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DBInsider

focus

DBI Corporate Makes A Move

By The DBI Staff Writer

I apologize, I know that it's been awhile since you've seen a DBInsider. There's a good reason for that. Back in late June of this year, DBI was on the hunt for a new corporate headquarters in Los Angeles. Although it took some time and with great effort, we're happy to report to you that we found an even better facility to meet both our customers needs and our own. After having been in our first location since the very beginning, it was a monumental move for us. It was also a great symbolic move.

Since the beginning DBI has continued to see an upward trend in growth—even through the tough economic times of the Great Recession. Now that our country has begun to emerge from the shadows of that event, DBI has continued to surge even higher and at a greater pace than previous years. Our move was just a symbol of our need to meet our expansion trend but a look into the future as we lay the ground work needed to meet the needs of our customer's in the years to come. Perhaps we'll write some more on our move in future editions but for the time being it's time for us to get back down to business and keep moving forward!

A Straight Line to the Best Health of Your Life

By The DBI Staff Writer

The days are long and difficult. You would love to start getting fit, eating healthy but then reality sets in after work: you're exhausted. You still have a lot to do at home: make dinner, errands, catch a show or two, get ready for the next day and get to bed by 11-ish. The last thing on your mind is making the time to work out. It's yet just another thing to add to our already extremely busy lifestyle. The good news is the *desire* to change is there. The bad news is *how* do you fit this into the hectic reality of your everyday life?

Let's start with a healthy dose of what's at stake here. Studies show that over the long haul the cost of not having a regular exercise program (3 x Per Week for 20 min with Heart rate at 120 BPM or greater) and a healthy diet will cost a lot of money over the long run. For example, obese Americans pay on average \$1,429 a year more in medical costs than someone who has a body mass index (BMI) below 25; that's a 42 percent higher health care cost! And money is not the only risk factor here. A more critical factor is your health itself. We've all heard this but its always worth repeating: being overweight can cause coronary heart disease, high blood pressure, stroke, Type 2 Diabetes, abnormal blood fats, metabolic syndrome, cancer, osteoarthritis, sleep apnea, obesity hypoventilation syndrome, reproductive problems and gallstones just to name a few. Okay, so we know the risks involved and the challenge to making the time sustain a realistic exercise program. But how can we begin to do this?

One of the easiest things to do is begin a 20 minute workout each day. Think about it: you can't even watch some sitcoms in 30 minutes! And how many hours of TV do we all watch each week? So we've got one really helpful suggestion for you. That suggestion is the Straight Line program developed by former Nurse and Louisiana native, Jordan P. Vappie. If Jordan looks familiar to you its because he's been on the QVC channel demonstrating and selling this life changing system. The uniqueness of the Straight Line programs lies in its extreme portability and convenience. Literally, you can do this anywhere and at anytime. All you need is just a little bit of space in front of your television and access to a DVD player. One of the hallmarks of Jordan's program is his well known J.O.B. program. J.O.B.

stands for "Jordan's Office Boot camp". Literally, Jordan takes his straight line system into offices and performs a high intensity 20 minute work out during lunch. That leaves enough time to clean up and still have time to eat something before returning to your desk. So, if you desire to bring this experience into your workplace for an office boot camp, Jordan can do this for you. But if your desire is just to do this at home you can order the system for yourself

at your convenience. With the purchase you will receive a 10-50 lb. resistance band, a DVD with workout plan, a suggested meal plan and a tote bag to take the system with you on your travels. (Sorry, no pumpkin included) This would also make a nice Christmas gift. Just visit www.shapesherpa.com/straight-line-workout-system/. In the words of Jordan, "C'mon!"



Jordan P. Vappie



**US on Highway Diesel Fuel
Prices for California:**
10/6/14: \$3.998 per gallon
10/13/14: \$3.965 per gallon
10/20/14: \$3.913 per gallon

Change From:
1 Week ago: - 0.052 ↓
1 Year ago: - 0.216 ↓
Data as of 10/27/2014



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Source: Raiders & Rams Return to LA Imminent



By The DBI Staff Writer

I know, you've heard about this so many times now that it's become like, "The Boy who Cried Wolf". There really isn't a wolf and the boy is not in trouble. Or in our case, the NFL isn't really interested in returning to LA; they're just trying to ramp up pressure on their existing local markets to upgrade or build new stadiums by hanging the threat of Los Angeles over their heads. "Build/Re-vamp or we're moving your team to Los Angeles!" Although this has been true in some cases, (as in the case with the Minnesota Vikings), there appears to be a lot unofficial and off the record chatter coming out of NFL headquarters that the league is pushing the issue to fill the vacancy in the nation's 2nd largest market. In addition, it seems like there is an unending stream of news reports that comes out each day.

At the end of the 2014 NFL season, the greater Los Angeles area will have been without an NFL franchise for 20 years. The last NFL games played in Los Angeles occurred on December 24, 1994 when the Raiders hosted the Kansas City Chiefs and the Rams hosted the Washington Redskins. Ever since then the NFL, team owners, civic leaders and local governments have all spent considerable amounts of time and in some cases large amounts of money trying to land a team back in Los Angeles. So, although this most recent flurry of news coming out of the halls of the NFL headquarters is nothing new to ears that have heard this plenty of times before, there are some differences between this time and all of the countless times before.

The biggest difference right now is the combination of events that have come together to create the "Perfect Storm" for the NFL's return to Los Angeles. At the end of the 2014 season both the Oakland Raiders and the St. Louis Rams are both released

from their contractual obligations to remain in their current stadium situations. They both have a two month window at the end of each season from here on out to declare their intention to move without penalty. Additionally, the NFL has commenced a market research campaign to 2000 local residents in LA area to gauge interest in a team coming to Los Angeles. This is the first time that the NFL has performed this research since the late 1990's. This market outreach is targeted at people who have the financial potential to purchase luxury boxes & season tickets. The NFL wants to know what these potential customers want in terms of a stadium, its amenities and how they feel about traffic and the game day experience. In addition, Stan Kroenke, the owner of the Rams, purchased 60 acres of real estate at the now defunct Hollywood Park racetrack in Inglewood, CA. There is word that Mr. Kroenke is in the midst of trying to purchase the entire 260 acre site for himself. Mark Davis, owner of the Oakland Raiders is also in the midst of trying to get a new home for his team. Mr. Davis has not been successful at his attempts to form a new stadium deal with the city or in a neighboring region.

Add these issues to the fact of what these respective teams are worth now and what they would be worth in LA. The Raiders are currently valued at \$970 million in Oakland. If they were to move to LA they would be worth \$1.9 billion. The Rams in St. Louis are worth \$930 million. Similarly, if the Rams were to move to LA they would immediately increase their net worth to \$1.8 billion. The Rams are currently valued at the very bottom rung of NFL Franchises and the Raiders aren't too far ahead of them. Placing all of these factors together and you arrive at the juncture of where we find ourselves at today.

There are active discussions going on a semi-regular basis between team owners and league officials on a relocation to LA. In order for this to happen any team desiring to make the move to LA must obtain the approval of at least 24% of the NFL team owners and have a stadium deal in place. There are currently two existing stadium sites that have full approval from their respective cities to move forward: The AEG owned site next to Staples center and an Ed Roski funded Grand Crossing Stadium project in the City of Industry. Both sites are in need of a team commitment before they can begin building. The only negative to these sites is that both of the builders in this case (AEG and Ed Roski) want a majority ownership stake in whatever team commits to moving to their stadium. This is a major draw back for any team considering a move to either one of these sites. Which is what makes me think that Mr. Kroenke's main motivator for purchasing that Inglewood land is so that he could retain majority ownership in the Rams should a move to LA take place. It would seem that a best case scenario for both the Rams and the Raiders would be to put their resources together and build a one of a kind site for both clubs to share as in the case with the New York Giants & Jets. Sources say that this is what the league is pushing for. Either way, we should know much more at the end of this season.



Stan Kroenke owns 60 acres of land between The Forum and Hollywood Park Race Track. There is word that he is trying to purchase all 260 acres of the former Hollywood Park land.