

# Arts & Entertainment

## Chips make Amos famous

Chocolate takes man from shoe polish to sugared success

By Chris McCubbin  
Senior Reporter

There are two ways to be a success: You can dress for success, network, go to all the right parties and kiss all the right behinds or you can work hard at something you love doing.

Wally Amos is the second kind of success. Amos is the founding genius behind Famous Amos Chocolate Chip Cookies. He'll be talking about success tonight at 7:30 in the Nebraska Union Centennial Room. Admission is free to UNL students.

Although Amos' Cookies often have been called the best in the world, Amos modestly shies away from such hyperbole.

"It's all individual ... objective. How many chocolate chip cookies are there in the world?" Amos said.

"We're one of the best things going," he admits. "I don't believe anyone will eat a Famous Amos and go out and buy another cookie."

Amos started his career as a shoe shine boy. But after a stint in the Air Force, Amos got into marketing that eventually led him to open a cookie shop in Hollywood — the first shop in the world devoted entirely to the chocolate chip cookie. A random stroll through downtown Lincoln will show just how important this innovation was to American business.

Today Amos' wares can be found in finer stores everywhere. Tiny and hard, a Famous Amos cookie is a natural assault of flavor with big chips, big hunks of nuts surrounded by yummy, crunchy dough. Anyone who has never tasted a Famous Amos cookie can't truly consider himself cultured.

Amos' motivation for getting into cookies was simple: he knew how to make cookies and wanted to make cookies, he said. Amos doesn't give away any of his secrets.

"I just have this strange relationship with the chocolate chip cookie," is all he'll say.

Success hasn't diminished Amos' love for his wares.

"I probably eat more cookies now," he said. "Now, I eat cookies every day because they're accessible."

Amos says his talk tonight will be inspirational and motivational. He has



Courtesy of Amos

Wally Amos

been lecturing on tour for the last couple years. He's doing more appearances now than in the past and plans to do more still, he said.

Amos said his talks aren't just for businessmen.

"We all have the same needs," he said. "People are more and more responsive to positive messages now."

Amos is not just another yuppie how-to-get-more-money-than-the-guy-at-the-next-desk speaker. Just the opposite, in fact.

"I'm really about having fun, enjoy-

ing my life," he said.

He offers no magic formulas for success. He says the reason for the success of Famous Amos is his commitment to a personal belief system. "I am truly consistent in what I say, what I do," Amos said.

And his advice to students?

"So many students are going to school just to make money," he said.

Amos believes that the best way to make money is to follow your dreams. Students should "do things that they love doing," Amos said.

## Omaha's 'Bagels and Bach' is back

Joslyn Art Museum's next Bagels and Bach musical brunch presents the Midlands Woodwind Quintet in concert Sunday, Dec. 7 in Joslyn's Storz Fountain Court.

Celebrating its 10th anniversary season, Bagels and Bach brings the best of two worlds together — mouth-watering bagels and Joslyn's famous muffins topped by a choice of spreads and music that is not necessarily Bach. The programs are held the first Sunday of each month.

Brunch is served beginning at 10:30 a.m. The concert follows at 11:15. Admission for Joslyn members is \$6 for adults and \$3 for children under 12. General public admission is \$7.50 and \$4. The price includes all the bagels and muffins one can eat.

A performing ensemble of the Omaha Symphony and the Midlands Woodwind Quintet is dedicated to technical and musical excellence. Comprised of the Omaha Symphony's principal flute, oboe, clarinet, bassoon and horn players, the group performs throughout the region in concerts and workshops.

The Midlands Woodwind Quintet players include Barbara Leibundguth, flute; John Ashley Warren, clarinet; Brian Ventura, oboe and English horn; David Sogg, bassoon; and Margaret Robinson, horn.

Hosting the Quintet's Joslyn concert will be Lite 96/KEFM Radio personality Dave Wingert.

Bagels and Bach is supported in part by grants from United Arts Omaha and the Nebraska Arts Council.

The next Bagels and Bach program features violinist Richard Lohmann and pianist David Abbott in concert Jan. 4.

For more information, people can call Joslyn Art Museum at 342-3300.

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## State of the Arts

Compiled by  
Stew Magnuson  
Staff Reporter

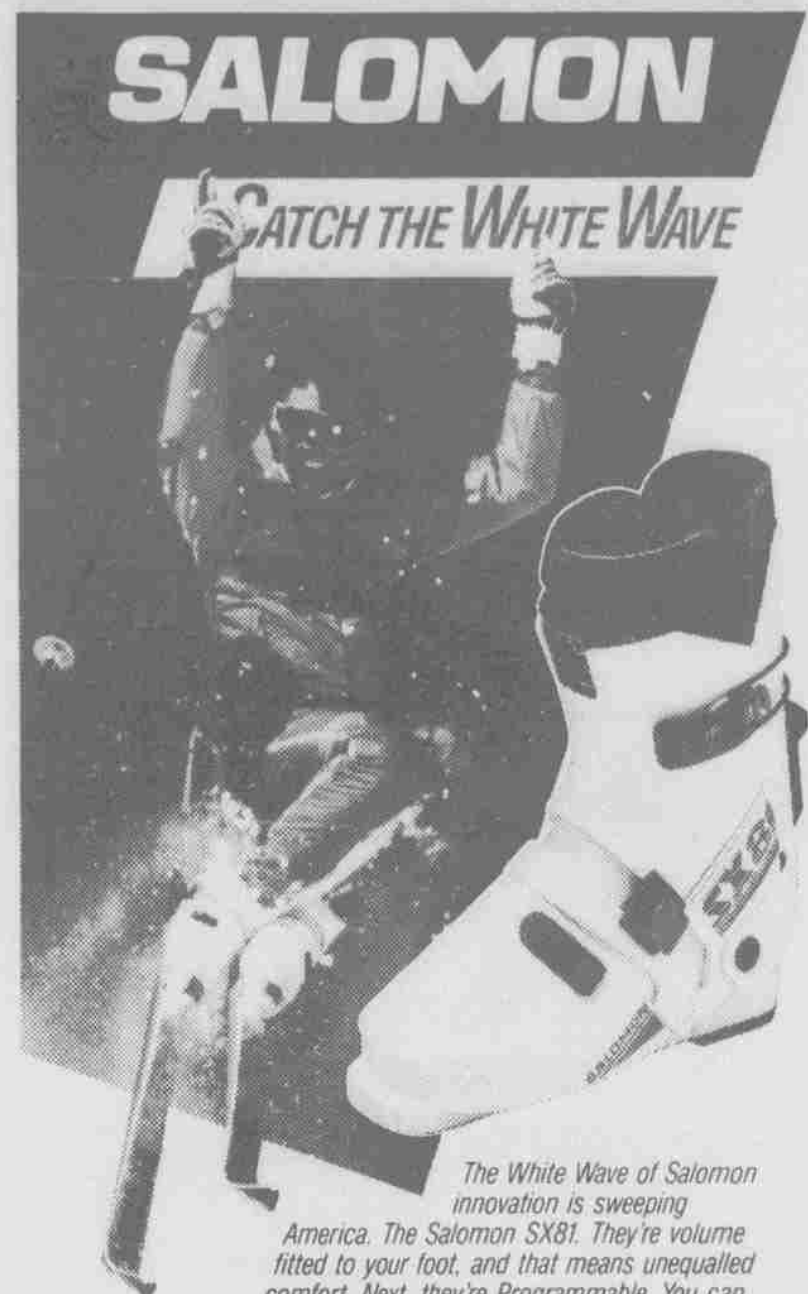
Georgia Satellites also have cancelled their show at the Drumstick tonight.

### On TV:

"Hill Street Blues" fans should remember that the multi-award winning show has moved from its long-time spot on Thursday nights to Tuesday nights at 9 p.m. on channel 6.

### Cancellations:

I've never seen so many cancellations in a semester before. The latest show to be cancelled is tonight's Wallets performance at The Zoo. Jason and the Scorchers and the



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