



Volume 2

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DIRECT & BEYOND, INC
DIRECT SHIPPING BEYOND LIMITATION

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▶ THE FINISH LINE ...2

▶ EARTH DAY 2013...2

▶ GLYNIS' HEALTH CORNER...2



DB Insider focus

Union Station & its Surrounding Area in Downtown LA in the Year 2050. Photo courtesy of Grimshaw & Gruen

The City Of Angels: Spearheading The Future

By The DBI Staff Writer

Somewhere along the lines of science fiction-fantasy and modern day reality the City of Los Angeles and its surrounding suburbs finds itself as the standard-bearer on how to build the city of the future. Long ago the Los Angeles area reached its outer limits and expanded as far out as it could without making commuting times unbearable for its residents. Rather than building up; as in the case of a city like Tokyo; Los Angeles instead embarked upon an ambitious plan of reinvigorating the city starting with the very center of it in downtown.

For many decades the only movement within downtown was a mass exodus to the regions extensive suburbs. The only people who remained were the executives who worked in the high-rises by day and left at night along with low-income families in very run-down buildings, gang members and the country's largest homeless population. However, about 14 years ago, the City of Los Angeles and Los Angeles County officials began aggressively planning to revitalize the region.

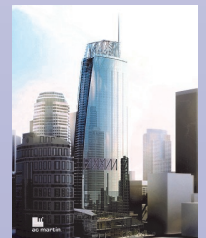
Like a phoenix rising from the ashes, the work of renewing LA began and shovels started digging and bull dozers started plowing. At the heart of the revitalization was the building of the Staples Center on Figueroa between Olympic & Pico. Opening in the fall of 1999, the Staples Center became home to the NBA's Los Angeles Lakers, the Los Angeles Clippers, the NHL's Los Angeles Kings and the WNBA's Los Angeles Sparks. Six years later in 2005, further construction began on the expanded surrounding areas that became known as *LA Live* entertainment district in which was constructed the Nokia Plaza and Theater, Club Nokia, The Grammy Museum, a 54-Story Hybrid Tower that features the 879 room *JW Marriott* on floors 4 through 21 and the 123 room *Ritz Carlton* on floors 22 to 26. Floors 27 to 52 feature an array of exclusive 224 condominium units called *Residences at The Ritz Carlton*. The condominiums are for sale and start at base price of \$1.3 million dollars.

Recently, in October of 2012, the historic Wilshire Grand Hotel began demolition. Sitting at the corner of Wilshire and Figueroa, this hotel opened on August 6, 1952 and was originally known as The Los Angeles Statler, then The Statler Hilton, afterward The Omni Los Angeles and then eventually The Wilshire Grand Hotel. At one point in its illustrious history, The Grand hosted the annual Emmy Awards.

After demolition is complete, construction will begin on its replacement: The Wilshire Grand Tower. The new tower will stand 100 feet taller than the current tallest tower in downtown LA - the US Bank Tower, which is also currently the tallest building in California, the tallest building west of the Mississippi River and the 10th tallest building in the United States. The new Wilshire Grand Tower will now be the holder of those record titles. The Wilshire Grand Tower will stand at 1100 feet with 73 floors. The building will house a 900 room luxury hotel on its upper floors and commercial offices on its lower floors.

Looking at a broader aspect of the entire region, plans have already been laid for the renovation and development of Union Station and the 40 acres that surround the historic location. Just this past summer, the \$4.15 million dollar Master Plan for the project was awarded to Grimshaw Architects and Gruen Associates. (The image of their Master Plan is seen above on our cover photo.)

By the year 2029, Angelinos will be able to travel between Los Angeles and San Francisco at over 200 mph and arrive in about 2 hours and 40 minutes aboard the nations first bullet train. The California High Speed Rail Authority has reported that a ticket on the train will cost 83% of what an airline ticket will cost you to fly between LAX and SFO. Union Station is being completely revamped to accommodate the expected boom in passenger traffic that will come to Union Station with the initiation of the bullet train.



Wilshire Grand Tower



"All Aboard!" for the nations first Bullet Train

In addition to the bullet train, Metro Authority has several other plans in the works to expand upon their constantly growing services. To name just a few projects in the works: Gold Line Foothill Extension, Expo Line Phase Two, Crenshaw/LAX Corridor, Regional Connector Trans Corridor, Westside Extension of the Metro Subway Purple Line, Gold Line East Side Extension Phase Two, I-405 Sepulveda Pass Improvement Project & The High Desert Corridor. Of course the aim of all of these expansions is to significantly decrease the use of cars on our freeways, thus alleviating congestion and helping to clean our air.

The planners of the Los Angeles of the future foresee a time when people will live very close to where they work or if they don't, they'll be travelling there very quickly via the nations largest and most efficient mass transit system which will be cheaper on your pocket book versus your monthly gasoline expenditure. What this means is a gargantuan reduction in the number of cars on our highways by the year 2050. All of this is just the beginning of the largest re-invention of any city in modern history. Parking lots will be turned into green spaces where communities have their own local farms and formerly abandoned communities and their buildings will be re-made into new and thriving living areas. Los Angeles is truly reclaiming the past to step into the future!



Glynis' Health Corner

Garlic

Garlic is one of the most valuable foods on this planet. It has been used in Biblical times and is mentioned in the literature of the ancient Hebrews, Greeks, Babylonians, Romans, and Egyptians. The builders of the pyramids supposedly ate garlic daily for endurance and strength. Besides warding off vampires, garlic lowers blood pressure and thins the blood

which reduces risk of blood clots and aids in preventing heart attacks. It also lowers serum cholesterol levels and aids in digestion. It is useful in many diseases including cancer. It is a potent immune system stimulant and a natural antibiotic. It is also effective against fungal infections and there is some evidence that it may destroy certain viruses such as those associated with a form of the common cold. Garlic should be taken daily.

Glynis Jorritsma
Glynis brings to DBI over 20 years of experience in the nutrition and healthcare industry. It is our pleasure to be able to offer these helpful health tips to you with the hope of improving the enjoyment of your life.

US on Highway Diesel Fuel Prices for California:

3/25/13: \$4.147 per gallon
4/01/13: \$4.200 per gallon
4/08/13: \$4.196 per gallon

Change From:

1 Week ago: -0.004 ↓
1 Year ago: - 0.244 ↓
Data as of 4/10/2013

Green Tips for Earth Day 2013



On Monday, April 22, 2013 the citizens of planet Earth will celebrate the 43rd annual "Earth Day". Building on the energy of the anti-war movement of the 1960's, Senator Gaylord Nelson (D-Wi), the founder of Earth Day, began a grass roots effort in the Spring of 1970 to make people aware of the need to restore and preserve not only the resources of Earth, but of the planet itself.

One of the negative side effects of the United States of America and the Western World becoming an industrial powerhouse in the 20th Century was the destruction of our environment. Our air and water were polluted by factory smoke and chemicals. This caused the youth of the baby boomer generation (who were also the heart of the anti-war movement)

to begin to be concerned that the very planet they called home would be destroyed by its very own residents. The original observation was held on Wednesday, April 22, 1970. This day was selected because Wednesday was known as the easiest day of the week for people to take time off from work and school. That day was also selected so as not to interfere with observations of Passover and Easter. Their idea was successful and more than 20 million people across the United States turned out in observation of the first Earth Day in 1970. Nearly 43 years later, Earth Day is not only still observed in this country, but by over 1 billion people in over 192 countries worldwide. Although the work is not done, the movement spurred on the birth of the EPA, The Clean Air Act, The Clean Water Act and The Endangered Species Act. As a result, the air we breath is cleaner, the water we drink is more pure and animals such as the eagle—once on the endangered species list—have made a tremendous comeback.

The movement also caused the entire industries in the western world to re-invent the way products and services are rendered to be much more environmentally friendly. Far from losing steam, the Earth Day movement continues to gain momentum and is winning adherents in the countries of the developing world as well. In keeping with the annual celebration of Earth Day, DBI would like to submit some helpful tips so that we can all do our part to keep our planet on tract to a cleaner future for not only all of us who are here now but to those to whom we will leave this planet after us. (List courtesy of the "Costco Connection") 1) Switch from paper to electronic documents or email. 2) Reuse shipping and packaging materials. 3) Use LEF or CFL light bulbs and buy energy-saving appliances. 4) Offer chilled tap water or use a water service instead of buying bottled water. 5) Audit your company's waste stream to see where you can cut back. 6) Educate your employees about what you hope to achieve. See www.earthday.org for more information.



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Congratulations
Durk!



By The DBI Staff Writer—Chavez
Ravine, March 17, 2013: On a crisp Sunday morning after faithfully training consistently for over a year, Durk Jorritsma, President & CEO of Direct & Beyond, Inc. stepped up to the start line to compete in the Asics Los Angeles Marathon. In Issue #3 in March of 2012 we reported that Durk was training for the LA Marathon in 2013.

We are glad to report that after 1 year of training, Durk has gone from walk-running about 3-4 miles to now running a non-stop average of 11 to 12 miles per run. In the process Durk has also shed 32 pounds of body weight.

Durk described getting to the start line as a surreal moment, asking himself, "What am I doing here at 5am on a Sunday morning about to run 26.2 miles?" His toughest moment during the run came at mile 20, about 4 hours into the race. Durk said that he was just tired of running and bored. What kept him going was knowing he had just 6 more miles to go and a running buddy who took his mind off of the run. The best moment came for Durk as he crossed the finish line and his loving wife and supportive friends cheered him on. At that moment, the culmination of 1 year of focused and intense training had been fulfilled. Durk's advice for those who want to run in a marathon is to give yourself ample time: 6 months to 1 year and plenty of time for each run. Finally, "Plan your work and work your plan and never, ever give up!"

Durk's Los Angeles Marathon Stats:

- 1) Finished #11,056 of #19,513
- 2) Time: 5:16:27
- 3) Pace: 12 Minute Mile

