

JANUARY 2024

# XPRESSIONS

## NEWSLETTER



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TRANSPORT  
LOGISTICS  
DISTRIBUTION



# AWARDS

## VAUDREUIL TERMINAL CHAMPIONS

We want to acknowledge Vaudreuil's latest terminal champion, **Cynthia Reese**, for her hard work and dedication. During a difficult week, the team was under additional pressure when one member was out sick. Without hesitation, Cynthia took on her teammate's responsibilities and was able to help us succeed in servicing the business. Thank you for being the definition of a team player.

### WHO WILL WEAR THE BELT NEXT?

Do you have someone you would like to nominate for Vaudreuil Terminal Champion? Submit your nomination to your manager or drop us a line at [Xpressions@xtl.com](mailto:Xpressions@xtl.com)!



## XTRA MILE AWARD WINNERS

We are pleased to present the latest Xtra Mile Award Winners.

### JOIN US AS WE CELEBRATE THEIR DEDICATION AND HARD WORK!



**ADI KUNAL – DRIVER TRAINER, ON:** Also known as our Super User for all things PeopleNet and our in-house Photographer, Adi's energy and talents, in which he shares so generously, is without question much appreciated. Not only is he a champion for Safety, he is always willing to go the extra mile in helping his peers and the Safety Department as a whole.

### CHRISTINE LETOURNEAU – PAYROLL, BENEFITS & REGISTRATION MANAGER, ON:

For 28 years XTL has been blessed with Christine's awesome personality, amazing attitude and unwavering dedication. Going above and beyond is second nature to her; just ask the many that she has assisted in ensuring their pay and or benefits are not compromised.



# XTRA MILE AWARD WINNERS



## LANCE KIERNAN – PROFESSIONAL DRIVER & LEAD MENTOR, BC:

If we looked up the Extra Mile Award in the XTL Dictionary there might as well be a picture of Lance. He is always willing to help in all facets of the business, well above and beyond his regular duties or location. Add to this, Lance's positive attitude and mentorship to others, all of which is much appreciated.

**PAUL LAWLER – US HIGHWAY DRIVER, ON:** The experience and dependability that Paul brings to the XTL fleet is without question much appreciated. The professional example that he sets for his peers is nothing short of great. From keeping an immaculate truck to delivering on time without compromising safety; all of this with a positive attitude. Paul is without a doubt a valued ambassador for XTL!



## SHAWN HENDERSON – SHIPPER LOGISTICS PLANNER, ON:

During Shawn's 20 plus years of service at XTL Logistics, he continues to be the model of reliability. His relentless focus on getting the job done right and leading others to strive for the same standard is invaluable. The responsibility that Shawn takes on, even when off duty, is truly an example of going the extra mile.

**VALERIE BLANCHARD – SENIOR HR ADVISOR, QC:** Aside from her hard work and dedication, what stands out, above and beyond, is Valerie's ability to Lead with Grace. Her respectful approach and positive demeanor have a real impact on all those who have the pleasure to work with her. The extra efforts Valerie takes to ensure positive outcomes are, without question, above and beyond and greatly appreciated.

We appreciate the efforts and leadership exhibited by each of these individuals who have shown us the true meaning of teamwork and commitment. They show up every day as key members of XTL's team and we are grateful to have them onboard!



## CONGRATULATIONS TO ALL!

Do you have someone you would like to nominate for an Xtra Mile Award?  
Submit your nomination to your manager or drop us a line at [Xpressions@xtl.com](mailto:Xpressions@xtl.com)

## OTA NEXT GENERATION & SCHULICH GRADUATES

We are celebrating our most recent graduates of the Ontario Trucking Association's Next Generation and Schulich Leadership programs!

Each year we are able to send some of our current and emerging leaders through this two-year program designed to build communication skills, inspire action in others and tackle industry issues with peers from other organizations.

It's inspiring to watch as they grow and apply the skills they've learned in their roles.

Congratulations to NG Grads, Odain Cunningham and Vishal Kumar and Schulich grad, Diego Correia on these achievements!

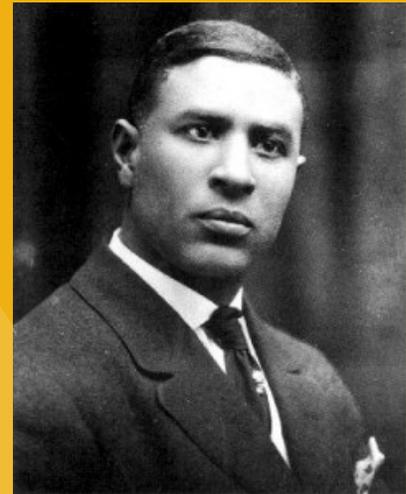


# TRAILBLAZERS IN TRANSPORTATION: HONORING HISTORICAL AND CONTEMPORARY BLACK LEADERS IN NORTH AMERICA

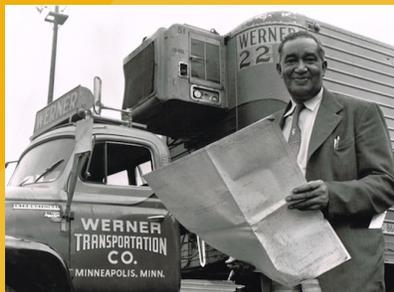
As we celebrate Black History Month, it is important to recognize and honor the contributions of influential Black leaders who have left an indelible mark in the realm of transportation and logistics. North America boasts a cadre of visionary individuals who have shattered glass ceilings, overcome barriers, and paved the way for future generations. In this article, we highlight the achievements and impact of four notable Black figures in transportation.

## 1923 – GARRETT MORGAN: INNOVATOR IN TRAFFIC MANAGEMENT AND SAFETY (MAR 4, 1877 – JUL 27, 1963)

Garrett Morgan, born in 1877, was a pioneering inventor and entrepreneur in the early 20th century. One of his most notable inventions was the three-position traffic signal patented in 1923 and sold to General Electric for \$40,000. The inspiration for the addition of the yellow caution light came after witnessing an accident at a problematic intersection. Beyond this, Morgan's commitment to safety was exemplified in 1914 when he used his other most notable invention – the gas mask – to rescue workers in a tunnel explosion. His innovative spirit and dedication to safety continue to influence modern logistics and transportation practices, saving countless lives on our roads every day.



Learn more about his life and other inventions [here](#).



## 1938 – FREDERICK MCKINLEY JONES: HOW A LOAD OF CHICKENS AND A \$6 BET REVOLUTIONIZED REFRIGERATED TRANSPORTATION (MAY 17, 1883 – FEB 21, 1961)

Next up, we're celebrating the life and achievements of self-taught engineer, race car driver, inventor and Thermo King co-founder, Frederick McKinley Jones, who designed the first portable air-cooling unit for trucks. From a childhood job in an auto garage to becoming recognized as one of America's greatest inventors, Frederick McKinley Jones has over 60 patents and became the first African American to receive the National Medal of Technology. Read his story [here](#).



As a refrigerated carrier, we wouldn't be able to do what we do today without Jones' innovation. His contribution revolutionized the transportation industry, making it possible to transport temperature-sensitive products all around the world! Click [here](#) to see how it all began with a load of chickens and a \$6 bet on a golf course.

# TRAILBLAZERS IN TRANSPORTATION



## 1984 – GLADYS WEST: NAVIGATING EXCELLENCE (OCT 27, 1930 – AGE 93)

Born in 1930, Gladys West, a pioneering mathematician and geophysicist, defied societal challenges to become a trailblazer in the mid-20th century. Her significant contributions to science and technology were most notably felt in her pivotal role in the development of the Global Positioning System (GPS). West's work with the US Navy involved groundbreaking mathematical modeling and geoid determination. These crucial components shaped the accuracy and functionality of GPS; a technology heavily relied upon throughout all modes of transportation and across the entire world.



In 2018, Gladys was inducted into the Air Force Space and Missile Pioneers Hall of Fame, was formally recognized by the Virginia General Assembly for her GPS contribution and was named one of British Broadcasting Corporation's 100 Women of 2018 list.

Click [here](#) to learn more about her 42-year career with the US military.

## 1881 – E.E. WARD MOVING & STORAGE: “LET WARD DO IT” – A 143-YEAR LEGACY OF DELIVERING SERVICES AS PROMISED

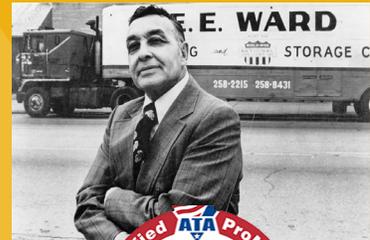
E.E. Ward Moving & Storage, originating in 1881 as a stop on the Underground Railroad with two horses and a wagon, has evolved into the oldest Black-owned business in the U.S. Founded by John T. Ward, the company's growth continued under the leadership of John T. Ward's descendant, Edgar Earl Ward.

Today, owned by Brian and Dominique Brooks, E.E. Ward continues to thrive, emphasizing the core value of “delivering services as promised.” The catchphrase “Let Ward Do It” reflects their unique niche in the moving and storage industry, symbolizing a legacy of reliability and excellence that spans 143 years.

E. E. Ward is the recipient of numerous awards and recognitions, including the American Trucking Association's (ATA) ProMover Certification.

Watch their story [here](#) or [read more](#).

Visit their website: <https://eeward.com/>



As we celebrate Black History Month, it is essential to recognize the profound impact of these influential Black leaders in transportation and logistics. Their achievements demonstrate excellence in their respective fields and serve as an inspiration for future generations. By recognizing their impact, we not only pay tribute to their enduring legacy but also acknowledge the ongoing journey towards diversity, equity, and inclusion in our industry. Let us continue to support and empower individuals from all backgrounds to make lasting contributions to the ever-evolving world of supply chain.

### OTHER NOTABLE FIGURES:

Isaac J. Daniel; Madam C.J. Walker; Andrew Beard; Elijah McCoy; Granville Woods; Archie Alexander; Lois Cooper; Edwina Justus; Mary Fields; William Thaddeus Coleman, Jr; Meredith Charles “Flash” Gourdine

# 2023

## YEAR IN REVIEW

It can be easy to overlook how far you've come until you take a moment to reflect on all you have accomplished in a year. Let's look at everything we've accomplished in 2023.

### 2023 HIGHLIGHTS

- February: Savoie's 2<sup>nd</sup> Anniversary
- March: Received Trucking HR Canada's Top Fleet Employer of Distinction for 2<sup>nd</sup> year in a row. Top Fleet Employer of Distinction status is awarded to carriers with more than 5 years in the Top Fleet program, marking XTL's 7<sup>th</sup> year of recognition
- September: HB's 5<sup>th</sup> Anniversary & Airdrie's 15<sup>th</sup> Anniversary
- October: CBT's 2<sup>nd</sup> Anniversary, Food Shippers of America's Top Food Chain Provider for 2<sup>nd</sup> year in a row & Trucking HR Canada's Top Medium Fleet for 2<sup>nd</sup> year in a row

### 2023 IMPACT

- +33 skids of reported OS&D donations across our terminals and warehouses
- +19 large bags, 3 boxes of clothes, 6 smaller bags of shoes and accessories donated to various charitable organizations across the country through clothing drives
- +18 bags of garbage removed from the local neighbourhood during our second annual spring cleanup
- 2 separate groups of 5 donating their time to sort food at local Food Banks
- \$4,000 worth of gifts donated to Adopt-A-Family initiatives at Christmas
- +\$14,761 in cash donations to various charities through local and national fundraisers

### 2023 CHARITABLE RECIPIENTS

- Canadian Cancer Society / CIBC's Run for the Cure event (National)
- Chevaliers de Colomb (QC)
- Daily Bread Food Bank (ON)
- Habitat for Humanity Restore (ON)
- Holiday Helpers (ON)
- Kinette Club of Canada (AB)
- Moisson Sud Ouest (QC)
- New Circles – GLOW Clothing Bank (ON)
- Stimule Arts Foundation (QC)
- Surrey Food Bank (BC)
- Surrey Lookout Housing (BC)
- Trucks 4 Change / Food Banks Canada – After the Bell Program (ON)
- Women In Need Society (WINS) (AB)
- Youth Without Shelter (YWS) (ON)

### LOOKING AHEAD

As we embark on 2024, our expectations remain positive as we continue to strive for more growth in all divisions.

### 2024 SNAPSHOT

- XTL turns 39 March 18, 2024
- Q1 opening 474,000 sq ft DC in Balzac, AB
- Q3 opening 375,000 sq ft DC in Valleyfield, QC

With 2024 underway, don't forget to take a moment to reflect on your own personal goals for the future and take pride in everything you've achieved over the past year!



AN **XTTL**

# Christmas

Nothing beats quality time around the holidays. Here are some pictures from across the company. Enjoy!



# Christmas



AN **XTL** Christmas

