

NOVEMBER 2022

# XPRESSIONS

## NEWSLETTER



### IN THIS ISSUE

- 2 Surrey's Champagne Birthday!
- 3 The Package Deal
- 4 CBT + XTL = 1 / Lise's Retirement
- 5 Driver Appreciation
- 6 Truck-Side Chat With Ontario Transportation Minister, Caroline Mulroney
- 7 Planning for Your Future
- 8 Trucks 4 Change – After the Bell Program
- 9 Bowling Night at HB
- 10 Family Day in Alberta
- 11 Charity BBQ in Toronto / XTL's 5K to Conquer Cancer
- 12 I Scream, You Scream, We All Scream for Ice Cream!  
The Wild West / Par-TEE!
- 13 In the News
- 14 Stay Up to Date With XTL!



TRANSPORT  
LOGISTICS  
DISTRIBUTION



# Surrey's Champagne Birthday!

Pop the Champagne! October 15th marked XTL's 15th anniversary operating in beautiful British Columbia! What started out as an office of 4 with 28 drivers has turned into an extremely successful operation with 11 office staff and 76 drivers, with a goal to reach 80 before long!

And it's not just the staff that has grown! We are proud to report revenue has more than doubled since 2007 and the operation maintains one of the best ORs in the country.

Originally, we outsourced all maintenance and repair for our 12 highway tractors, 18 city trucks and 100 trailers.

Now, we are a fully licensed CVIP facility with a maintenance program consisting of 2 fully equipped service trucks, a functioning truck shop, 8 truck and trailer mechanics and are looking to introduce up to 3 more trailer mechanics to meet our growing needs.

Today, the fleet sits at a pool of 28 highway tractors, 30 city trucks and 249 trailers.

Thank you to the entire team for all the hard work and dedication over the years! We are excited for the future growth and opportunity that awaits.



# The Package Deal

September 22nd marked a significant milestone in XTL history with the Grand Opening event of our first distribution center in Calgary, AB.

The significance lies in the fact that we can now have all three of our distinct service offerings, transportation, asset-based logistics and distribution, in all four major centres we operate in: Toronto, Montreal, Vancouver and now, Calgary!

The doors were officially opened in July and the team was immediately hard at work, not only getting settled themselves, but also welcoming our partners' freight into the facility.

The event's success was a culmination of all the dedication, trust and commitment from our amazing team, suppliers and partners, whom we couldn't have done it without.



# CBT + XTL = 1

Happy birthday, CBT! Cheers to many more years of mutual success!

October 15th is special in more ways than one at XTL. Not only is it the anniversary of Surrey's operations, but it also marks the anniversary of CBT Inc, our logistics arm in Oakwood, GA, joining the XTL Family.



## Lise's Retirement

Lise's first position back in 1998 was Maintenance Support and in no time, earned advancement into the Safety & Compliance role. Lise's disciplined nature and appreciation for the regulations served XTL well, right up until she retired. Wishing Lise all the best on this next chapter!

# Driver Appreciation!

There was no shortage of events between September 4th and September 17th as we celebrated both National Trucking Week and National Truck Driver Appreciation Week across our terminals.

From BBQs to corn roasts and the daily snacks in between, we kept busy celebrating our drivers who keep things moving!

The Canadian Trucking Association (CTA) launched National Trucking Week a number of years ago as a means to recognize the important contributions made

by the 400,000 Canadians who keep the country's freight moving and we look forward to recognizing and celebrating alongside our drivers each year.

While the event comes once a year, let's continue the celebration by acknowledging the achievements of one another each and every day.

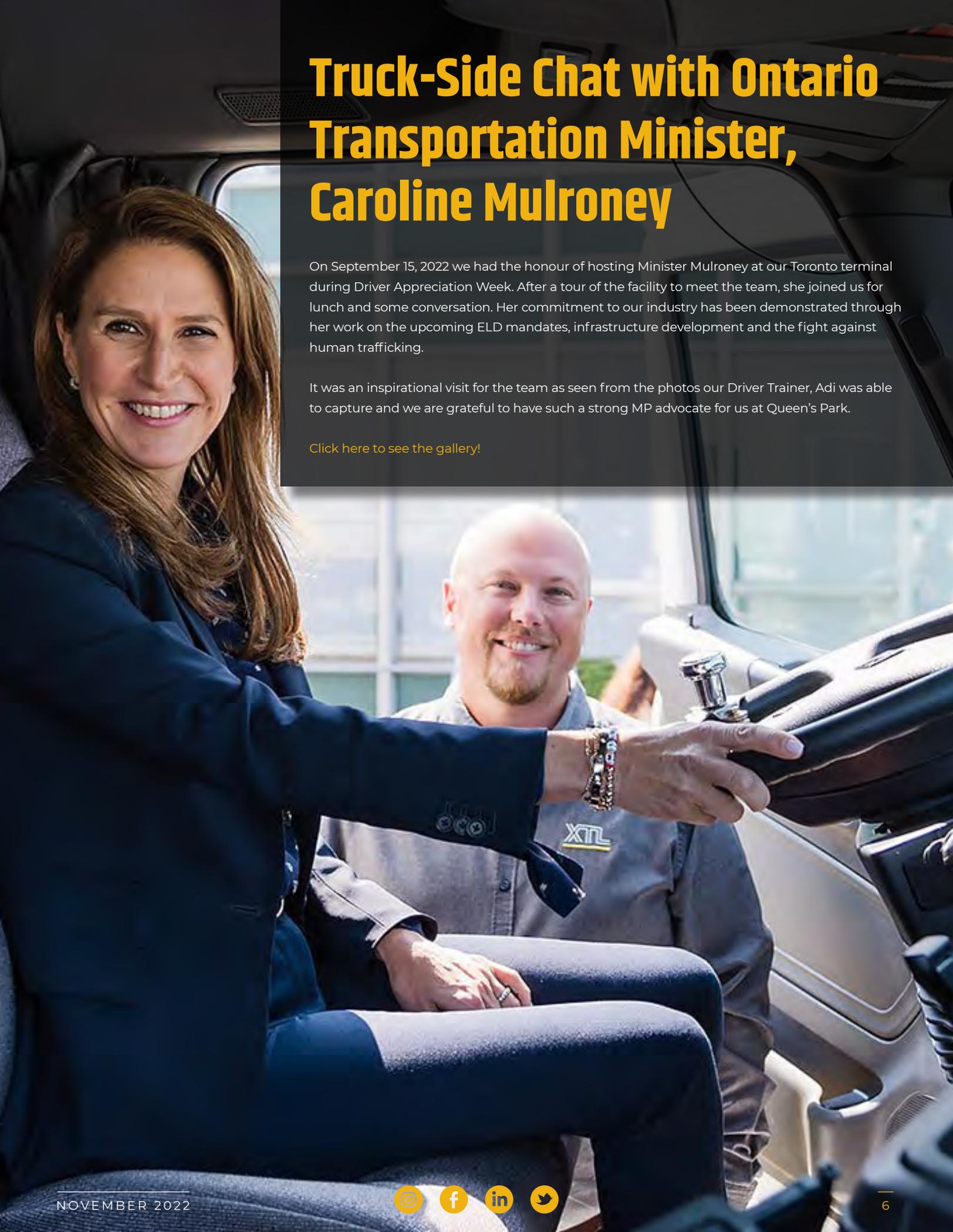


# Truck-Side Chat with Ontario Transportation Minister, Caroline Mulroney

On September 15, 2022 we had the honour of hosting Minister Mulroney at our Toronto terminal during Driver Appreciation Week. After a tour of the facility to meet the team, she joined us for lunch and some conversation. Her commitment to our industry has been demonstrated through her work on the upcoming ELD mandates, infrastructure development and the fight against human trafficking.

It was an inspirational visit for the team as seen from the photos our Driver Trainer, Adi was able to capture and we are grateful to have such a strong MP advocate for us at Queen's Park.

[Click here to see the gallery!](#)



# PLANNING FOR YOUR FUTURE

It's with great pleasure that we announce that Manulife has extended their service offering to now include full financial planning!

These services come with no cost to you, no hidden fees or commissions and no obligations - just sound advice from licensed planners. Whether or not you have joined the XTL RRSP match program, this service offering is available to all XTL employees.

If you've been unsure about the RRSP program or Financial Planning in general, this could be the perfect opportunity to get the advice you're looking for.

**Click here** to access the welcome brochure which offers more information and a link in which you can sign up for a consultation. As always, the XTL HR team is available should you have any questions or need any assistance.



# XTL-IENS IN THE COMMUNITY

## Trucks for Change – After the Bell Program

For the second year in a row, we've been fortunate enough to lend a helping hand to Trucks for Change's After the Bell program which provides nutritious summer food packs to children who typically rely on school breakfast and lunch programs from September to June.

Special thanks to our driver, Pardeep, who delivered this shipment to the Richmond, BC Food Bank this summer!



# XTL-IENS IN THE COMMUNITY

## Bowling Night at HB

Bowling pins weren't the only things getting split at HB's Bowling Night in August.

The team spared some change with a 50/50 draw that raised \$350 for local charity, Fin a la Faim.



# XTL-IENS IN THE COMMUNITY

## Family Day in Alberta

On July 24, 2022 our Alberta terminals came together for a Family Day affair complete with food trucks, a face painting station, lawn games, a balloon artist and petting zoo full of goats, lambs and bunnies!

Our Alberta team is growing really fast and this gave everyone the opportunity to meet each other and build connections and relationships with each other's families as well.

The icing on the cake? We also raised \$475 for the Costco Children's Miracle Network charity.



# XTL-IENS IN THE COMMUNITY

## Charity BBQ in Toronto

As summer winded down, our Toronto team hosted a charity BBQ that brought in a whopping \$1027.55 that was split between two charities.

With school just around the corner, \$513.78 went to the Rexdale based Youth Without Shelter's Stay in School Program which offers 20-bed, long-term transitional housing for youth dedicated to completing their education within a safe and stable environment. The remaining \$513.77 went to SickKids Foundation dedicated to improving the health of children.



## XTL's 5K to Conquer Cancer

This October, we hit the ground running again in our second annual 5K to Conquer Cancer! Cancer affects so many lives and we were able to raise an impressive \$3,400 last year.

Stay tuned for our upcoming Winter edition to see how much we collected in 2022.

# SOCIAL }X{UTTERFLIES

SUBMIT YOUR PHOTOS TO [XPRESSIONS@XTL.COM](mailto:XPRESSIONS@XTL.COM) TO BE FEATURED IN UPCOMING ISSUES!

## I scream, you scream, we all scream for ice cream!

Got the team chillin' at the ice cream truck at our HB warehouse to thank them for the hard work they do for us. The cherry on top: we have several scoops of pics for you to enjoy!

## The Wild West

We couldn't help but celebrate the Stampede this year with a few events of our own!

The first was an all-day pancake breakfast – a huge Stampede tradition – loaded with pancakes, sausages, bacon, turkey bacon, veggie sausages and coffee for all! We followed it up with an all-day BBQ serving burgers, hot dogs, veggie dogs, veggie burgers, chips, coffee and pop.

Looking forward to this new yearly tradition!



## Par-TEE!

Our Toronto team came out swinging in a Friday Lights Golf Night. Nothing but good times as par as the eye could tee! Especially one of our drivers Neil who showed off his pro golf skills.



# IN THE NEWS

## AMTA Member Profile: Meet BJ Zoobkoff of XTL Transport – Fall 2022

In the latest edition of Western Canada Highway News, our Safety Manager, BJ Zoobkoff was featured in the Alberta Motor Transport Association's (AMTA) Member Profile. After falling into the industry by accident in 2001, she found her home at XTL in 2016.

[Click here](#) to learn more about her career path and what she loves about this industry on pages 35-36.



## ◀ Drive Like a Girl – May 26, 2022

Our very own, Nadya Bavasah, whose 'road-handle' is Prairie Princess, tells how she got into trucking in Supply Post's article, Drive Like a Girl. After ten years in the industry, Nadya has developed a reputation amongst her fellow drivers as being able to back a highway onto almost any dock and under the most difficult of circumstances and conditions.

We've had the pleasure of having Nadya on our team for the past five years, where she has been keeping the Costco stores in Prince George, Kamloops and Kelowna stocked up.

[Click here](#) for the full article.

# Stay Up to Date With XTL!

## XTL NEWS

Check out our monthly blogs on our website.

### OUR LATEST ARTICLES:

- [The History of XTL Distribution – June 20th, 2022](#)
- [The Heart of Safety – May 31st, 2022](#)

Follow us on social media:



# XPRESSIONS

## NEWSLETTER



“ People with great passion can make the impossible happen. ”

- anonymous

We'd love to hear your feedback! If you have any ideas on how to improve our newsletter or suggestions for the next issue, email [xpressions@xtl.com](mailto:xpressions@xtl.com)



TRANSPORT  
LOGISTICS  
DISTRIBUTION