

## **Argus-Champion**

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**by Donna Roberson**  
**Staff Reporter**

SUNAPEE - Locals know him as the "pie guy," but if Gordon Weinberger has his way, New Hampshireites will soon be calling him the "infinite persistence guy."

Weinberger - the creator of Gordon's Pies, which he built from the ground up and sold to Mrs. Smith's Bakeries seven years later - is a self-made millionaire. With a battle cry of "never give up, no matter what," Weinberger started making pies in his kitchen using his great-grandmother's recipe and saw his dream through a near-bankruptcy, personal difficulties and a creative marketing strategy that led him through New Hampshire on a "pie bus" and into Wal-Marts across the country.

Now, after three years off, Weinberger returns with "Infinite Persistence," a life program he believes can help real people reach their goals, whether it be financial success, relationship happiness or a healthier lifestyle.

Weinberger, who originally came to Sunapee in 1996 for a radio interview while living in Londonderry, knew he was destined to maintain a connection with Sunapee as soon as he saw the harbor.

"It was beauty like I'd never seen before," he recalled.

In 1999, Weinberger finally opted to buy a small year-round home on Maple Street, which he used for relaxation, bringing his wife, Cindy, and their three children for summers and holidays.

"We called it the SSP - the special, special place," Weinberger said.

And Sunapee is still home to Weinberger's business, where he maintains a small office, even after selling his pie company and moving closer to his and Cindy's families in Norwalk, Conn.

Weinberger spent the next three years with his family, during which time the family dealt with a personal tragedy - the death of Cindy's mother from lung cancer.

"It slowed us down," Weinberger said. "It really slowed us down."

However, last winter, things began to speed up. Weinberger returned to Sunapee for a visit, snow shoeing on the lake, a path that led him past Stephen Tyler's (of Aerosmith) home. Weinberger began to think of "all the insanely creative people here," and - rejuvenated - returned home.

Later that night, watching the cartoon "Jimmy Neutron" with his son, the main character asked two evil robots, "So what is the meaning of pi?" The robots, attempting to compute the infinite number, exploded.

So did Weinberger's idea.

He did an Internet search on pi and immediately began writing ideas associated with pi on his white board: infinite, never-ending and so on. Weinberger then took his own kind of pie - the kind with an "e" - and in a free association exercise wrote down the meaning the word held for him: persistence. And there it was staring him in the face: "infinite persistence."

"The two words came together - infinite persistence - it was the corniest," said Weinberger. "It was at that point that I decided I was going to brand infinite persistence."

He immediately called Cindy in, who became as enthusiastic about the idea, pointing out that the beginning letters in infinite persistence - IP - was pi spelled backward.

The idea, said Weinberger, was to use the story of the creation of Gordon's Pies as a life lesson in how infinite persistence can be used to change any aspect of one's life.

"When we understand and harness the power of the mathematical connectedness of a circle - the infinity of pi - we create infinite possibilities in our lives," Weinberger writes in "Infinite Persistence."

"It's the ability to sort of have a free mind," Weinberger said. "To wake up every morning and know it's going to be OK today because you still have tomorrow."

Weinberger said he doesn't claim "Infinite Persistence" will make people millionaires in six weeks, but he does believe six weeks is all it takes to begin the process of change. For Weinberger, "Infinite Persistence" is a program, complete with a book, workbook and CD of calming music, that can allow people to change whatever it is they don't like in their lives.

And it's all based on what he learned during his seven-year struggle to make Gordon's Pies a success. The book includes "Slice of the Pi(e)" (lessons he's learned), "Seeds of Success" (business strategies) and "Core Values" (ways to live a happy life).

"We struggled. From back surgeries to near divorce to two days away from bankruptcy, it was. . ." At a loss for words, Weinberger made a roller-coaster motion with his hand.

Weinberger said he wants everyone in New Hampshire to read his book.

"If I can drive around New Hampshire in a pie bus, people can do whatever they want," Weinberger said. "I'm actually more proud of

the book than I am of the pies.”

The “Infinite Persistence” program is available at  
[www.infinitepersistence.com](http://www.infinitepersistence.com).