

# Country Capitalist

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### THE CONCEPT OF "INFINITE PERSISTENCE" CAN HELP ACHIEVE ANY GOAL by Kimberly Blake

#### THE LIFE OF PIE

When last seen, Gordon Weinberger was a pretty happy fella. After nearly seven years of riding the financial roller-coaster that was Gordon's Pies, an award-winning apple pie business based on his grandmother's recipe, Weinberger had finally realized his dream and sold his New Hampshire-based company to Mrs. Smith's Bakeries. The King of Pie, the Oooo La La guy, then pocketed his moolah-la, and moved back home to Fairfield County. Raising high the skull-and-crossbones flag that waves over his Weston home, Weinberger sat back to enjoy the good life and maybe take a dip in his penis-shaped swimming pool. Good times, good times.

Or maybe not.

"I think I went into a little mini-depression," says Weinberger. "I was like, What am I going to do now? It was like I gave away my baby. I made a lot of money but you know there was a big piece of me that I just missed. So it was like the grass is always greener. . . . Before it was, If I only had money, everything'd be great. Well, now I had the money and I'm like, Shit, man, if I only had the customers back."

"Now *they* were doing everything," he says of the boys at Mrs. Smith's. "They were doing the manufacturing, they were doing the worrying, they were doing the customer stuff. All this stuff that I touched and managed with love, they did in their own corporate way and they didn't need the founder/owner/buyer anymore."

With no pies to check on, Weinberger began having difficulty finding his place in the world. Three years passed and "I didn't know what to do," he says. "I was feeling lost and insecure."

Enter Nickelodeon's cartoon, "Jimmy Neutron: Boy Genius."

"Have you ever seen 'Jimmy Neutron'?" he asked. "I love that show." One episode was a particular favorite (they tend to repeat frequently). It was one in which Jimmy's about to be killed by two robots and the robots say to Jimmy, "Would you like one last wish before we do you in?" And Jimmy says, "Yeah, yeah, yeah," and thinks, and then says, "Tell me the meaning of pi."

"And I fall off the f---ing couch. I mean I literally. . . I'm like, I GOT IT!!!!!! And I run downstairs and I put in pi on the computer, 3.14, the value of pi, the meaning of the circle, the whole thing and I

spend an hour doing research on pi," says Weinberger. He pauses. "P-I," he says pointedly.

Not to be confused with p-i-e, in other words, which, when you come to think of it, and Weinberger did, is the story of pi. Let us explain.

Taking the definition of pi - a numerical constant, 3.14, that represents the ratio of a circle's circumference to its diameter, a decimal expansion that has no pattern and never ends - and with Jimmy Neutron's question ringing in his ears, Weinberger began writing words down "like crazy."

"I had this white board and on the left side I write infinite, infinity, you know, all the meanings of pi. And on the right, I write down all the emotional words that I use to get through all the hard times - never give up, no matter what, persistence, blah, blah, blah. I go through this whole rigmarole. And a couple of hours later, I sit back and I'm looking, and infinite on the left comes together with persistence on the right and I put them together and I write them and my wife, Cindy, walks in and she looks at them - infinite persistence - and she goes, That's it!"

It was infinite persistence he says, the courage to "never give up, no matter what," that kept him committed to his dream of selling Gordon's Pies, even when everyone around him was urging bankruptcy.

The pi that he's selling this time is a sweet little confection of personal memoir, business advice and inspiration boxed into a six-week self-help program that Weinberger says will change your life. Certainly he's hoping it will change his. "I said to Cindy, Listen, I've either got to make that fortune, give it everything I've got - here we are, we don't have *tons* of cash and it's easy to spend cash here. I mean, New Hampshire, we never spent cash. Where you gonna spend it? The Olive Garden? - or we've got to pack it up and hold our chins high and go back to New Hampshire. We still have a house there. So Plan B is we'll go back. And Cindy's like, I don't like Plan B."

Plan A, on the other hand, is pretty appealing.

"At first when you create something it doesn't necessarily have meaning and you're thinking, Is it going to have meaning to people?," says Weinberger. "And it did. The whole concept of infinite persistence, infinite possibilities, really resonated with people." He cultivated about 25 of them to help write, research, produce and direct all the products - "brand definition" - that he brought to the Infinite Persistence (IP) concept.

For starters, customers can order the \$29.95 the IP packet (see [www.infinitepersistence.com](http://www.infinitepersistence.com)), which includes Weinberger's self-published IP Life Book (his personal account of never giving up as it related to Gordon's Pies); a companion workbook; the IP Life Letter, a monthly newsletter filled with tips and advice, and the IP Life Music

CD. The system of behavior and thought modification can apply to any goal, he says, whether it be starting a business or kicking a bad habit.

As the King of Pie, Weinberger hustled grocery stores dressed in oversized sunglasses, a silly Dr. Suess-type hat, and rainbow-hue shorts. He sang and danced and played the harmonica - retailtainment, he called it. As befits his new incarnation - the enlightened Prince of Pi - he sports a zen white tunic and loose unconstructed pants with a medallion around his neck. But add some steely blue eyes, a severely shaved head and heft - he's 6-foot-9 and 225 pounds - and he's more fe fi fo fum than omm. There's a golden goose missing and he's on a mission to get it back.

He has also got a 30-minute infomercial in the guise of a talk show, which he will market as the IP Life Show, slated to begin airing Oct. 1. "It's not like a kind of scuzzy bad-word infomercial," he says. In the show, which Weinberger and his wife filmed at their home and hosted, they interview folks who've also refused to cry uncle, among them Willy Amos from Famous Amos cookies.

He's "juiced," he says, over the show. "This is cool; you got me, I'm a real guy with a real story. You got the guy's wife, because Cindy's perspective. . .she's so down to earth and she's like, That was a really hard time and I hated your guts during that time. Anybody who's in a relationship, they're going to be like, My husband doesn't own his own business but man, I gotta read this book and he'd better read this too because we need therapy."

More pi, anyone?