

# FINE

# Success

Forever Inspired, Never-Ending

August 2013

## 1 Year ANNIVERSARY SPECIAL ISSUE

### JAMEE NATELLA

### BELIEVED IN HER DREAM & WENT FOR IT!

### Are Bad Laws Promoting Racial Oppositions?

### PLUS: THE IMPORTANCE of HYDRATING



[FINESUCCESSMAG.COM](http://FINESUCCESSMAG.COM)

\$4.99

# FINE Success Magazine

## Founder and Editor In Chief

Vikki Hankins

## Publisher

A4J Publishing

## Staff Writer

Kimberly Moore

## Contributors

Suzette Hinton

Garry Jones

Judith Morris

Dawn Michelle Hardy

## Editorial Photographer

Rozel Alcid

## Advertising

Garry Jones

## Cover Design & Layout

Vikki Hankins

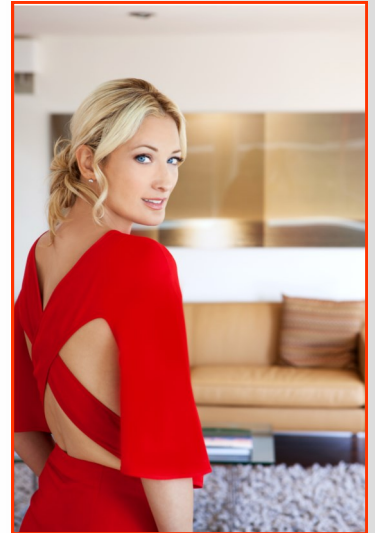
## LETTERS TO THE EDITOR

.....  
Please include the writer's name, city/state/country, email address and daytime phone number. Letters may be edited for clarity and space. MAIL: FINE Success Letters, P.O. Box 1101, Orlando, FL 32802

EMAIL: [editor@finesuccessmag.com](mailto:editor@finesuccessmag.com)

## TERMS OF SUBMISSION

By submitting anything to FINE Success in any format, written or otherwise, you agree that: 1. Your submissions and their contents automatically become the property of A4J Publishing, without compensation to you; 2. Fine Success may use or redistribute the submissions and their contents for any purpose and in any way; and 3. There is no obligations to keep any submissions confidential.



Jamee Natella

Blueyed Pictures

## SUBSCRIBE

Save 25%  
Off the Cover Price

1 YEAR \$24.00 (12 issues)

[www.finesuccessmag.com/  
subscriptions/](http://www.finesuccessmag.com/subscriptions/)

\*Please allow 4–6 weeks for delivery of your first issue.

---

[www.finesuccessmag.com](http://www.finesuccessmag.com)



# Jamee Natella's Blueyed Pictures

## Success at it's Best!

By Kimberly Moore

From the boardroom to the camera lens, Blueyed Pictures has brought us some of the best eye-catching ads and commercials to date. Maybe it was the Lexus commercial during SuperBowl XLVI or Jennifer Lopez's Teeology.com t-shirt campaign that got your attention—whatever the case, at some point you've welcomed the work of Blueyed Pictures into your life.

Headed by founder and CEO Jamee Natella, Blueyed Pictures is a powerhouse in the commercial industry. With offices in Los Angeles, London, and Tokyo and over fourteen years of experience, this award winning company has executed production for just about anything from commercial projects, corporate films, multi-media for PR firms to feature films. Some of the most profitable names in the business have used Blueyed Pictures to promote their business. Secret, Visa, Proctor & Gamble, Olay, Nivea, Dove, Express, and Toyota are just a few of the names on their production resume.

Of course it takes hard work and dedication to make a company of this magnitude successful, how else could it

be done? Take it from someone who has worked hard all of her life, at a young age she traveled an hour from her home in Northbrook, IL to attend one of the best performing arts schools in the country, The Chicago Academy for the Arts. It's no wonder that she landed in Los Angeles and after working behind the camera for world-renowned production companies like Touchstone and Warner Brothers she found her niche and calling—working behind the camera lens. She's learned a lot and what I admire about her is that she doesn't mind sharing her knowledge. "The industry is not for everyone. You have to possess great communication skills, be open-minded with a great attitude and be ready to work loooong hours," tells Jamee.

"Many of the younger talents that I have worked with have a strong sense of entitlement and unrealistic expectations. The entertainment world is very much about flexibility and collaboration. If you feel you have these attributes, then go for it. Tenacity and perseverance play a big part too. Never ever give up on your dream, EVER!" Jamee continued.



Jamee Natella  
CEO Executive Producer  
Blueyed Pictures



“The entertainment world is very much about flexibility and collaboration. If you feel you have these attributes, then go for it. Tenacity and perseverance play a big part too. Never ever give up on your dream, EVER!”

Jamee Natella

Jamee’s company is the ‘go to’ company for a reason. Not only does Blueyed listen to the client’s needs but they collaborate to present the best presentation for their clients. “If it’s a commercial, the advertising agency gives us storyboards and we discuss their creative ideas. We try to enhance the idea and include our production knowledge so that it’s clear on how to execute the boards. Blueyed has a talented roster of directors that we represent exclusively around the world and we deliver excellent production service to our clients,” explains Jamee.

Jamee has one of the best teams in the industry and doesn’t mind recognizing the stars of her staff. “My staff is what makes Blueyed a success, I thank God everyday for having them work with me. We laugh, we have a good time and we really enjoy and respect one another. You have to have

this everyday in your work environment since we spend so much time together”, tells Jamee.

Their creativity is amazingly talented, but honestly it’s the simple things of life that Blueyed Pictures draws from. “It’s important to incorporate and draw from daily experiences. This is where your creativity comes from. However, I also try to educate and draw creativity from the talented people that I come across in the commercial and advertising world,” Jamee commented.

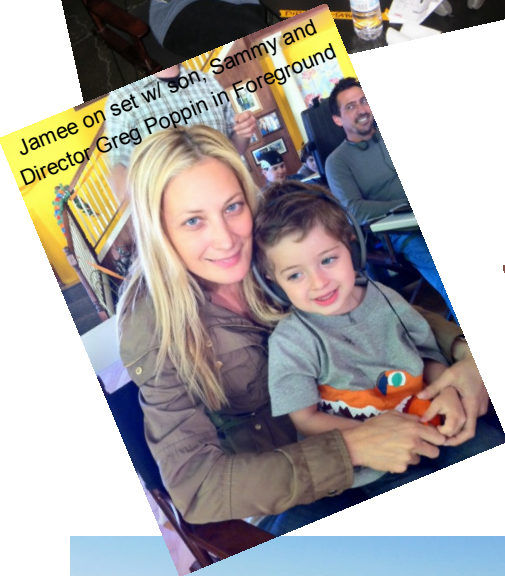
For their Lexus commercial alone, Blueyed received ten Telly awards, one of the greatest awards which honors some of the best film and video productions in the industry. “Awards are helpful --- especially to show around the office and bring in new clients. However, the real reward is knowing that you can achieve great work and make a difference. I feel a sense of great accomplishment after every single project I produce,” adds Jamee.

What’s next for this dynamic company and the Blueyed team? “We just produced the 10<sup>th</sup> Anniversary Toyota Scion campaign which is now airing; we also have an Under Armour commercial airing, directed by the ever-talented Simon Needam. I like to be diverse; I am currently in development on a film project with eOne on which I will serve as the line producer. The next step is for Blueyed to launch our new feature division,” exclaimed Jamee. Blueyed has so much to offer and so much to look forward to, so allow your eyes to be transformed into blue eyes at the launching of their new website:

[www.blueyedpictures.com](http://www.blueyedpictures.com)

Written By Kimberly Moore

At Work



Blueyed pictures®

LA  
LONDON  
TOKYO



**FINE Success**  
**MAGAZINE**  
**CELEBRATES**  
**1 YEAR!**

*Forever Inspired, Never-Ending*

