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Still Kicking

By Damian Ghigliotty

Age is just a number.

Meet the Senior Creative People: Chuck Schroeder, Don Blauweiss, Ed Griles and Sid Myers, a consultancy group of creative marketers who worked at Doyle Dane Bernbach during the 1960s, according to [Ad Age](#). Their past work includes Lyndon B. Johnson's 1964 presidential campaign ad "Daisy" and the "Lemon" print ads for Volkswagen.

The four men, who are now in their 60s and 70s, reconnected at a DDB alumni reunion and launched their consultancy group this week. As baby boomer marketers with years of experience, they meet with clients and offer advice on how to stay relevant past the age of retirement.

The group is also starting a mentoring program and expects to have four colleges on board in early 2012.

"We came out of a social-change generation, and it's still in us," Schroeder, 68, told Ad Age. The Senior Creative People are "hoping to effect change, make a few dollars and have some fun," he said.