

ISSUE

08



# VEEFRIENDS



GARY  
VAYNERCHUK

CHRIS  
FASON

fason



# VEEFRIENDS

## VEEFRIENDS #8

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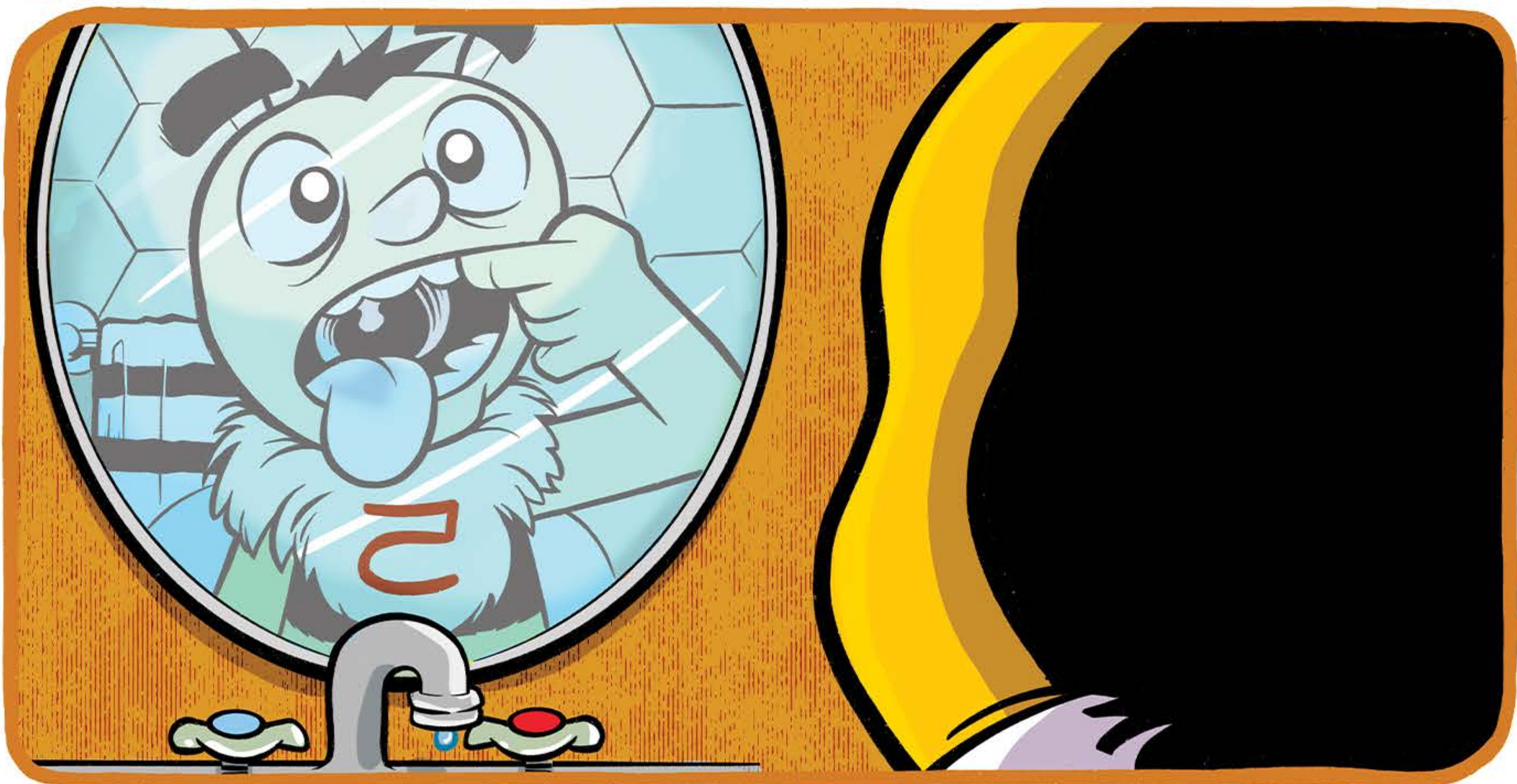
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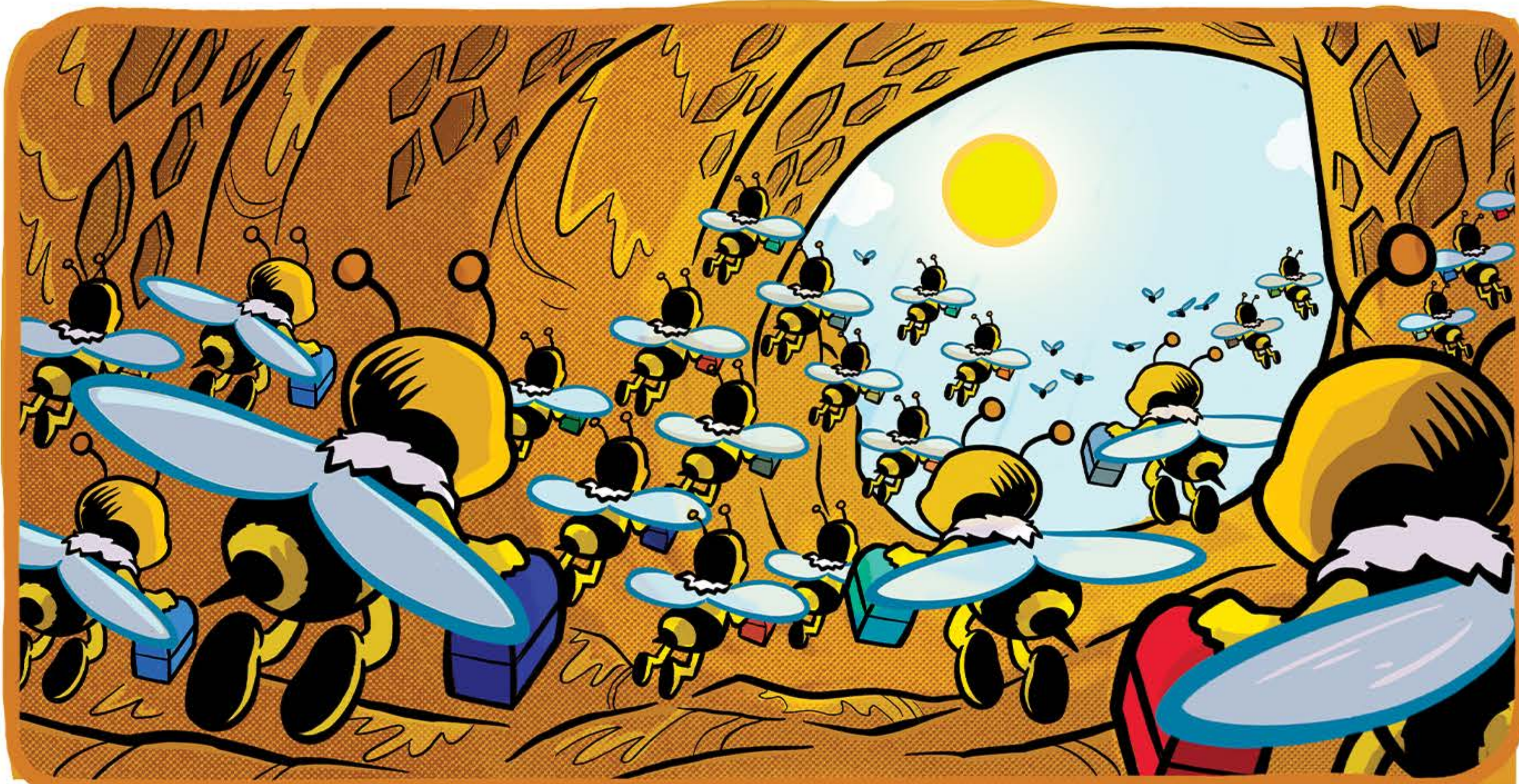








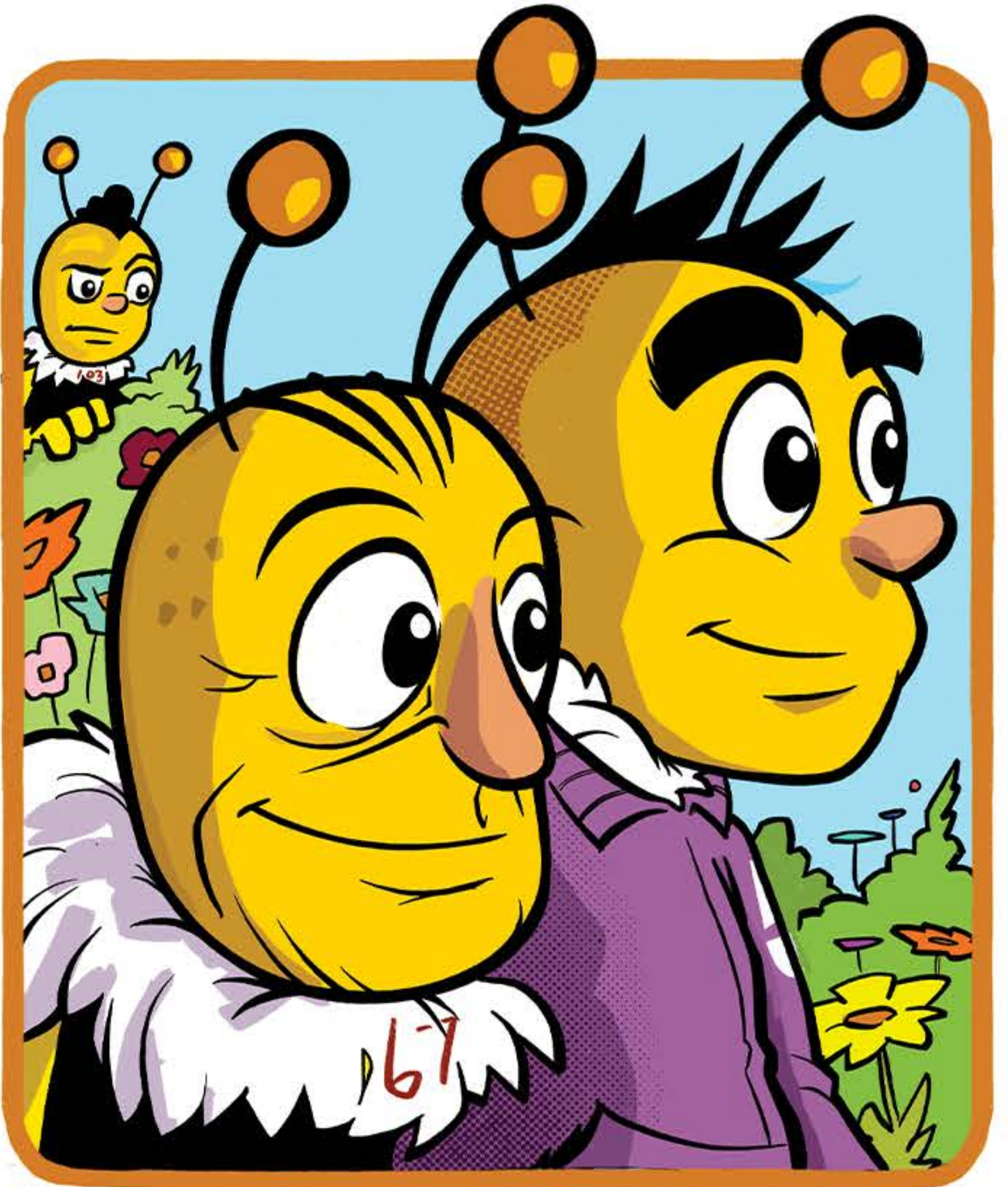








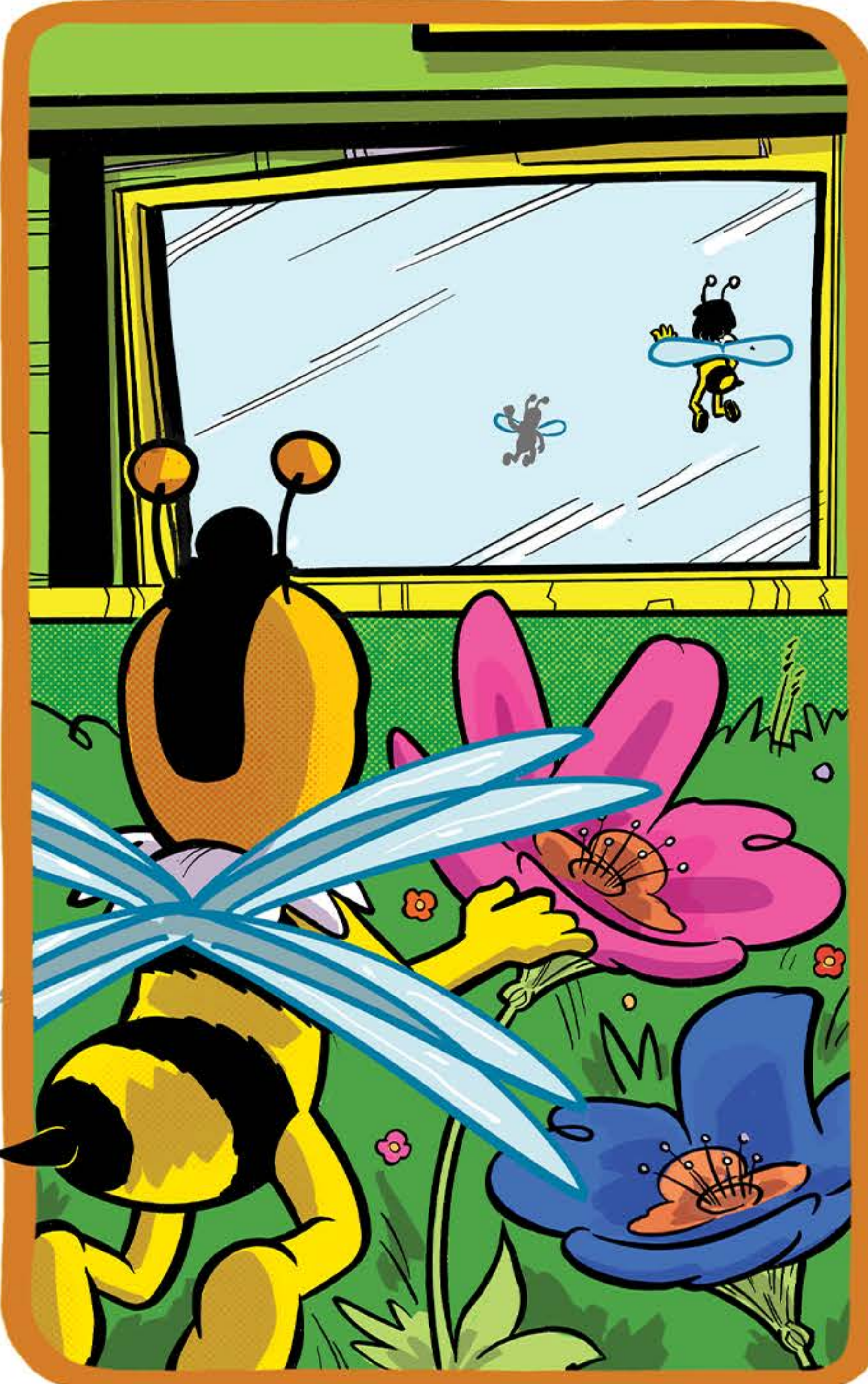




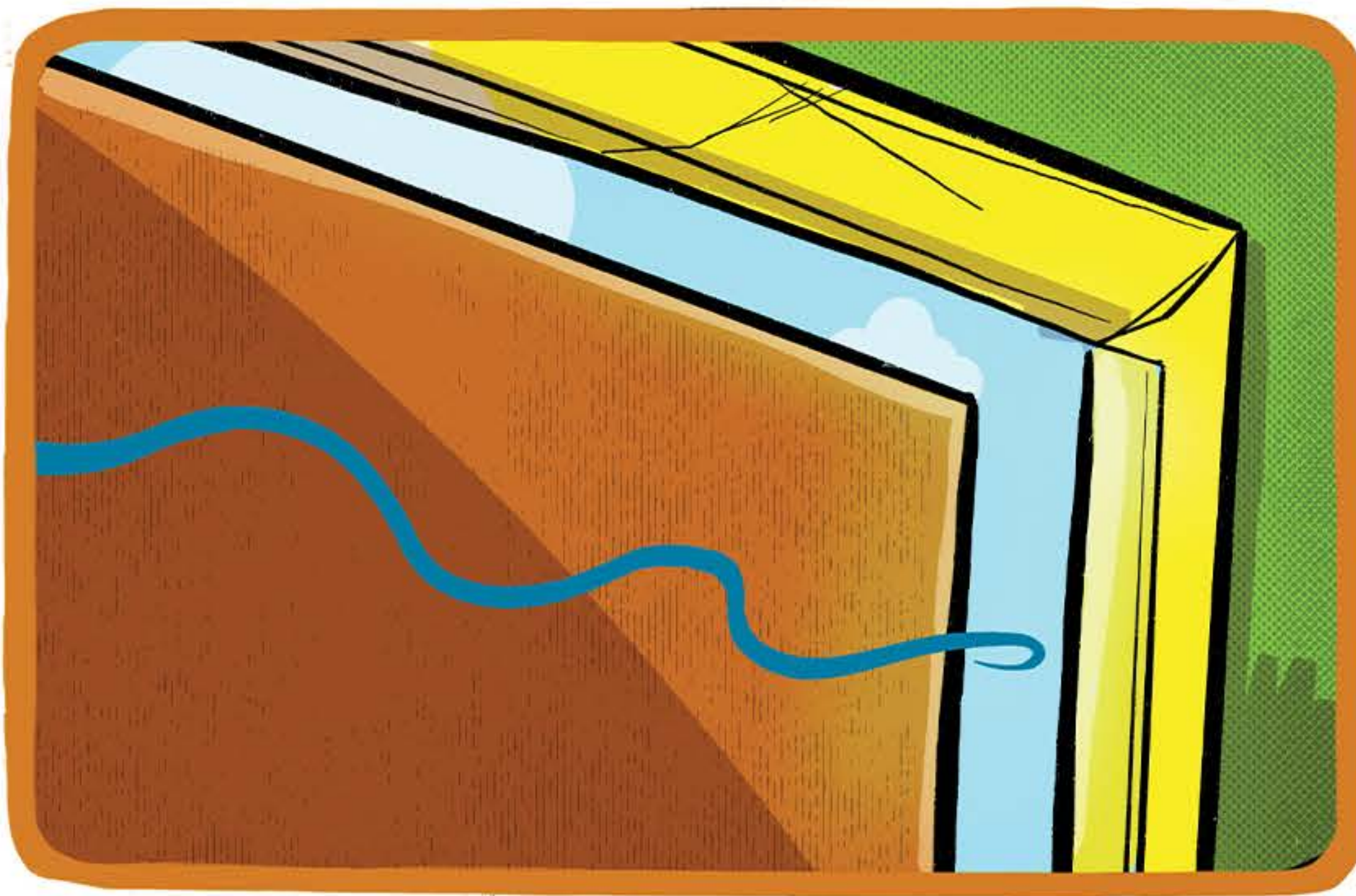












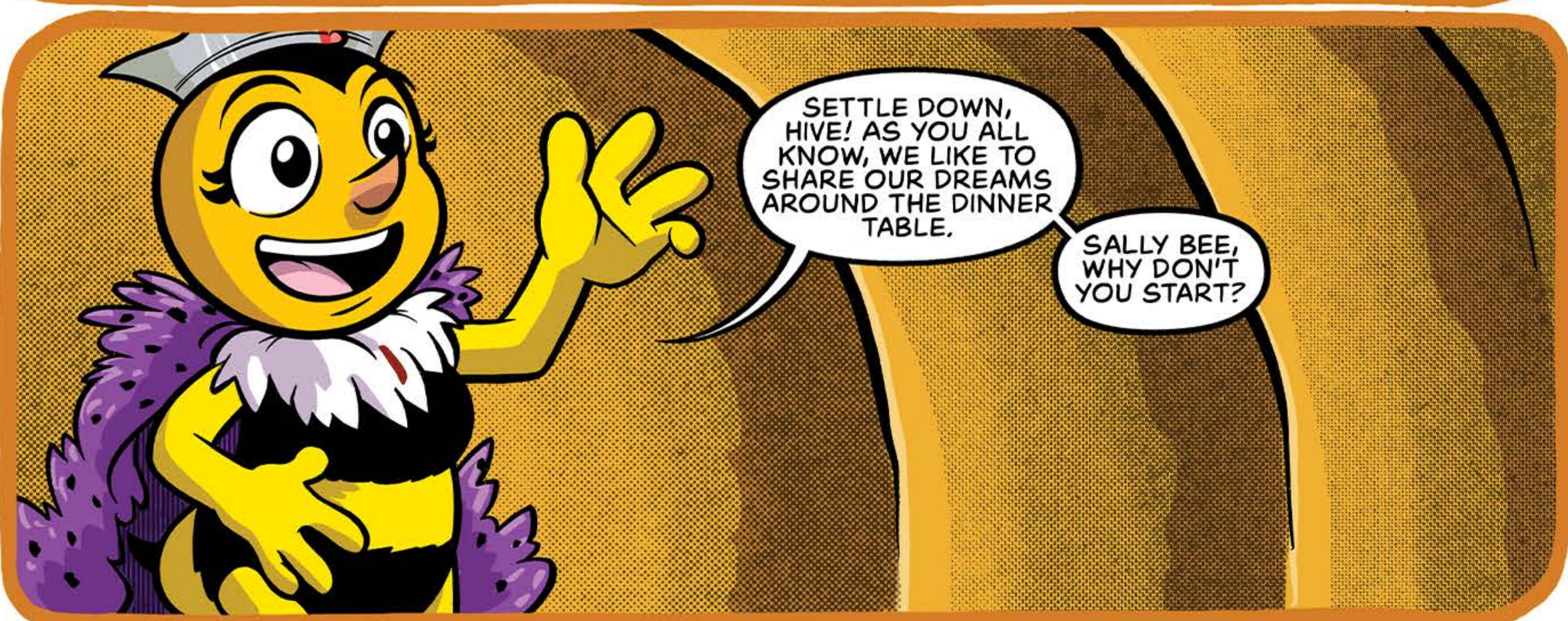
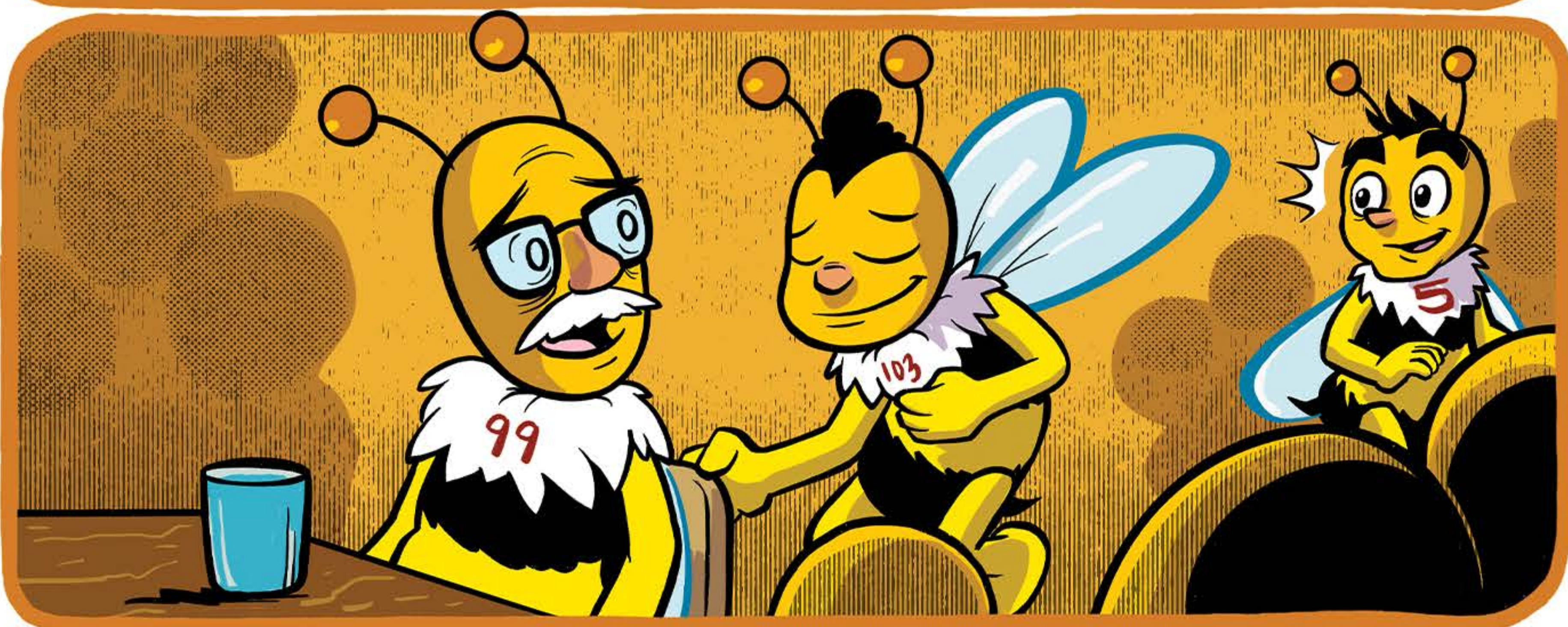
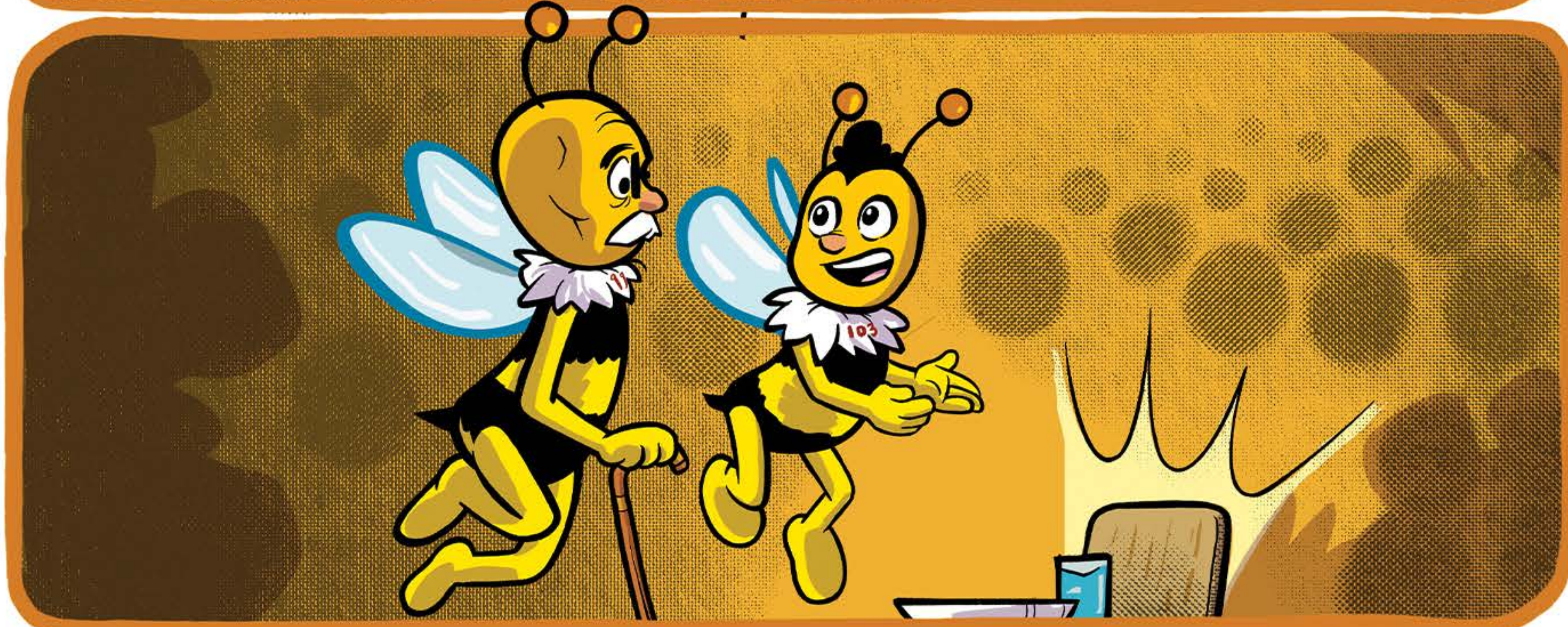








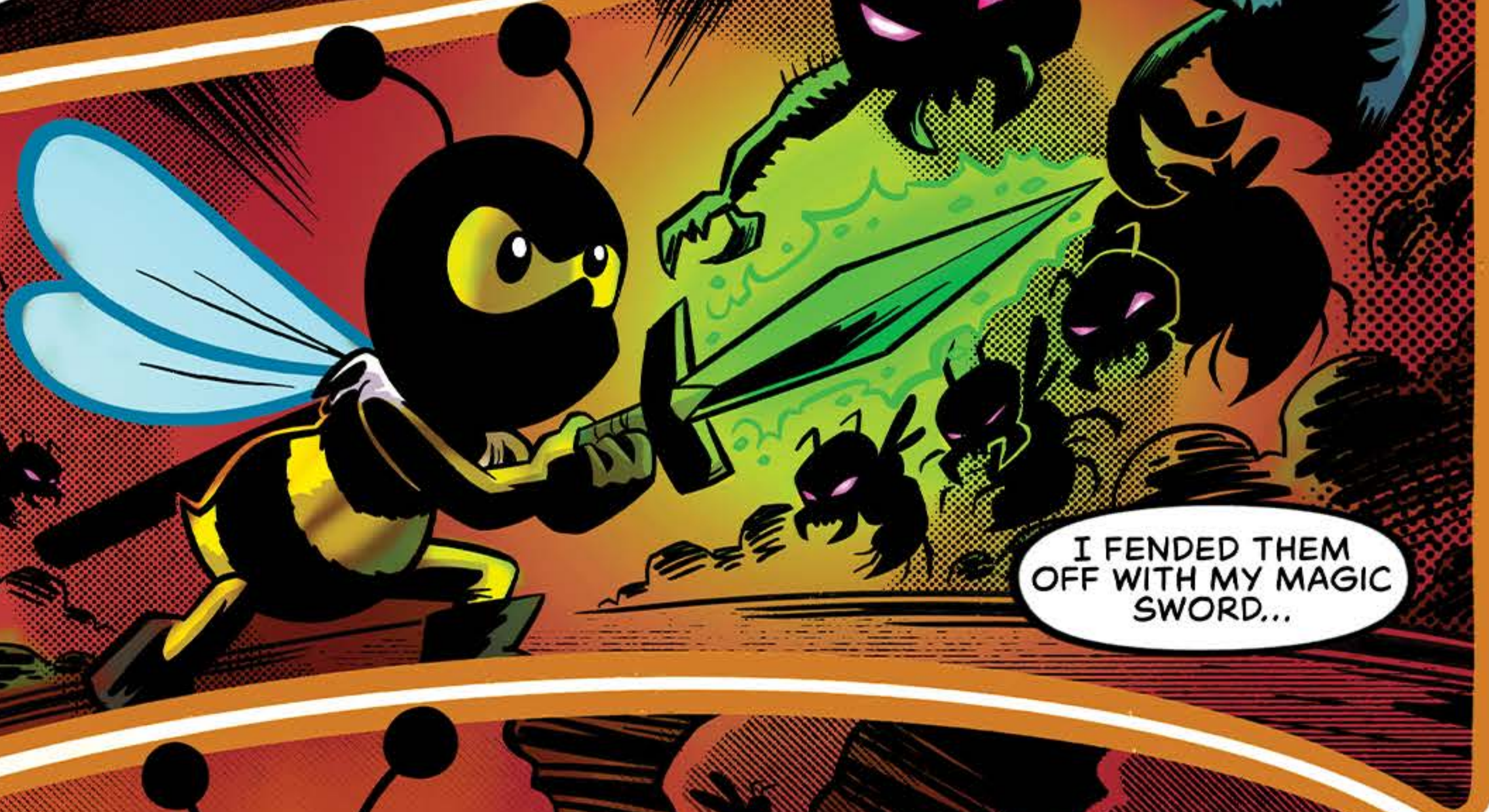
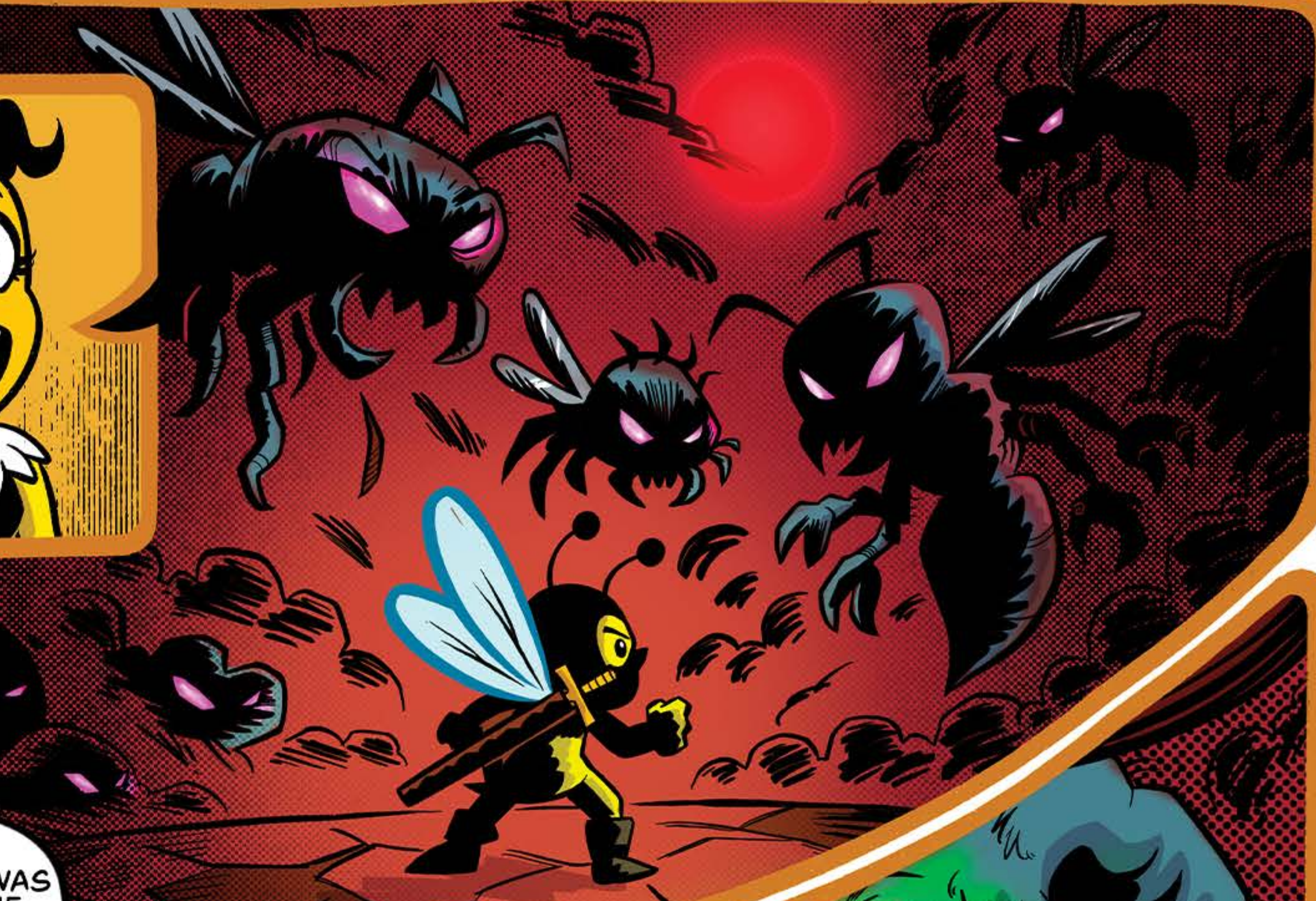








LAST NIGHT, I  
DREAMED THAT I WAS  
A MASKED ROGUE  
FIGHTING AN ARMY  
OF GIANT HORNET-  
BEASTS!



I FENDED THEM  
OFF WITH MY MAGIC  
SWORD...

....AND DEFEATED  
THEIR FIERCEST  
WARRIOR!



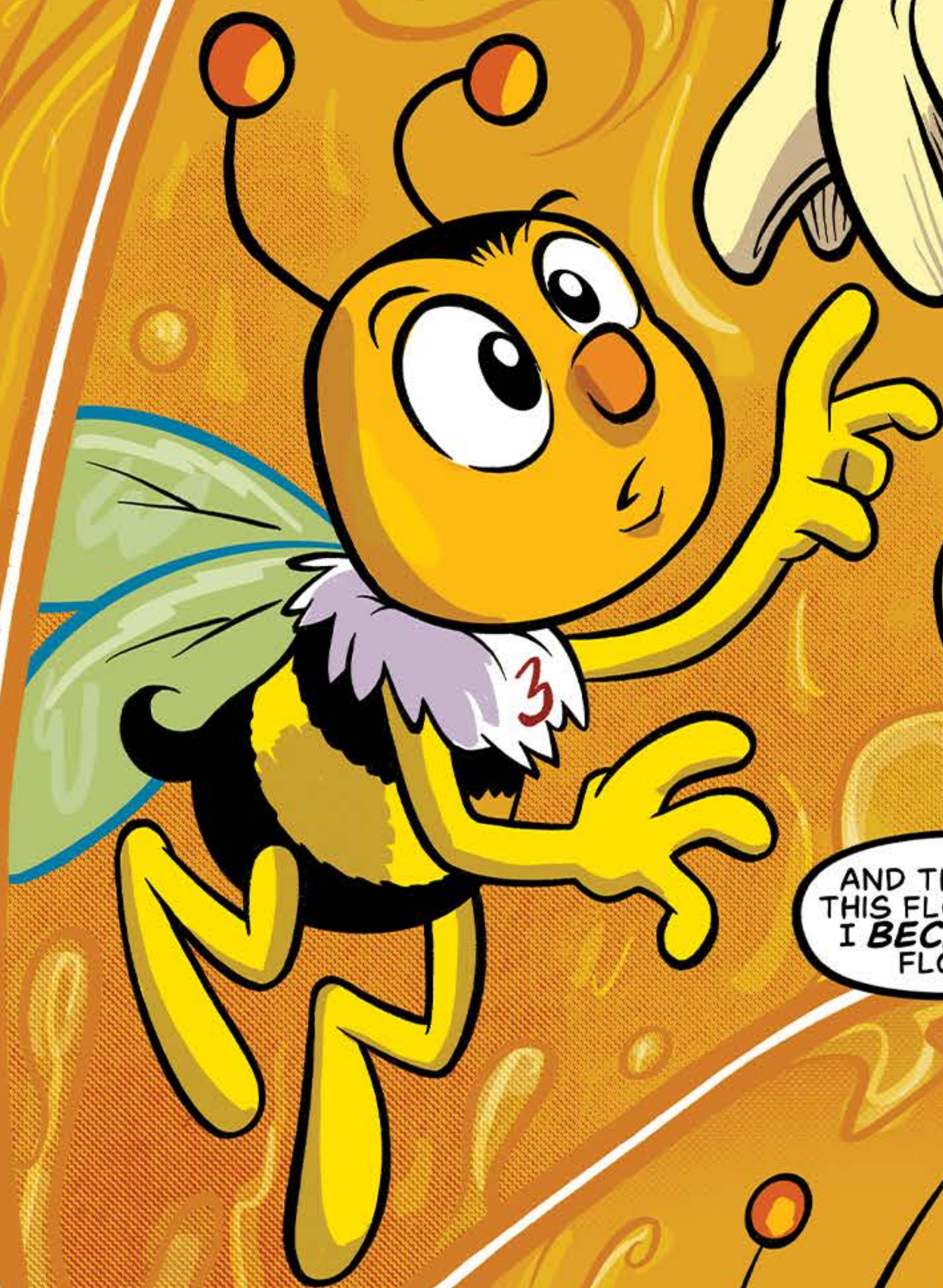
WONDERFUL!  
WHO'S NEXT?







I DREAMED  
THAT I WAS  
SWIMMING  
THROUGH AN  
OCEAN OF  
HONEY...



AND THERE WAS  
THIS FLOWER, AND  
I **BECAME** THE  
FLOWER!



IT WAS  
AMAZING!





I WAS  
ADVENTURING  
THROUGH THE  
JUNGLE...



....AMONG THE  
ANCIENT RUINS OF  
THE FABLED SOUTH  
AMERICAN JEWELLED  
HONEY BEES!



WHERE I  
DISCOVERED A  
HONEY-JEWELLED  
SCEPTER AND RAN  
FROM BOOBY  
TRAPS!

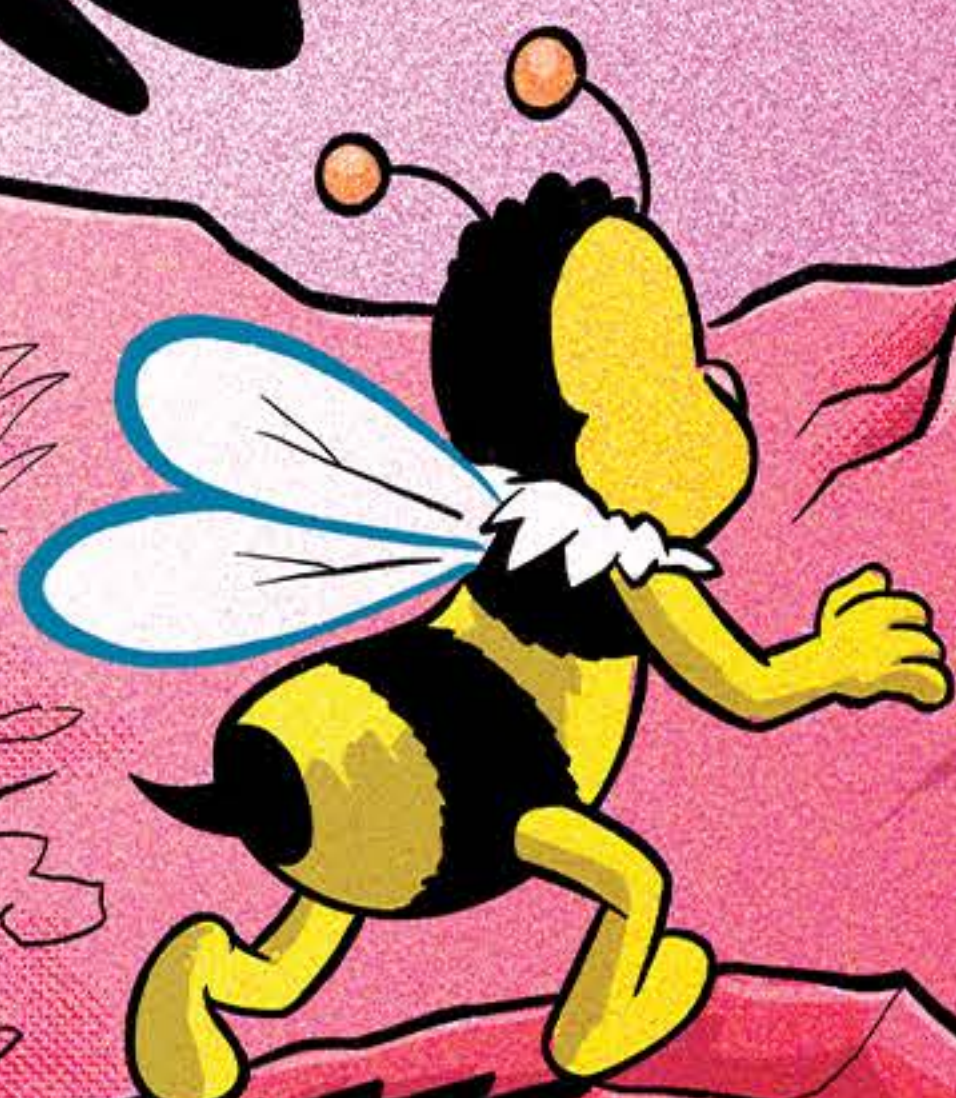


I SHOULD  
PROBABLY  
RETURN IT.





MY DREAM  
FELT LIKE STATIC  
ELECTRICITY!



THERE WAS A  
BUZZING IN THE AIR  
AS I WAS DRAWN  
TO A BEAUTIFUL  
FLOWER IN A VAST  
TECHNICOLOR  
WASTELAND...

AND JUST AS  
I GOT CLOSE  
ENOUGH TO  
TOUCH IT...

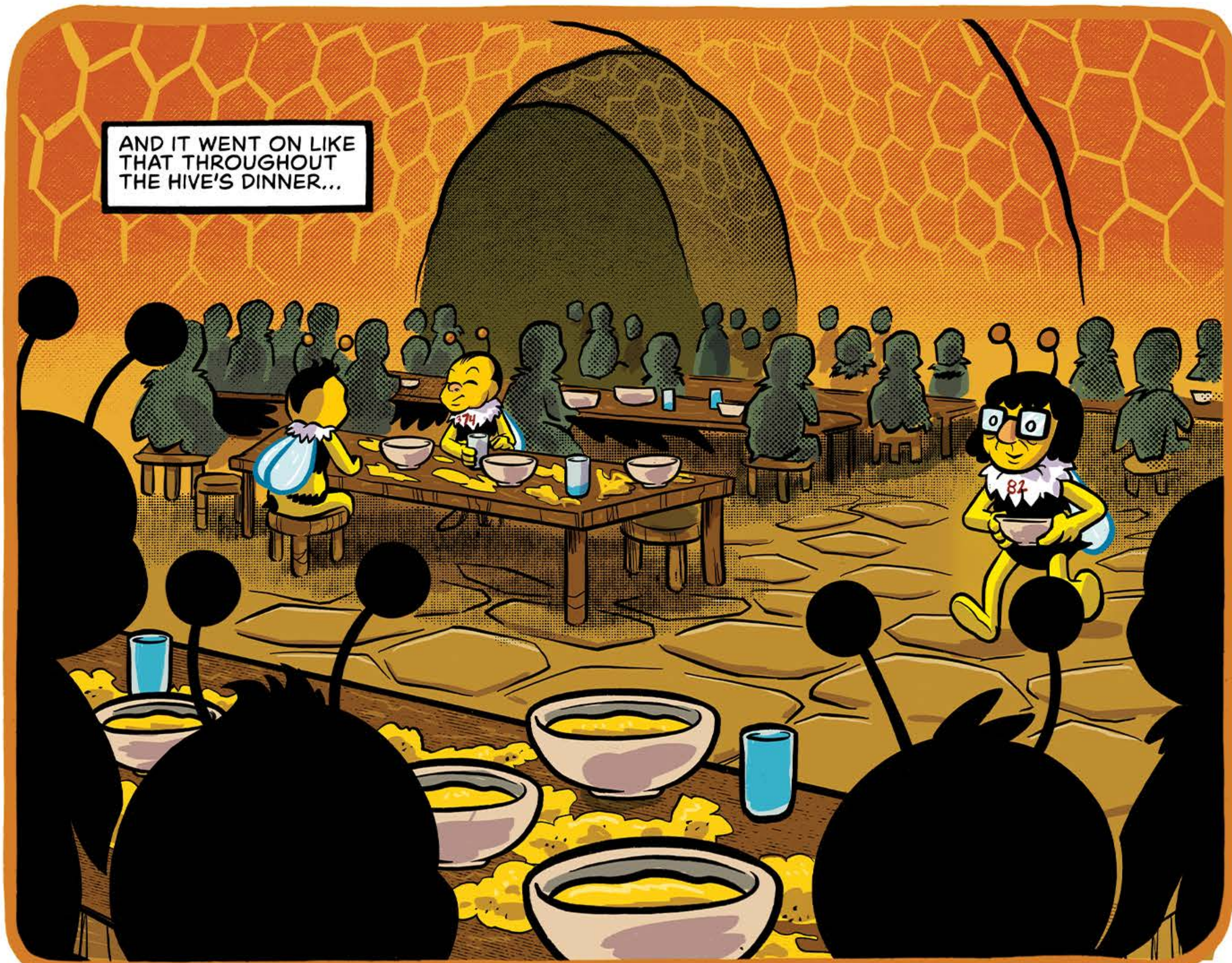


IT WILTED  
AND I WAS  
JARRED  
AWAKE.

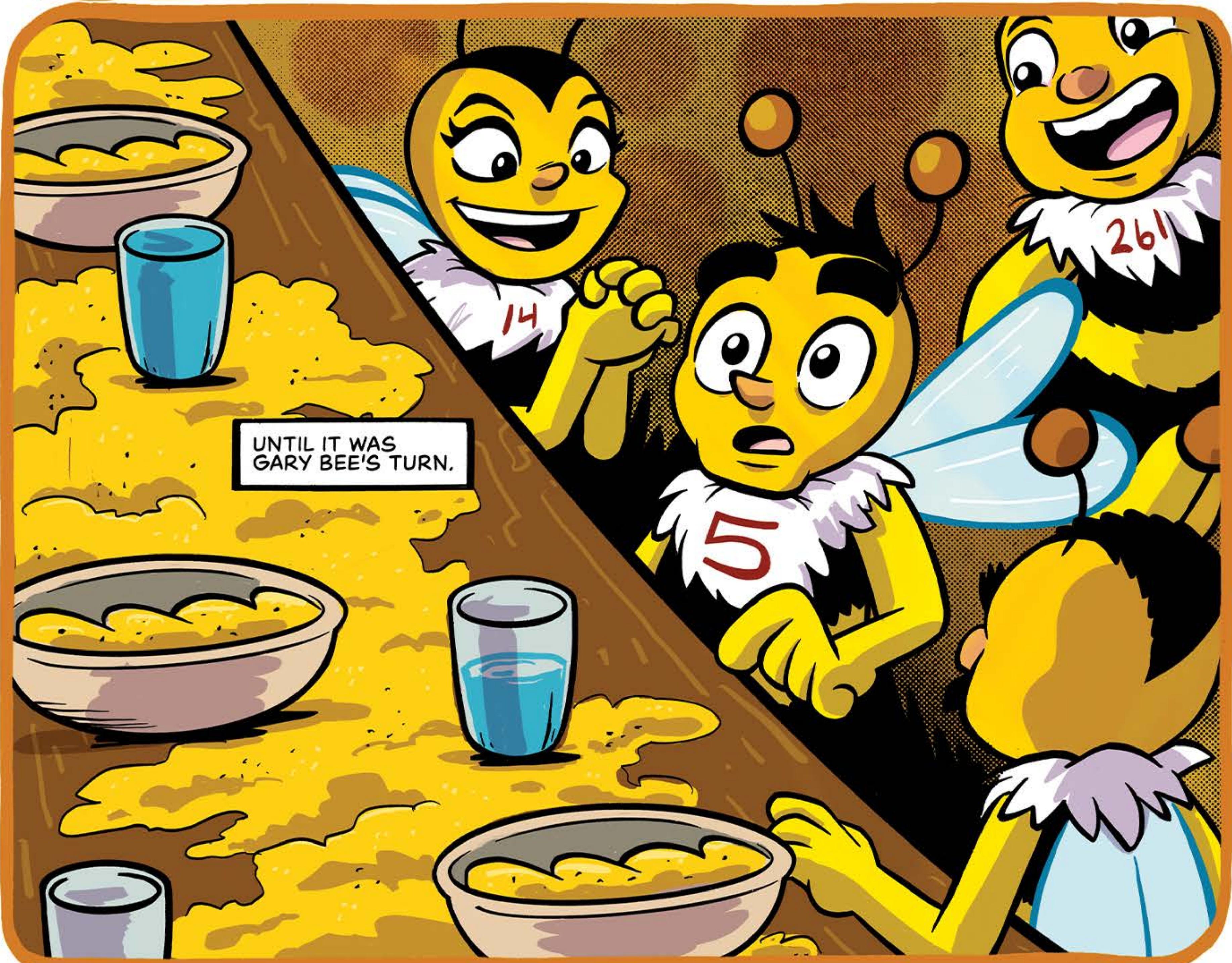




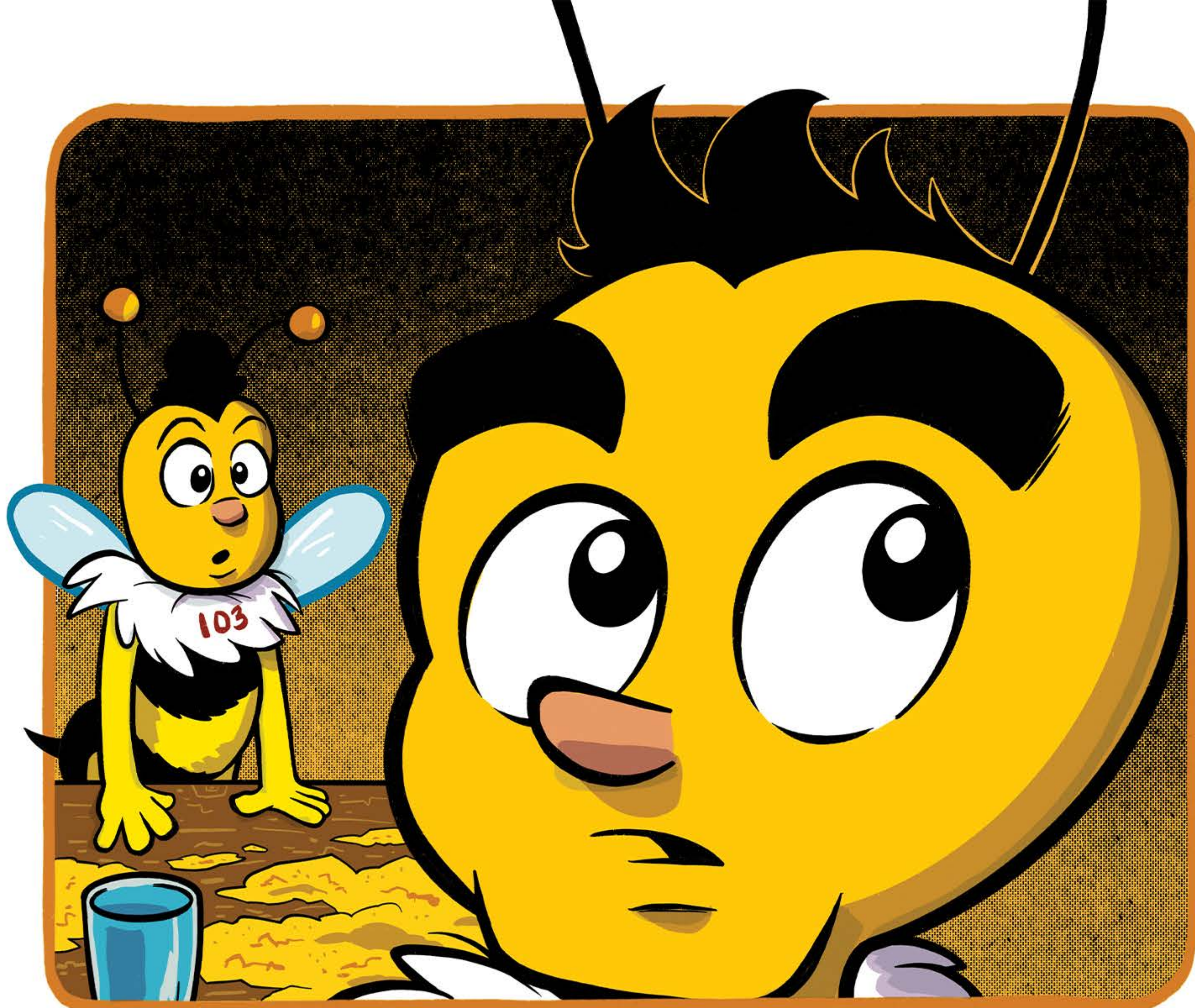
AND IT WENT ON LIKE  
THAT THROUGHOUT  
THE HIVE'S DINNER...



UNTIL IT WAS  
GARY BEE'S TURN.









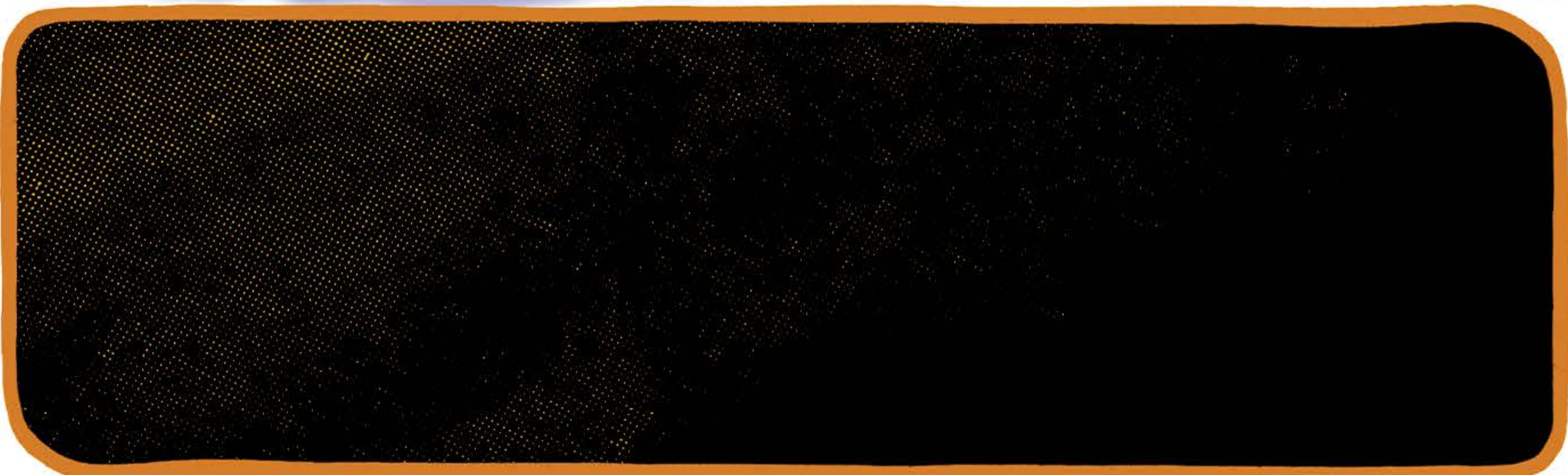
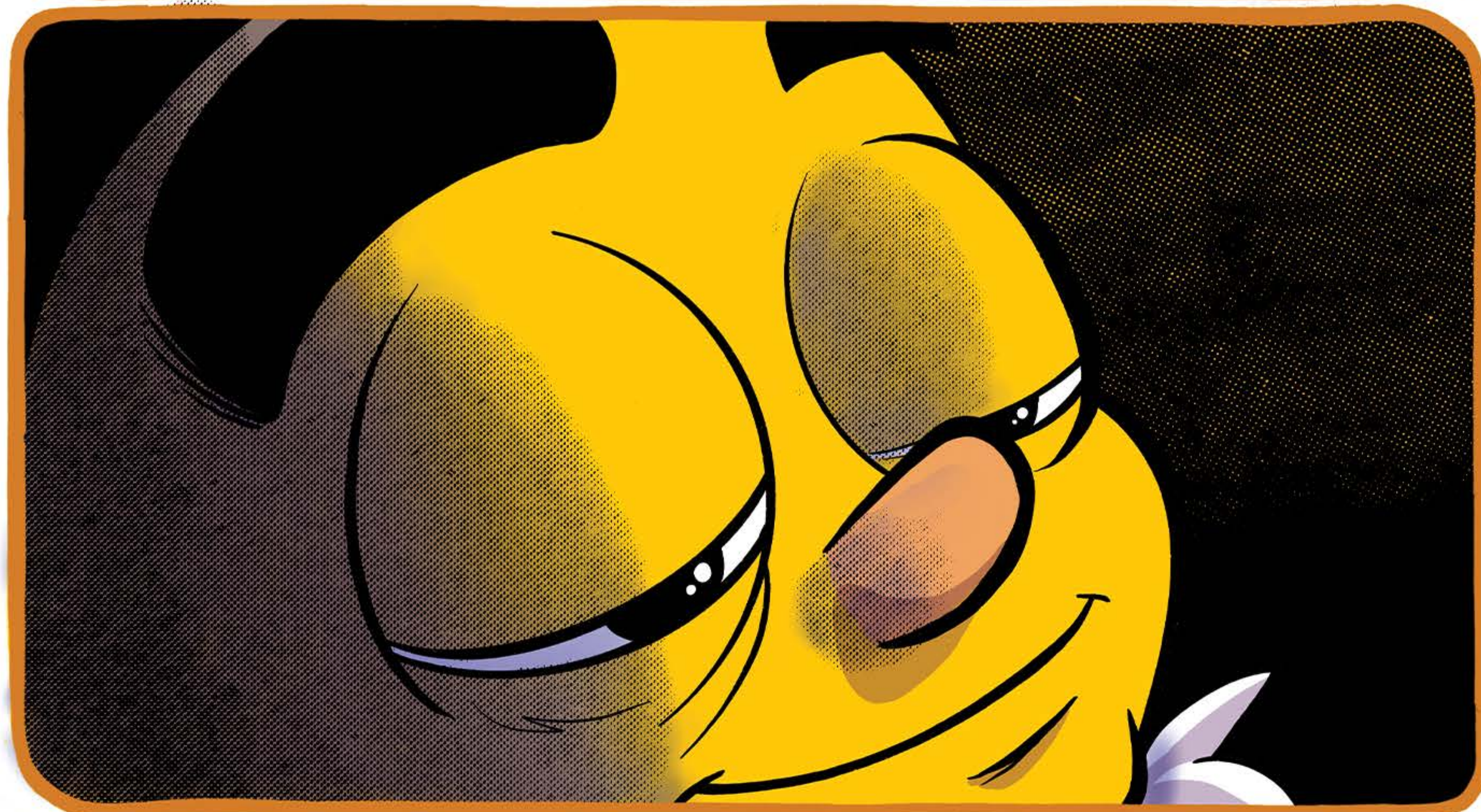
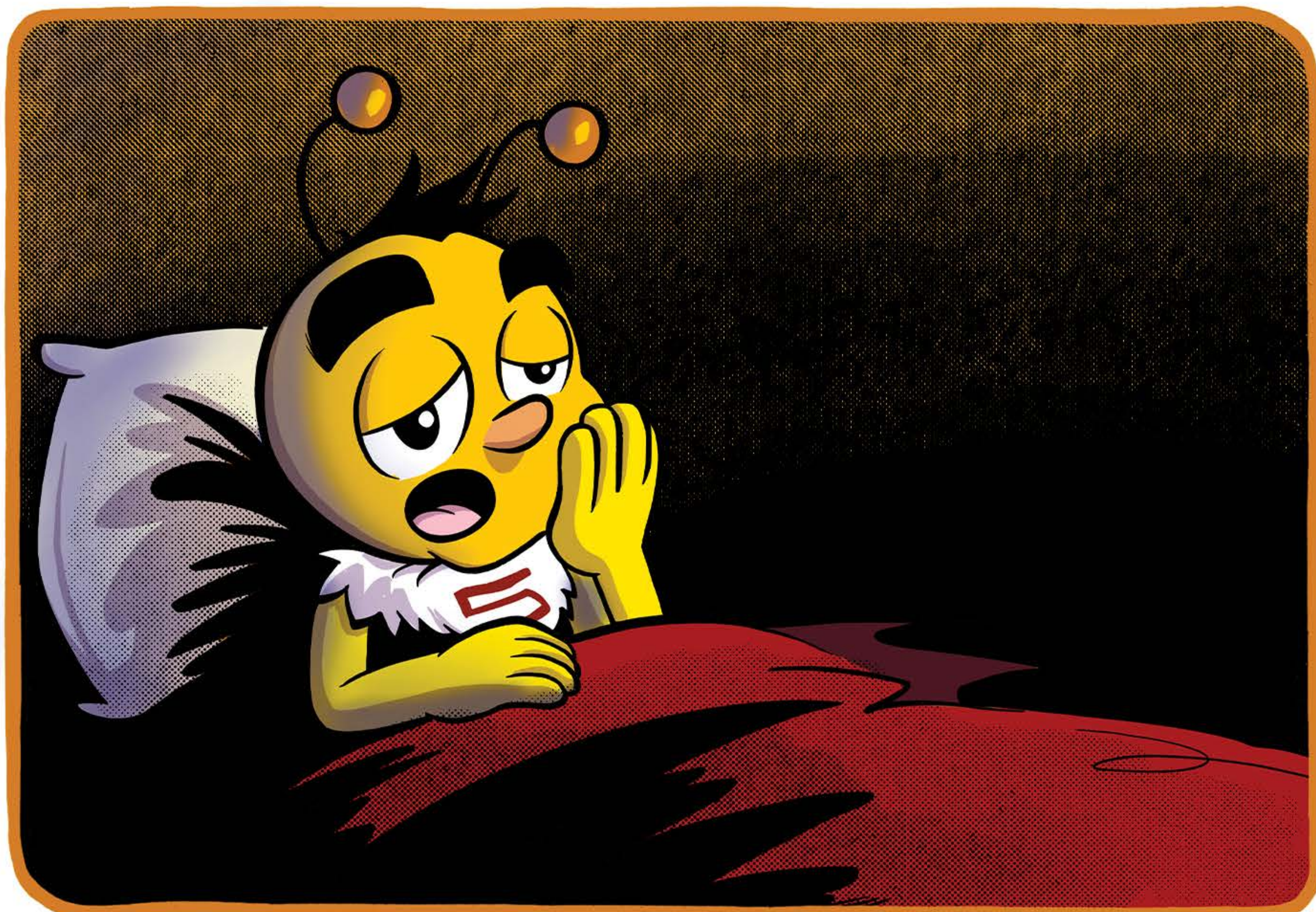
OH, YOU  
GUYS KNOW...  
I NEVER... REALLY  
**REMEMBER**  
MY DREAMS.













# BUILDING CHARACTER

**Gary Bee** is fiercely competitive and deeply passionate about helping others, especially strangers and the elderly. While he might not recall his dreams at night, in real life Gary dreams **BIG** and, more importantly, takes action in the moment.

*But wait...* are we talking about Gary Bee or Gary Vee? The answer is **both**.

At the core, Gary is Gary. As you see in this issue, Gary Bee mirrors many of the same values and actions that Gary Vee champions, driving entrepreneurs and dreamers alike to lead with heart, hustle, and purpose.

**What's the "5" mean?**

When Gary (Gary Vee) was a little kid, he wanted a NY Jets Jersey but the family couldn't afford it. So Gary's Mom knitted him his very own with the #5 on it. To this day, anytime you see Gary throwing up the "5" he says it's a thank you and hello to his Mom. You may notice that numerals of "5" play a big role all through the VeeFriends Universe. *Bee on the lookout!*

**Fun Fact:** Some VeeFriends have 5 fingers, and Gary Bee is one of them! *(a zoom in on his hand?)*



Gary's original "alpha" drawing of Gary Bee.



A core card from our VeeFriends Trading Card Game



Looks a little like Gary himself...

Gary is competitive, passionate about helping strangers, especially the elderly. And while Gary might not remember his unconscious dreams, he dreams big in real life and is all about taking action in the now.

*Wait a minute...* are we talking about Gary Bee here or Gary Vee? It's both! In essence Gary is Gary. As you see in this issue, Gary Bee echoes a lot of the actions and values that Gary Vee champions for entrepreneurs and fellow dreamers.



The Golden Gary Bee was a limited metal insert in our VeeFriends Minis Vending Machines. Finders of this Bee won a chance for an all expenses paid trip to New York Comicon!





# Getting to know...

## JIM RUGG

**We're excited to have Jim Rugg join us full-time on the team as a Creative Producer. He'll be helping us build out the VeeFriends story universe and also tackling some of the chores on upcoming issues.**

**When did you first start drawing comics seriously?**

1999. I knew I wanted to draw comics by 1990 (middle school). I made some mini-comics in high school and college. But I didn't get serious about making comics until 1999 after I graduated from college. At that point, I felt like I'd run out of excuses and it was now or never.

**Who is your favorite comic character of all time to draw, and why?**

Street Angel. I co-created Street Angel with Brian Maruca. At the time (2003), she was everything I wanted in a comic book but didn't see -- a fun, action-packed superhero comic. Street Angel ended up being my first published comic book (currently available from Image Comics) and I still love drawing the character. After her it gets harder to pick. I love drawing the Hulk (see Hulk Grand Design for proof) and I think Spider-Man's costume is awesome!

**What would be your biggest tip for someone learning to write or draw comics?**

Do it. Make comics. Don't wait until you think that you're ready or you have the perfect idea or you've taken the latest online course. There is no such thing as perfect in creative endeavors. Just make comics. Then make people read them. The reader will always see your comics differently than you do. So you have to find people to read your comics so you can see if your ideas are landing the way you intended. Learn to take criticism, that's how you figure out what's working and what needs work. Then make another comic. Make people read it. Repeat again and again.

**What was your experience like at your first VeeFriends story summit?**

It was awesome. It was two days of creative people talking about characters, story ideas, and comics. The weather was spectacular so a lot of the summit took place outdoors. The atmosphere was positive. A lot of the summit was brainstorming and that meant batting ideas around and having fun. Everyone contributed. There was a lot of laughter as ideas were all over the place and there were several times when ideas were connecting and that felt electric. I hate to use this cliché, but it was like some of the characters were writing themselves. For someone that is used to doing everything myself in a room alone, I found the summit to be very creatively exciting and fulfilling. It felt like play, where we were building on each other's ideas.

**Besides drawing and writing amazing comics, do you do anything else creative?**

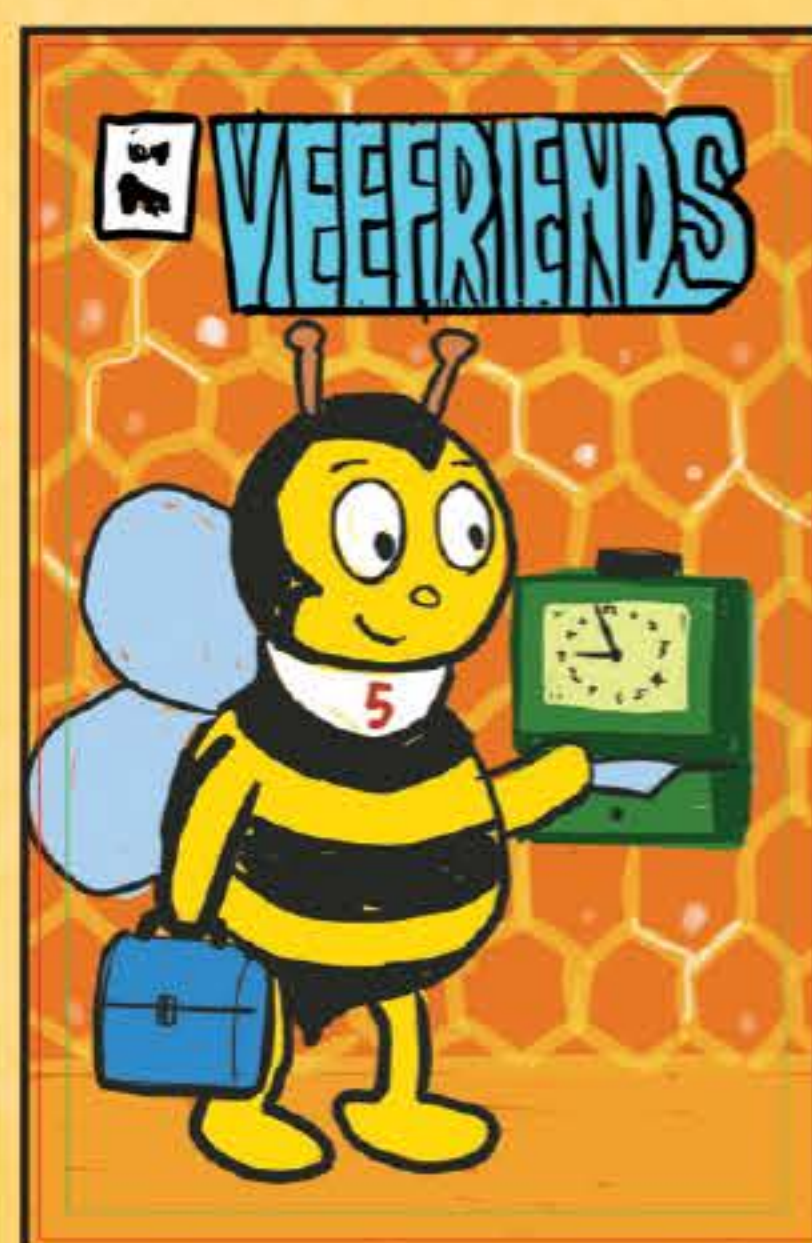
I like to bake and garden. Mostly I bake pies, cakes, and cookies.



## COVER ANATOMY

Check out Jim's limited COVER "BEE" on this issue, which features a classic Gary Bee clocking in for work.

Jim always starts by providing us some rough color thumbnails to choose from. We liked the idea of the Bee clocking in to work and found it fitting as Jim joins us to get to work on VeeFriends!





# NEXT ISSUE...



# ...IS A **KIND** ONE.



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