



Signing copies of his book, *The Man With No Name: Turn Lemons Into Lemonade* keeps Wally Amos busy after each speaking engagement. The book tells the story of how Amos, the founder of the [Censored] Cookie Company lost everything, including his name—and turned adversity into opportunity.



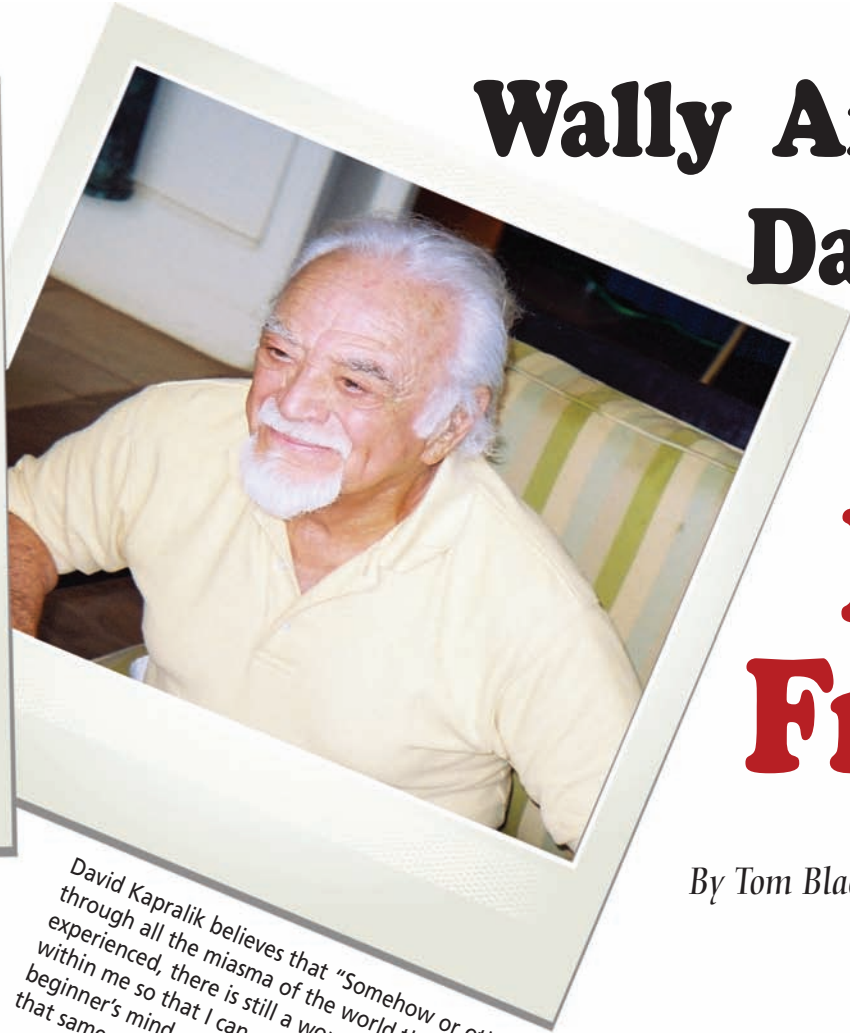
Wally Amos and David Kapralik (L) have been friends for more than 40 years. Starting as acquaintances in New York's music scene in the 1960's and deepening after both had independently moved to Hawaii. Kapralik to Maui and Amos to Oahu. Wally Amos is holding "Chip" and "Cookie" the namesakes of his new chocolate cookie company.

**W**ally Amos is sitting on a small couch, a love seat really, in a quiet alcove at the Hyatt Hotel in Ka'anapali where he has just finished a luncheon speaking appearance before an organization of State Auditors, followed by a book signing. A floor to ceiling window behind him casts an apparently random collage of shadow and light on the carpet. Next to him is David Kapralik his friend of more than 40 years, going back to their days of working in the New York music scene.

Amos was the first African-American talent agent hired by the William Morris Agency. Kapralik had been mentored in his early career by Mitch Miller, perhaps best known to the general public as a successful recording artist and through his *Sing Along with Mitch* TV show that aired from 1961-1964. But, from 1950 to the early 1960's Miller had a major impact on popular music culture as the head of A&R (Artists & Repertoire) at Columbia Records.

Two successful men, both continuing on a personal journey of exploration and growth, "Old friends," as Simon and Garfunkel might have sung, who "sit on their park bench like bookends..." Men who have shared the excitement of a dynamic period in American popular music, rose in their careers, suffered business reverses, struggled to find faith in more than themselves, and arrived in Hawaii independently of each other, David on Maui and Wally on Oahu, but arriving here because as Wally Amos says, "It was meant to be, otherwise it wouldn't have happened."

It was their friendship that had initially drawn me to this story. Wally Amos is famous for his chocolate chip cookies and widely respected for his past and current work to promote literacy. But, if he had only been a successful agent and a successful cookie maker it's my guess that at age 71 he would be relaxing, making personal appearances, and living off the money made from selling sugar, butter, chocolate and flour.



# Wally Amos & David Kapralik: A Famous Friendship

By Tom Blackburn-Rodriguez

David Kapralik believes that "Somehow or other, through all the miasma of the world that I've experienced, there is still a wonder filled child within me so that I can experience things with a beginner's mind at times and I believe Wally has that same quality."

But, it did not happen like that and because it did not happen like that Wally Amos is a different man today, one that remains curious about himself, open to others, one who believes the past cannot be changed and the future does not exist. That we only have the now—the moment—in which to live and in so doing participate fully in our life.

## Friendship

It is impossible to know the depth of the friendship between Wally Amos and David Kapralik in the short time we spent together. There is a great love between these men and a sense of more between them than could be shared intimately with a new comer to the expanding circle, one who interviews and asks questions.

It may have been that tragedy had struck both of these men during their lives. Tragedy, not in a bad thing happening to someone, but tragedy in the original sense of the word, of hubris, pride, self-assurance, great success, over-reaching, excess and then loss.

That experience, although at different times and in different circumstances for each one of them, might have been what brought about a tenderness and a caring that passed between them as they spoke. The kind of caring that is unspoken and doesn't offer advice in the face of great personal pain. Caring that is patient and can be trusted with the quiet stories of your life.

This was no secret. Wally Amos chronicles his life and its challenges in his book *The Man with No Name.* For those who write and research, David Kapralik's story will appear as one less told publicly, but which surfaces briefly in articles about him during the time he was an agent and handled groups such as Sly and the Family Stone, among

others. A musically creative band that was notorious for heavy drug use and missing concert dates.

But, here was the thing. There was no sorrow in the afternoon. No “should have and could have” filled the air. There was, instead a joyful playfulness that spilled out like a spring that had to burst forth to join a stream, and then a river, and finally to merge with an equally joyful and playful sea in its wide circling journey to new lands and familiar places.

Did I mention the kazoos that both men wear around their necks? Did I mention the watermelon hat and shoes that Wally Amos wears? Did I mention that periodically, for no apparent reason, as I tried to ask “serious” questions, both men would put a kazoo to their lips and blow on them as if they were the boys in *A Child's Christmas In Wales*, blowing their whistles loud enough to blow their rivals “off the face of Christmas?”

“We both like kazoos,” said Wally Amos. “I love it because it’s part of who I am and it gives me a fun way to communicate with people.”

*Why the watermelon hat and shoes?*

“I was walking on the beach,” said Amos, “and thinking about stereotypes. The one that is most prominent in my life is Blacks and watermelon. I thought that’s really silly to be defined by a fruit, your character, your essence of who you are being defined by a fruit...A stereotype, as I see it, is someone’s else’s opinion of who you are. I believe that each of us must decide for ourselves who we are and live from that truth. So I wrote a book called *Watermelon Magic: Seeds of Wisdom, Slices of Life*, and the book is about choice.”

## **Joyful Guys**

*“You both have lived lives that have been up and down, in and around—but sitting here this afternoon I see two pretty happy guys. Why is that?”*

“It’s true, answers Wally Amos, “joyful guys.” “Because why not?” he continued. “We’ve had experiences that have strengthened us, that have given us the real meaning of joy, but more importantly whatever has happened to us has happened to us. We’re not involved in those experiences today; we’ve risen to a higher plateau. We are alive today and we both live in Hawaii.”

“Whatever has happened to us, whatever has happened to me got me to Hawaii. Life is like a mathematical equation. If you change any part of the equation then you change the answer. It’s like I told the audience today when I spoke, ‘This moment is the culmination of every breath I’ve ever had, every thought I’ve ever had, every experi-

ence I’ve ever had, everything is all right here, right now, and thank God you can’t change any of it because if you could I don’t know where I’d go off to, I don’t know what that would be—and I will never know so I don’t even spend anytime hypothesizing on where I was going and something that could have happened, it’s nothing, it doesn’t mean anything,” he said.

*What about tomorrow?*

“There is no tomorrow,” Amos replies. “It’s a word. It’s not a place you can live in. The same with yesterday, you can’t visit yesterday, you can’t visit tomorrow. The only time—real time—as David often says, is right now. This is the only time there is, so why not live this second to the absolute fullest because there is nothing but right now,” he said.

*David, did you always have a similar philosophy or is that something you grew into?*

“Something I grew into it,” he said quietly.

“Something we both grew into,” said Wally. “I didn’t have that philosophy. I was always waiting for tomorrow. I’m going to be a big time manager. I’m going to be a big time agent. I’m going to do this and I’m going to do that.”

“And at one point,” he continued, “I realized that I was living in the present and that I was never accomplishing anything, it was always what I’m gonna do and so I missed so much of my life because I wasn’t present when it happened. I was waiting for something else to happen and I missed so much of my life,” he laughed.

Wally and David’s friendship that had begun in New York waned when both men worked on separate coasts. But, it was rekindled when Kapralik moved to Los Angeles and began hearing about Wally Amos and his chocolate chip cookies.

“Fast forward, you’re in L.A. now,” said David. “You’ve opened up your first cookie shop. I’m living up in the Hollywood Hills. I’m reading about Wally Amos, Famous Amos, and his cookie shop just down the hills from where I’m living. So, I go down there. Behind the counter I see him and the rest is history.”

“We reconnected then, but I think for me,” Wally said, “We really reconnected over on Oahu at Paradise Gardens, at that time David had his Proteas and onion farm. I was speaking to a group of people there and he came up and I didn’t know who he was at first because I hadn’t seen him in so long.”

“I had this memory of David as this dapper guy, clothes, suits, no goatee, smoking these long little thin cigars,



PHOTO CREDIT: Dana Edmunds. There is no tomorrow," said Amos. "It's a word. It's not a place you can live in. The same with yesterday, you can't visit yesterday, you can't visit tomorrow. The only time—real time—as David often says, is right now. This is the only time there is, so why not live this second to the absolute fullest because there is nothing but right now."

Sherman 45 cigars. So I had this image and this guy, this farmer, comes up to me and I said 'David!' and we hugged and we've been hugging ever since."

For David, Wally Amos is a minister of life affirmation that is expressed in many modalities. "Positivity, enthusiasm, and it's not something he is preaching alone. He walks the walk."

That enthusiasm is something that David recalls seeing in Amos when they knew of each other in New York, and which he believes was key to successfully representing their clients. "We both found ourselves in companies that put a premium on genuine enthusiasm," David said. "Because with that, behind that enthusiasm, was the push, the drive, pushing his talent, mine pushing my artists, my records, from a very genuine place. Not how much money was I going to make from it, although that's always a factor, but that's not what propels you, it's your love for your product."

"And your respect for your product also," added Wally. "I always felt as an agent when someone would come to me and ask me to represent them that's a huge responsibility,

here's someone giving me their life saying, 'I want you to help me build my career,' that's a major major responsibility," he said. "I never took that lightly."

### **Spiritual Awareness**

Today, Wally Amos is in demand as an inspirational speaker and has his time filled with Chip & Cookie Handmade Cookies, and the Chip and Cookie Store in Kailua, Hawaii. It is planned that ten percent of the profits from the Chip & Cookie Company will be used to support Amos's Read It LOUD! Foundation that promotes parents reading to their children daily for as little as ten minutes. The work of the Foundation is designed to improve parenting and bestow on a child the gifts of love, language, imagination and a promising future. More information on the work of the foundation and its innovative literacy project in Savannah, Georgia, can be found at [chipand-cookiereaditloud.org](http://chipand-cookiereaditloud.org).

Wally Amos dates the beginning of his greater spiritual awareness to 1978 when he began to become what he calls "a little enlightened." One of his influences was Jerry Jampolsky, the author of *Love is Letting Go of Fear* who has



# Read Out LOUD!





Wally and Honolulu Mayor Mufi Hanneman sharing with the students.

taken his message of practical spirituality throughout the world. Another major influence came into play when Amos began attending the Unity Church of Hawaii on the slopes of Diamond Head.

"I started going to that church," he said. It just began to change my perspective. It changed my belief system. It grounded me. It gave me something to believe in. It was there that I saw Jerry Jampolsky and I remember watching him and thinking, 'My God, this man is so transparent. What you see is what you get.' His book about letting go of fear was really going and he is as consistent today as he was then. He has taught me so much and it was seeing his authenticity and those teachings that really began to resonate with me. So it was through Unity that I began to develop a spiritual belief."

For David, that spiritual awareness came first from his own life experiences, including what he has referred to "As the darkest night of my soul," when a baby Pink Hippopotamus saved his life with a "big, fat, juicy kiss." A kiss that may have been real or myth, but which helped him eventually to move to Maui and start a successful Proteus and onion farm that he ran for 15 years before closing the business.

David recalls his decision to move to Maui. "I had my mind blown at Charley Young's Beach. Post-Pink Hippopotamus, friends brought me to this place called

Maui. They took off to go to Hana for the day. I was alone in my room at the Pioneer Inn and the desk clerk told me about Makena Beach. I went to Makena Beach and spent a miserable half hour in the sun only living in the past, and the drama and the melodrama that I had just come out of back on the mainland. I picked myself up from the beach, got in my car, and started mindlessly filled with angst, driving back to the Pioneer Inn and then L.A. and everything I had come from."

"Suddenly, to get my mind off of what was turmoiling in there, I started reading street signs and the Hawaiian language is mellifluous. My eyes were seeing these words that I was repeating to myself when suddenly I came to a sign that stopped me cold."

"I stopped the car," he went on. "I turned it around. I saw I-l-i-i-l-i. A word composed only of straight lines, no curves. I looked at it, got back into my car, and all the way back to the Pioneer Inn I kept repeating it over and over again and my life has never been the same."

*Why have you two remained friends over the years, reconnected, and you obviously still have this tremendous affection for each other?*

"We have no expectations of one another. We're just here to serve one another and have fun. We both love laughing. We both love the same things. We both love inspirational

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# real estate stats

## Land Year To Date Sales Information

Comparing 1/1/2007 thru 10/31/2007 with 1/1/2006 thru 10/31/2006

Area	Number of Sales				Average Sales Price			Median Sales Price			Total Dollar Volume		
	Current YTD Sales	Year Ago YTD	Changes Units	%	Current YTD Average	Year Ago YTD Average	Percent Change	Current YTD Median	Year Ago YTD Median	Percent Change	Current YTD Volume	Year Ago YTD Volume	Percent Change
Central	64	44	20	45%	\$438,178	\$532,132	-18%	\$340,000	\$404,500	-16%	\$28,043,390	\$23,413,820	20%
Haiku	14	16	-2	-13%	\$716,214	\$772,492	-7%	\$475,000	\$700,000	-32%	\$10,027,000	\$12,359,870	-19%
Hana	2	3	-1	-33%	\$480,000	\$780,000	-38%	\$480,000	\$765,000	-37%	\$960,000	\$2,340,000	-59%
Kaanapali	19	43	-24	-56%	\$868,447	\$843,479	3%	\$750,000	\$800,000	-6%	\$16,500,500	\$36,269,600	-55%
Kahakuloa	1	4	-3	-75%	\$499,000	\$630,000	-21%	\$499,000	\$610,000	-18%	\$499,000	\$2,520,000	-80%
Kapalua	12	12	0	0%	\$1,908,333	\$2,096,167	-9%	\$1,625,000	\$1,742,500	-7%	\$22,900,000	\$25,154,000	-9%
Kaupo	0	2	-2	-100%	\$0	\$1,582,500	-100%	\$0	\$1,582,500	-100%	\$0	\$3,165,000	-100%
Keanae	0	2	-2	-100%	\$0	\$199,500	-100%	\$0	\$199,500	-100%	\$0	\$399,000	-100%
Kihei	13	10	3	30%	\$880,635	\$1,565,500	-44%	\$675,000	\$782,500	-14%	\$11,448,250	\$15,655,000	-27%
Kipahulu	0	1	-1	-100%	\$0	\$1,550,000	-100%	\$0	\$1,550,000	-100%	\$0	\$1,550,000	-100%
Kula/Ulupalakua/Kanaio	11	21	-10	-48%	\$960,364	\$2,309,714	-58%	\$550,000	\$580,000	-5%	\$10,564,000	\$48,504,000	-78%
Lahaina	18	17	1	6%	\$1,539,778	\$1,082,861	42%	\$1,475,000	\$1,075,000	37%	\$27,716,000	\$18,408,635	51%
Lanai	3	1	2	200%	\$583,333	\$660,000	-12%	\$645,000	\$660,000	-2%	\$1,750,000	\$660,000	165%
Makawao/Olinda/Haliimaile	1	6	-5	-83%	\$525,000	\$581,917	-10%	\$525,000	\$532,500	-1%	\$525,000	\$3,491,500	-85%
Maui Meadows	0	2	-2	-100%	\$0	\$815,000	-100%	\$0	\$815,000	-100%	\$0	\$1,630,000	-100%
Molokai	24	20	4	20%	\$203,729	\$375,725	-46%	\$98,750	\$312,500	-68%	\$4,889,500	\$7,514,500	-35%
Nahiku	0	2	-2	-100%	\$0	\$1,310,000	-100%	\$0	\$1,310,000	-100%	\$0	\$2,620,000	-100%
Napili/Kahana/Honokowai	3	2	1	50%	\$749,000	\$573,500	31%	\$565,000	\$573,500	-1%	\$2,247,000	\$1,147,000	96%
Olowalu	2	3	-1	-33%	\$1,395,000	\$1,225,667	14%	\$1,395,000	\$1,295,000	8%	\$2,790,000	\$3,677,000	-24%
Pukalani	1	2	-1	-50%	\$375,000	\$412,500	-9%	\$375,000	\$412,500	-9%	\$375,000	\$825,000	-55%
Sprecklesville/Paia/Kuau	2	1	1	100%	\$909,500	\$600,000	52%	\$909,500	\$600,000	52%	\$1,819,000	\$600,000	203%
Wailea/Makena	7	13	-6	-46%	\$2,882,143	\$1,743,923	65%	\$2,800,000	\$1,250,000	124%	\$20,175,000	\$22,671,000	-11%
<b>Maui Summary:</b>	<b>197</b>	<b>227</b>	<b>-30</b>	<b>-13%</b>	<b>\$828,572</b>	<b>\$1,033,370</b>	<b>-20%</b>	<b>\$565,000</b>	<b>\$694,892</b>	<b>-19%</b>	<b>\$163,228,640</b>	<b>\$234,574,925</b>	<b>-30%</b>

REALTORS Association of Maui - [www.RAMaui.com](http://www.RAMaui.com)  
data - Information deemed reliable, however not guaranteed

## Wally Amos & David Kapralik: A Famous Friendship

(continued from page 25)

messages. We both love the kazoo," said Amos.

"Somehow or other, through all the miasma of the world that I've experienced there is still a wonder filled child within me so that I can experience things with a beginner's mind at times and I believe Wally has that same quality," David added.

It's a great gift," said Wally. "He (David) is a child at heart. He is spontaneous. He laughs at the drop of a hat. He loves animals. He loves kids. He loves old people. That's who he has become. He wasn't always that person, but through life's experiences that's who he has become."

At that point David offered up a song that summed up his life philosophy. I moved the microphone closer to catch his voice.

"I don't know where I'm going," he began to sing. "And that's OK with me. Because I know there's something moving, stirring up my destiny. I don't know if I'm creating it or if it's creating me, if it's really real in real time or virtual reality. I don't know where I'm going, or who is going with me. Spinning around in the heavens in a cosmic synergy..."

And then the interview was over. A tale of two men, two journeys, and one friendship played out over four decades to the sounds of a wild kazoo and much laughter. A friendship that remains intact, "spinning in the heavens in a cosmic synergy."

Editors Note: Learn more about Chip and Cookie and the Read It LOUD! Foundation at [wallyamos.com](http://wallyamos.com), [chipandcookie.com](http://chipandcookie.com), and [chipandcookiereaditloud.org](http://chipandcookiereaditloud.org). **REMS**