadership, your example, your belief in me. What you have built over the past 40 years is extraordinary and is certainly a large and amazing example to follow. Ten years ago, my dad and I took a leap of faith to

trust each other and the doors that God would open for us."

Elise continued as she told of the things her father taught her: "One is being open to the doors that will open for you and letting go of the doors that close. There is a purpose to everything that happens in life. If you listen close enough you'll hear what that purpose is. Sometimes you need to take risks to learn or to fail. My dad also taught me that when you make a commitment or promise, make one that you know you can fulfill and work hard to deliver."

In her moving message Elise expressed gratitude to her husband, Matt, "for your love, your support and for your unwavering belief in me through long days, difficult decisions and many conversations that have followed me home from work in a family business." She also acknowledged their children, Isabel, Adeline and Edward, who quietly listened to their mom.

Elise also paid tribute to her mother, Janice Kubinski, who was among those in attendance: "My mom was there at the very beginning of Bethany Medical and has worn all the hats of almost everyone who is working at Bethany today. She sent bills to the insurance companies, worked with medical staff as a nurse, checked in patients at

the front desk, doing whatever was necessary to make that day work. She even worked in the bathrooms, cleaning those too. So, thank you, Mom, for all your support and your love."

She continued: "I am proud that Bethany Medical continues to be a family business. Maintaining a successful family business across generations is not easy. This transition didn't happen overnight. It didn't happen by magic. It's been part of a gradual and long-term plan that my dad and I began when I joined him 10 years ago. During that time, I had the privilege of working alongside him, learning from him and gradually assuming greater responsibility for the leadership and direction of a company that he used his entrepreneurial spirit to build. From a very young age my parents taught me that we have a responsibility to use the gifts that God has given us. We should work hard, care for our families, serve others, using our talents in a way that glorifies God. These values are the center of how I work to lead and make thoughtful decisions. I accept the role of CEO with humility, excitement and a tremendous sense of responsibility. I am extremely excited about what comes next. Thank you for being here tonight."

Congratulations, Elise Peters-Carey!