

InterTown RECORD

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by George Edmunds
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NORTH SUTTON - Those individuals and entrepreneurs seeking means of turning their dreams into reality might want to listen to what Gordon Weinberger has to say when he visits the Kearsarge-Sunapee Region next week.

Weinberger, a Londonderry businessman who made it big in the pie business, offers his guidance to one and all and outlines his philosophy in his "Infinite Persistence™" Life Book, which hits the shelves this month.

"Infinite Persistence" chronicles Weinberger's experiences as he struggled to build Gordon's Apple Pies into a thriving business. Motivated to enter the pie-making world after having won two pie-baking contests during Old Home Days in Londonderry, Weinberger decided that, once committed to the business, he would "never give up, no matter what."

"New Hampshire is an amazing place to start a business. . .there's a lot of support," he told this newspaper last week. "Steve Taylor [commissioner of the N. H. Department of Agriculture, Markets & Food] was one of my biggest mentors."

Weinberger grew up in southern Connecticut and lived in Londonderry 13 years with his wife, three kids, and two dogs. His pie business grew tremendously but he couldn't stay ahead of overhead debt that touched \$400,000 in 1983. The product was selling but the process was labor intensive. His lawyer and his accountant suggested that he pack it in. . .go into bankruptcy. "I was at the bottom," he said. "There was no place to go but up." This is where his Infinite Persistence enters the picture. "I fired my lawyer and my accountant."

He put a marketing plan together and packed it all into a 1983 International school bus [appropriately decorated in crazy, wacky colors] and began a campaign that snagged the attention of major media.

"I traveled to all the grocery stores," he said, "marketing directly to the people." He recalled his visits to Cricenti's Market in New London. He traveled and worked and saw his business enjoy tremendous success.

He's scheduled to be in New London on Nov. 14, and will be interviewed on WNTK at 8:10 a.m. His tour of the region will include a visit to the InterTown RECORD.