

Derry News

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LONDONDERRY - No more "pies in the sky" for Gordon Weinberger. The former Londonderry resident, affectionately known as the "pie man" for almost a decade, said his new venture is a well-grounded one.

Weinberger has written and self-published "Infinite Persistence," sharing with others his rise to - and fall from - success as an entrepreneur. Now residing in Connecticut, Weinberger decided to come back to Londonderry to begin promoting his book.

"I love Londonderry," Weinberger said. "I believe I was successful because of the people of Londonderry."

Weinberger and his wife, Cindy, moved to Londonderry from Boston in 1991. They both commuted to Boston in a 14-passenger car-pool van. Gordon worked in public relations for the City of Boston, and Cindy worked at Spaulding Rehabilitation Hospital as an occupational therapist.

"This was apple country, and I entered the Old Home Day pie contest with my great-grandmother's recipe in 1991," said Weinberger. "To my surprise, I won. I entered in 1992 and won again."

A spark was lit, and Weinberger kept baking pies. He eventually convinced Mack's Apples to carry his product. "Now you know how Louise is," he said of Louise Dromgoole, manager of Mack's Apples farm stand. "She would not take anything that isn't a quality product." Mack's Apples now has an annual pie contest in February.

Weinberger started going around town on his Pie Bus selling his pies to farm stands and a few supermarkets.

In 1992, Weinberger opened the doors to Gordon's Pies, a 9,000-square-foot pie factor at 4 Delta Drive in Londonderry. "Now this is a great example of the people of Londonderry," said Weinberger. "I was giving my address as '4 Delta Pieway' and the postmaster, Steve, told me that I couldn't use that name. After he got to know us better, he said he'd make an exception. Where else in the country would that happen?"

At one time Gordon's Pies had 50 employees, a lot of them women, working mom's hours.

"Eventually the pie factory drained me," said Weinberger. "I was in debt, owing \$400,000 to local vendors."

Weinberger sold his beloved recipe to Mrs. Smith's Bakeries in

2001, and slowly paid off his creditors, he said.

In August 2002, he closed the doors to the factory and took his growing family back to their Connecticut roots. Over the next three years, Weinberger took care of the couple's three children, Emily, Jack and Sam, while Cindy worked.

"One day I was watching the 'Jimmy Neutron' cartoon," Weinberger said. "He was about to be killed by two robots unless he revealed the secret of 'pi.'"

A bell went off. "I thought - pie, pi," said Weinberger. "It clicked. I reversed 'pi' to 'ip' and that's the concept of 'Infinite Persistence.' It's the story of my pie business."

Weinberger is back on the road, and said he plans to market his book largely in New Hampshire. "New Hampshire people understand me," he said.

"Infinite Persistence" is not just a book - it's a concept.

"It's a self-help book that teaches the reader how to change any one thing in their life that they want to change," said Weinberger. "It will take six weeks, five days a week and 10 minutes a day."

The book is fun to read and has an accompanying workbook with daily exercises. An accompanying CD has soothing music written by Weinberger's guitar teacher to listen to while using the workbook.

"It's simple as pie," said Weinberger, who will be holding area book signings in the near future.