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The Many Stories of St. Valentine

By The DBI Staff Writers

Ahh, February 14! The day for romantics and lovers! Or perhaps, for you it's a day of dread. You have no idea what to purchase for that significant other in your life let alone making feeble attempts at being romantic. Or, you could be without a significant other at the moment and find yourself subject to feeling a little sad or lonely. There are also those who could care less about this holiday and don't want to be bothered with it. Whichever side of the fence you are on, DBI is here to help. Think of us as your friendly informant and hopefully you'll benefit from some helpful gifting hints or things to do, that we'll share with you as well.

Let's start with some history. You all know how I love history. So, let's talk about the origins of Valentine's Day. Just what exactly is this holiday all about and where did it come from? Was it a secret conspiracy of the major greeting card manufacturers, a la Hallmark or American Greetings? Or does this holiday actually have some legitimate backstory to it?

St. Valentine's history is cloaked in much mystery. The Catholic Church recognizes at least three different saints named Valentine or Valentinus, all of whom were martyred. One legend testifies that Valentine was a priest who served during the third century in Rome. When Emperor Claudius II decided that single men made better soldiers than those with wives and families, he outlawed marriage for young men. Valentine, realizing the injustice of the decree, defied Claudius and continued to perform marriages for lovers in secret. When Valentine's actions were discovered, Claudius ordered that he be put to death.

Other stories suggest that Valentine may have been killed for attempting to help Christians escape harsh Roman prisons, where they were often beaten and tortured. According to one source, an imprisoned Valentine himself actually sent the first "valentine" greeting after he fell in love with a young girl—possibly his jailor's daughter—who visited him during his confinement. Before his death, it is alleged that he wrote her a letter signed, "From your Valentine", an expression that is still in use to this day. Although the truth behind the Valentine legends is vague, the stories all emphasize his appeal as a sympathetic, heroic and, most importantly, a romantic figure. By the Middle Ages, perhaps thanks to this reputation, Valentine would become one of the most popular saints in England and France.

As to why this holiday is celebrated in February, one piece of history says that it was because that was the time of the commemoration of his death which occurred around A.D. 270. Another facet of history contends that the early Christian Church may have been attempting to change the pagan celebration of Lupercalia. Celebrated at the ides (An Ancient Roman calendar term for "middle") of February, Lupercalia was a fertility festival dedicated to Faunus, the Roman god of agriculture, as well as to the Roman founders Romulus and Remus. The holiday was later outlawed in the 5th century by Pope Gelasius when he declared February 14, St. Valentine's Day. The oldest known Valentine still in existence today was a poem written in 1415 by Charles, Duke of Orleans, to his wife while he was imprisoned in the Tower of London following his capture at the Battle of Agincourt. This document is now part of the manuscript collection of the British Library in London, England.

So, whichever version of history is accurate, Valentine's day is here to stay. Now you can jump into Valentine's day well informed and ready at any moment to give anyone the history of this holiday of love. And perhaps if you are one who is not impressed with this holiday you may now be inspired to take part in the festivities in some small way. Lastly, for those who are without a partner on this romantic day may we suggest a "lonely hearts club" get together with other single friends to share a nice dinner and companionship with one another.

**US on Highway Diesel Fuel
Prices for California:**
12/28/15: \$2.609 per gallon
01/04/16: \$2.595 per gallon
01/11/16: \$2.562 per gallon

Change From:
1 Week ago: - 0.033 ↓
1 Year ago: - 0.688 ↓
Data as of 1/14/2016

DBInsider *focus*



2006 - 2016

A Decade Of Deliveries

By The DBI Staff Writer

2016 marks the 10th Anniversary of Direct & Beyond, Inc. DBI was born in April of 2006 and what a decade this has been for DBI! But what really is a Decade? If you look it up in the dictionary you would find terms like, “a period of ten years” or, “a period of ten years beginning with a year whose last digit is zero”. Although those are correct grammatical definitions, when it comes to DBI’s dictionary it means 10 years of serving our customers and going beyond the call of duty. It means 10 years of steady growth year after year and being thankful for the opportunities you’ve given us to partner with you. Perhaps more than anything, DBI’s presence a decade after its inception is a testimony of the bond we share with you—our loyal customers, your trust in our brand and God’s grace in bringing our company this far. And so we thank you, our customers for being that critical part of our company that has brought us where we are today—without you there would be no DBI! And we thank God for blessing us with this company and allowing us the opportunities we’ve had to serve you, your organizations and its customers.

In celebration of 10th Anniversary the DBInsider will be running a series of articles entitled, “A Decade of Deliveries” to highlight a few of our milestones and many of the great delivery stories you’ve enabled us to be apart of. So look for “A Decade of Deliveries” coming your way in future editions of The DBInsider. And as we celebrate 10 years of being a dynamic part of our economy and commerce we look forward to the next 10 years and beyond as we strive to continue to serve your company and its customer base. Perhaps we’ll all experience growth that we never dreamed was possible in the next decade!



The Return of The LA RAMS

By The DBI Staff Writer

Oh, my! Are you kidding me?!?! As much as *The DBInsider* has featured articles on the NFL’s return to the City of Angels over the last 3 years, when it actually happened on Tuesday, January 12, 2016 it was so surreal that it was like a dream! Or in this case, a dream come true not only for all of the NFL fans in the Los Angeles area hungry for a home team to support, but especially for those heart-broken Los Angeles Rams fans who watched their team leave back on December 24, 1994.

To say that there was joy in the hearts of the NFL fans here in LA would be an understatement! Los Angeles and the City of Inglewood are in party mode and fans are overjoyed to the

point of tears in many cases. And you can understand why: The Rams were first true professional sporting franchise to call Los Angeles home on January 12, 1946. So, it’s only fitting that 70 years later to the exact day that the Rams would return once again to their rightful home. After 21 years of false starts and dashed hopes the decision to return the Rams home all came down to a closed door meeting between the 32 owners of the NFL franchises and Commissioner Roger Goodell. There were 3 votes that were cast between the competing sites of Inglewood and Carson. The first voting came in at 20—12 in favor of the Rams Inglewood project. The second round of voting brought it even further in favor of the Rams project with a vote of 21—11. The final vote brought final victory to the Rams Inglewood project with a vote of 30-2. This came as a shock to San Diego Chargers Chairman, Dean Spanos and his backers in the Los Angeles Opportunities Commission—made up of 6 of the 32 NFL’s owners, who had all backed Spanos previously. Although the Carson project is now dead, Spanos and the San Diego Chargers have the opportunity to join Stan Kroenke’s Inglewood stadium as a full 50/50 equity partner split over this next year. If they pass, the opportunity will then pass to the Oakland Raiders. In the mean time, get ready for NFL in Los Angeles once again! The Rams will presumably be playing at the LA Memorial Coliseum for the next 3 seasons at which point they will move into the largest NFL stadium in the country and one of the most beautiful entertainment venues in the world at the Hollywood Park development in Inglewood beginning in 2019. As always, *The DBInsider* will keep you up to date with all upcoming Rams news in future editions! Welcome home to *OUR* Los Angeles RAMS!