Millinocket Marathon

Gary Allen
Mt. Desert Island Marathon Founder and Race Director
Tony Hsieh

For the Zappos CEO, Burning Man is the type of experience that flips what he calls “the hive switch.”

“Basically, if you look at nature, you discover that certain animals, like chimpanzees and wolves, compete for food and mates, while others--bees are the best example--organize themselves for the greater good. They live together as a unified force because the DNA is the same. Bees are always working together for the benefit of the hive,”