






Then & Now **InterGenerational** Theatre by >**Virtical**™

“all ages creating community, entertainment, education, and inspiration together”

I'm excited to introduce you to >Virtical's newest workshop series that brings together sales, life enrichment, residents, volunteers, and staff, collaborating creatively to engage and retain your CRM database prospects and attract new leads. These 7 workshops will guide you in developing this signature program in practical and magical ways, fostering a sense of community, and distinguishing you in the greater community.

 **Older Populations.** As babyboomers arrive in greater numbers at senior living communities, they bring networks, talents, and stories to share. An intergenerational theatre program can create engaging opportunities for storytelling by bringing entertainment, education, and inspiration while introducing existing and new prospects to your unique culture.

 **Younger Populations.** Adult children, grandkids, great-grandkids and grandfriends from ages 6 to 60 have an opportunity to bring their stories and perspectives as they enjoy connecting and working with your residents and older actors to create a rich sense of community that embraces everyone in their evolving stages of life.

 **Connecting Populations.** The shared chemistry, messages, and performances created together by young and older actors can give life to heartwarming stories. This collaborative theatre experience will set the stage for engaging and including your CRM prospects while opening new doors to positive relationships as well as elevating the community's marketplace presence and bringing in new prospective leads.

For more information about the 7 workshops to create this signature program, please contact me at Gary@Virtical.Live or, (612) 810-1683. If you receive my voice mail, please leave a message and I will return your call asap.

Meet Gary M.



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Gary M. Solomonson B.A., M.Div.

Senior Living Sales Coach & Mentor

Storylistener & Storyteller

Boomer & Future Resident 😊

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New > Virtical Website April 15th

Hello. Yes, it is true, playing the averages I'm only 7 to 10 years away from possibly becoming a member of a senior living community, hopefully one I helped develop and manage. 😊 We boomers are not a homogenous market, we are markets of one changing the shifting sands of senior living.

Me. Recently in a Zoom, a CEO & CFO asked me to talk about myself. A few sentences into my response, they stopped me saying, "Let us rephrase the question. We read your bio and liked what we read. We want to know about who Gary M. Solomonson is away from work, your hobbies, past times, and a quirky personal question, why do you use the M. in your name?" I paused, took a breath, and said that I enjoy time with my family and friends, our dogs, gardening, designing and creating sculptures, walking, enjoying theatre and online documentaries, watching some news, writing books and poetry, and serving on several national and community boards. I'm also a passionate fundraiser for environmental reclamation projects and when no one is around, I play my guitar or banjo for my dogs. My Norwegian heritage and humor have been door-openers with colleagues and residents at social gatherings. As for the M my dad's best friend John Melvin Eastvold, was killed in WWII and dad wanted me to carry his middle name as a legacy of his service to both community and country as a reminder to live a lifetime of service to others. To honor him, I've helped create hundreds of veteran's clubs in senior living communities throughout the US.

Yesterdays. Following college, graduate school, and pursuing post-graduate studies in aging research, I worked over the next 40 years with The Goodman Group and several others, primarily in sales and marketing leadership. Along the way I've experienced everything from cleaning bathrooms to becoming a board member. From housekeeping to maintenance projects, cooking meals, resident activities, landscaping, designing and building new properties, renovating others, monitoring construction, painting apartments, hiring staff, helping nursing when shorthanded, mergers and acquisitions, all

while keeping my eye on sales. A significant part of my journey has been pioneering work in the development of memory care environments and being a dementia caregiver for family and friends.

Today & Tomorrow. The opportunity to have worn most of the hats in senior living at one time or another led me to create *W.I.N.ing by Knowing*[®], my premier sales coaching program and [>Virtual's 4 Signature Services](#) supporting sales. It is a "game-changing" approach in how salespeople can mindfully involve all staff in sales and have a positive impact on a community's culture. My practice focuses on small (24-48+ units) to medium-sized (125 to 225 units) senior living communities, both nonprofits and for-profits, their boards, corporate, and regional staff. I enjoy working with people who value "virtual and vertical" deep dives into the craft of sales and its positive infusion into all aspects of the community. If this interests you, let's meet and talk a little shop on an introductory basis and maybe share a couple of stories about how the senior living business continues to change and is now being impacted by me and my fellow Boomers. There will be no sales pitch, unless you ask for one, I promise. If interested, please email me to set a time to visit – Gary@Virtual.Live

Gary M.