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Suits: Extraordinary Brand, Ordinary Headaches

By Jane L. Levere

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Herb Swanson for The New York Times

Although Roxanne Quimby, co-founder of Burt's Bees, continues to find the life of an entrepreneur appealing, she is disenchanted with her responsibilities as a landlord.

After selling her 80 percent interest in Burt's Bees in 2003 Ms. Quimby formed a children's clothing company, Happy Green Bee. ([Clorox](#) bought Burt's Bees, including her remaining stake, last year.) She also bought apartment buildings and homes in Florida and Maine.

She enjoys running the company but says she "can't stand" the apartment buildings because she "can't deal with tenants." Ms. Quimby said she didn't use a management company because "I'm so used to being hands-on."

"But these people are calling me because their dishwasher isn't working," she said. "It's like, 'What?'"

"So I'm getting out of that," she said. One of her apartment buildings, in Portland, Me., is under contract now to sell, she said.

Ms. Quimby was in New York last week for a panel discussion at [New York University](#) that included John Peterman, founder of J. Peterman, and Craig Newmark, founder of Craigslist. The three are featured in a new book, "Accidental Branding: How Ordinary People Build Extraordinary Brands," by David Vinjamuri.

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