

# Make Way for Uncle Noname

His name is Wally Amos, and he built a \$100 million business selling his *Famous Amos Cookies*.

Through a series of unfortunate circumstances, he lost his business. He went from fame and fortune to a debt level of \$1 million. Even worse, he lost the right to use the name he made famous.

He did not, however, lose the things that made him successful in the first place. He maintained his sense of humor and his outgoing, optimistic, confident nature. As might be expected, he bounced back big-time.

He started a new venture under the name of *Wally Amos Presents Chip & Cookie*. *People* magazine did a story, and Fitz & Floyd made a *Chip & Cookie* jar. J.C. Penney marketed *Chip & Cookie* dolls.

Everyone was delighted at Amos' comeback. Everybody, that is, but the new owners of *Famous Amos*. A lawsuit resulted, and once again, he was put out of business. Amos acknowledged that he got famous and rich and paid a price for it.



But in 1994, Lou Avignone heard Amos on a radio talk show and, inspired by his story of early business success, contacted Amos. The two became partners in launching. The company focused on fat-free, nutritious muffins. *Uncle Noname* ultimately became *Uncle Wally's Muffin Company* in 1999. The muffins are sold in more than 3,500 stores nationwide.

Wally Amos is the classic example of a man who gets up again and again.

The old saying that a person who won't be beat can't be beat is certainly true of "Uncle Noname."

All of us have challenges of one sort or another in our lives. We can take heart from his story.

*But you, take courage! Do not let your hands be weak, for your work shall be rewarded* (2 Chronicles 15:7 ESV).

– Beecher Hunter