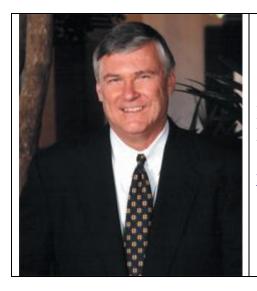
## Michael Sullivan Bio



Michael P. Sullivan
President
50-Plus Communications Consulting, Charlotte, NC
www.graymoney.biz

Sullivan is the region's leading expert on selling to Boomers. His firm trains sales and service personnel in financial services, active adult housing, healthcare, hospitality, communications and time-share companies dealing with Boomers and older customers. Sullivan, former head of Corporate Communications, First Union (now Wachovia) is a member of the steering committee for Charlotte/Mecklenburg Status of Seniors Initiative.

He has a journalism degree from the University of Detroit and an M.B.A. from Wayne State University. He previously served as Chairman, Charlotte-Mecklenburg Council on Aging and received the 2005 Monroe Gilmour award for his contributions to services for older adults.