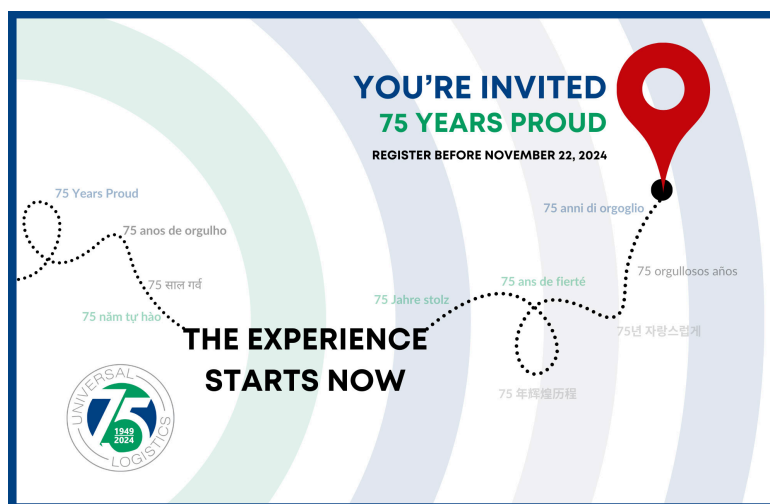


## Let's Celebrate 75 Years Proud

Only a couple of weeks to go before our **75 Years Proud** celebration party on **Saturday, December 14<sup>th</sup>**.

We have an incredible turnout and are expecting 86 employees and 81 guests (plus 89 hotel rooms)



Here's what you can look forward to:

- **A Fun Evening:** Food stations, drinks, music, dancing, contests and prizes at *One King West*, Toronto's stunning historic venue.
- **Dress to Express:** It's your time to shine in your favourite cocktail attire!
- **Relax and Stay the Night:** To make the evening even more special, we've arranged a complimentary overnight stay for you and your guest.

**Date:** Saturday, December 14, 2024

**Venue:** One King West, Toronto

**Time:** 7:00 PM

**Dress Code:** Cocktail Attire

# Head Office Christmas Potluck & Milestone Anniversaries

As we do every year at Head Office during the Holiday Season, we will once again hold our **Christmas Potluck Luncheon** on **Tuesday, December 17<sup>th</sup>**!

As we will not have our traditional Staff Christmas Party this year (due to the big 75-Year Event on December 14<sup>th</sup>), we will be recognizing this year's **Milestone Recipients** at the Potluck Luncheon.

Our Canadian branch and US offices will be Zooming in on the Milestone presentations and are encouraged to organize their own Potluck luncheon for December 17<sup>th</sup>.

Everyone at Head Office – stay tuned for more details and plan on bringing your tastiest dish to the Potluck!



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## HHTH 2024 Wrap-Up



Our 2024 **Hockey Helps the Homeless Fundraiser** officially came to a close on Friday, November 22<sup>nd</sup> and we once again surpassed our goal of \$30,000.00, raising **\$32,038.50** for HHTH, 360Kids and Blue Door!

We kicked off this year's campaign with a *Lunch 'N Learn* event at Head Office on October 22<sup>nd</sup>, highlighted by presentations from HHTH, 360Kids, and Blue Door.

Our guest speaker this year was unlike others we had had before. His story from his youth, to going pro as a hockey player, to finding himself at rock bottom, and his climb all the way back up to becoming an advocate for those in need, moved listeners to tears. **Brady Leavold** shared his struggle with his mental health, addiction, and how it landed him on the streets and behind bars. He took accountability for the choices he made, and shared what motivated him to seek help for others who don't have or know about the resources to take the first step towards change.

This year included many changes for the Universal team competition. Nevertheless, we saw the return of classics like *50/50 Draws*, *Word Bingo*, *Krispy Kreme Donut Sale*, and *Putt to Win!* New events took Universal employees out of the office: *Bowling at Splitsville* hosted by the Universal Maple Leafs, and *The International Food Fair*. The collaborative event of The International Food Fair invited individuals from all the teams at Head Office to sell delicious food to the tenants in the building and the ones next door. This event saw great success, bringing in **\$1,825.00** for HHTH! There was no shortage of food sales internally either with the Universal Canadiens' *Munchies R Us* convenience store, and the Universal Flames' annual *Bake Sale*. We worked off those calories with the return of *Egg Pong*, and *Bullseye for a Good Cause*, which made its debut at the Airport Office!

Our Vendor Team, the *Universal Senators*, had another successful year chasing our suppliers and partners for donations, raising **\$7,033.95!** We received a unique donation from our accounting firm, *Hilborn LP*, in the form of **2 Toronto Maple Leafs tickets** which we raffled off, earning \$420.00 for HHTH. Congratulations to **Andressa Lopes** who will be heading down to see the Leafs play against the Washington Capitals on Friday, December 6<sup>th</sup>.

Ultimately, the *Universal Canadiens* were declared the winning team. Congratulations again to Captain **Melanie Basu**, Assistant Captain **Jheysson Sanchez**, General Manager **Cathy Fong**, and the entire Universal Canadiens team for raising a whopping **\$8,420.11**. The Universal Canadiens team will enjoy a lunch at a restaurant of their choice, compliments of Universal.

For our incentive prize winners, congrats to **Debbie D'Ornellas** who won the Early Bird Registration Sprint prize – a custom-made Muskoka Sports Chair. We're also happy to report that **50** employees raised over \$150 and will receive a **Universal/HHTH Thor Tumbler**, **45** employees raised over \$200 and will receive an **Extra Paid Vacation Day**, and **34** employees raised over \$250 and will receive an **HHTH Herschel Backpack**.

The winner of our Grand Prize – 2 Gold Section tickets at center ice to see the Toronto Maple Leafs and a \$200.00 Visa Gift Card – was none other than our top individual fundraiser of this year, **Oswaldo Arteaga**. With the requirement being \$100.00 raised per ballot, Oswaldo had 26 entries out of 214 ballots entered by a total of **58** employees! Congratulations, Oswaldo!

The creativity and enthusiasm we saw with this year's campaign really put the *fun* in fundraiser. Congratulations and thank you to everyone for the work you put in to raising money and awareness for *Hockey Helps the Homeless*. Your efforts towards helping those in need have not gone unnoticed, and it's safe to say, we're all on Santa's Nice List this year!

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## From Rugby Pitch to Ballroom

### Ilona Maher Tackles *Dancing with the Stars*!

#### ***Contributor: Karen Gasbarino***

I wager that at least half of our company tuned in this season to *Dancing with the Stars*.

I'll be honest, I had never watched it before. It hadn't interested me. But this season I not only watched, but voted every week as well.

But only for one contestant.

Those who know me pretty well are acutely aware that for almost two decades, my passion outside of work and family is rugby. I tend to drive people crazy with this passion for rugby.



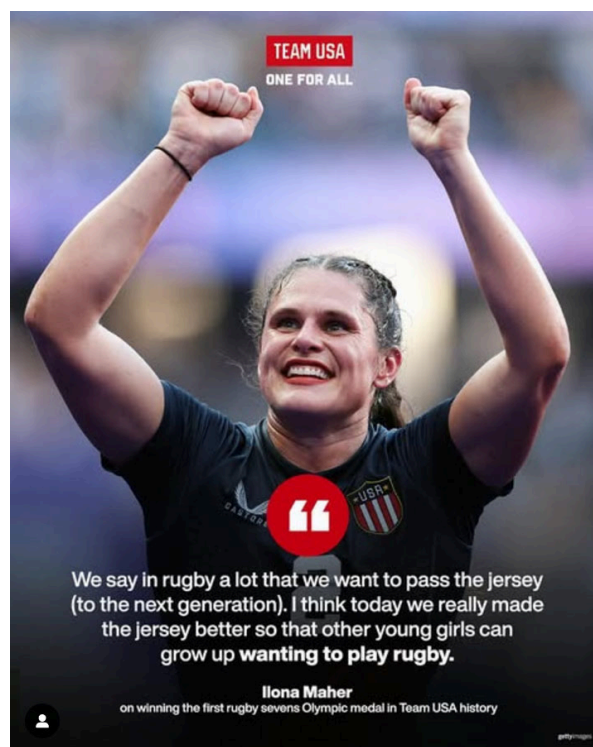
My involvement in the game goes beyond that of *superfan*, though.

I have written over 150 articles about the people and players who make the sport of rugby amazing. I have written pieces about members of the rugby community striving to fit in, those trying to build rugby at the grassroots (and professional!) levels, and about how important the referees are to the game.

I also work with the *Canadian Classics Women's Rugby* organization as their Marketing & Promotions Director.

I worked in the past with a rugby-centered business on their marketing and written content. When I wasn't writing articles for their website, I was their editor. One such piece I wish I had penned myself was about SUPERSTAR and household name **Ilona Maher**, the AMAZING USA Women's Rugby FORCE and now social media darling.

Ever since I edited that piece about Ilona seven years ago, I have followed her career with great interest. This is someone who is not only a talented athlete, but Ilona's causes and voice are timely – and powerful.



Ilona has played 7s and 15s rugby for nearly a decade, though more prominently in the 7s side. This past summer she became a household name when she used her platform as an Olympian to speak about body positivity and to advocate for women and girl's rights. She earned widespread respect as she was instrumental in USA Rugby's Bronze medal in Paris (Canada won Silver).

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### **What sets Ilona Maher apart?**

Ilona is impactful as a tall and strong woman with a presence on the pitch like no other; strong, fearless, imposing. But she also stands out because of what she represents. Despite being strong and fierce, Ilona ALWAYS wears the same colour of red lipstick on the pitch (Maybelline. She is now a spokesperson. Of course). She is a fashionista using her forum as a public figure to talk about body positivity and to debunk the myth that a woman can't be strong AND beautiful; that a woman can't be large BUT ALSO fit; that a woman can't have muscles AND be feminine and beautiful.

It is a powerful message. And the masses are receiving it.

Ilona would not be the first person to tell you this, but her advocacy is saving lives. She has meant so much to young players and girls struggling with their own self-image. But the messaging is all the more positive because Ilona tends to not take herself overly seriously – she has a wonderful sense of humour. She is the entire package: professional, an amazing athlete with an incredible player intelligence, a great and kind teammate and team leader, and a generous ambassador of the game.

She is so impactful that she was pegged for the *Sports Illustrated* swimsuit cover post-Olympics, making appearances on such shows as *The Tonight Show with Jimmy Fallon*.

But here's what makes Ilona Maher a household name: her appearance on *Dancing with the Stars*.

The pride of Burlington, Vermont, USA is the first rugby player to ever appear on a reality TV program here in North America! In the UK – where rugby is part of everyone's daily life – there are Royals who played professionally, and many popular players have regularly appeared on various reality shows and competitions.



But here, rugby is hardly a mainstream sport. It is much more unusual. So, Ilona's appearance on *Dancing with the Stars* is very special, and it is doing amazing things for rugby – especially WOMEN's rugby. With women's sports going more mainstream (soccer, basketball, hockey), and with *Women's Rugby World Cup* next year in England, the timing could not be better. Especially for a female rugby writer such as myself.



Ilona Maher's appearance on *Dancing with the Stars* is something that our small (yet growing) rugby community embraces and celebrates!

The great news is that Ilona Maher's star is not nearly finished rising.

She and her partner Alan not only successfully made it to the semi-finals, they came in **SECOND place!** After a rocky start and that determination rugby players are known for, the team improved week after week and received a massive share of the public's vote.

If *Dancing with the Stars* is not your thing and you don't yet know who Ilona Maher is, prepare to see her absolutely everywhere, and prepare to be taken in by her dynamic sense of self; *People* magazine, fashion week, *the Oscars*. There are even rumours that she's destined to be the next *Bachelorette*.

And all of this before she laces up for World Cup next August!

But for now, Ilona has swapped her cleats for dancing shoes, as it was announced she will tour with the cast for live appearances.

Gotta go – need to find tickets for *Dancing with the Stars Live!*

# Something's Brewing

**Contributor: Alice Yan**

## Universal Client Spotlight: Beauty & Fashion

**Aritzia** (<https://www.aritzia.com/en/aritzia/corporate-hub/corporate-landing.html>) –  
*Using our Canadian & US freight services*

### Introduction

A world-renowned Canadian clothing brand that was founded in Vancouver, British Columbia, by businessman Brian Hill in 1984.

It sells a variety of lifestyle apparel through various upscale retail stores across Canada, the United States, and online.

*Aritzia* describes itself as an “everyday luxury” brand at attainable prices.



### Star Sellers

The Super Puff – *Iconic style meets superior technical quality to create a new kind of outerwear.*

Babaton – *For professional use mostly. Atelier-inspired design, luxe fabrics and tailoring done right.*

The Effortless Pant – *The original goes-with-everything trouser. Tailored in 7 signature fabrics chosen for their feel, quality and ability to look good wherever.*



**Paraffin Store Limited** ([https://paraffinstore.com/?srsltid=AfmBOopx2uO0alSRcrm8BQZqnwzMFix\\_RZDLHCq1FWcywvsdvynkK9Lj](https://paraffinstore.com/?srsltid=AfmBOopx2uO0alSRcrm8BQZqnwzMFix_RZDLHCq1FWcywvsdvynkK9Lj)) – *Using our Canadian customs, freight & distribution, and US customs & freight services*

### **Introduction**

Paraffin is a contemporary brand specializing in on-trend designs with a European edge. Their collection includes Hoodies, T-Shirts, Shirts, Henley's, Jeans, and more, focusing on providing premium men's clothing. Manufacturers are based in Canada and Ireland, specializing in men's fashion, providing clothing design and self-controlled production facilities for bulk production.



### **Star Sellers**

[XV Kings](#) – *A collection by Tommy bowe, a range that combines premium quality with stylish designs. Offers everything from casual to smart-casual, perfect for any occasion.*

[Scott Ellis](#) – *On trend casual wear in clean statement colours. Created and designed by a team of specialists in Canada to deliver the highest quality clothing for our customers.*

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**Bubble Beauty, Inc** (<https://hellobubble.com/>) – *Using our Canadian customs service*

### **Introduction**

Founded in 2020, Bubble Beauty, Inc. specializes in creating extremely effective, research-backed skincare formulations that are dermatologist-tested, cruelty-free, vegan, and fragrance-free.

Their products aim to provide gentle yet effective solutions for skincare needs.



**Star Sellers**

U-14 – Skincare for faces under 14 years old

[Skin School \(https://hellobubble.com/pages/skin-school\)](https://hellobubble.com/pages/skin-school) – Teaches everyone about skin conditions, skincare routine, myths and common skincare ingredients.

**Elizabeth Grant International Inc.** (<https://elizabethgrant.com/pages/our-company>) – Using our Canadian customs & freight, and US customs services

**Introduction**

Founded in 1948, Elizabeth Grant is a 76-year-old Canadian skin care company focused on producing the most highly advanced luxury skincare products.



## Star Sellers

Supreme Cell Vitality – *Ideal for targeting early signs of aging*

Collagen Re-Inforce – *providing support and helping your skin appear firmer, and tighter*

Torricelumn™ Absolute – *Redefine skin's natural anti-aging process*

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**Fig Facial Inc. (Formula Fig)** (<https://formulafig.com/>) – *Using our Canadian customs & freight, and US customs & freight services*

## Introduction

Formula Fig is a skincare company that offers facials, injectables, and skincare products. All treatments are delivered by medical professionals.

Their renowned and trusted medical team of highly skilled physicians are experts in aesthetic surgery, aesthetic injectables and cosmetic chemistry.



## Star Sellers

Injectables – *Developed by a team of Doctors, the medical aesthetics program uses industry-leading wrinkle relaxers/dermal fillers to achieve “full-face” ethos*

High-Tech Facials – *Science-forward facials use the world’s most innovative machines and modalities to target specific skin concerns. Real results. No downtime.*

Skincare – *An expert edit of the best cleansers, serums, facial tools and masks to transform your skin health. Featuring luxury brands Goop, Nuface, Tata Harper & more!*

**Question: Black Friday, Cyber Monday, and the Christmas shopping season are coming one after the next, so all vendors and retailers are shipping and receiving non-stop. Answer the questions below about “The Best Containers” to feel the power of Ocean Shipping!** (mailto:sfong@universallogistics.ca?subject=Something's%20Brewing%20-%20Ocean%20Freight!)

- 1. Which Steamship line** set the world record for the largest amount of cargo loaded on a single ship?
- 2. What is the name** of the largest container ship?
- 3. Which is the busiest ocean trade route** in the world?

Click on the question above, submit your answer to Sharon, and you're eligible to win!

### **Submission deadline**

Friday, December 6<sup>th</sup> (Noon)

### **Prize**

\$25 Tim Hortons, Starbucks or Amazon gift card for the 2 winners

(If more than two contestants have the right answer, we will pick the winning names out of a hat)

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## **Growing again**

In *Universal & You*, we want to introduce all new employees. We have new additions at Head Office and the Cleveland office. Please join us in welcoming Beatriz Silva and James Yatson to the team!



**Name:** Beatriz Silva

**Team:** Freight Solutions (Head Office)

**Start date:** October 21, 2024



**Name:** James Yatson

**Team:** US Freight Services (Cleveland)

**Start date:** November 5, 2024



## Book Buzz

**Contributor: Barbara Mulatinho**

### Author Spotlight: M.L. Rio

M.L. Rio's debut novel, *If We Were Villains*, was published by Flatiron Books in 2017, and has since become an international bestseller, published in twenty countries and fifteen languages. In addition to her work as a writer, she is a recovering actor turned academic. She holds an **MA** in Shakespeare studies from *King's College London* and *Shakespeare's Globe*, and a **PhD** in English literature from the *University of Maryland, College Park*. Her research explores representations of madness and mood disorder on the early modern stage. She lives in Washington, D.C. with too many books, too many records, and a mutt called Marlowe.



M.L. Rio

### ***If We Were Villains***

Oliver Marks has just served ten years in jail – for a murder he may or may not have committed. On the day he's released, he's greeted by the man who put him in prison. Detective Colborne is retiring, but before he does, he wants to know what really happened a decade ago.

As one of seven young actors studying Shakespeare at an elite arts college, Oliver and his friends play the same roles onstage and off: hero, villain, tyrant, temptress, ingenue, extra. But when the casting changes, and the secondary characters usurp the stars, the plays spill dangerously over into life, and one of them is found dead. The rest face their greatest acting challenge yet: convincing the police, and themselves, that they are blameless.



Barbara's Rating: 5/5

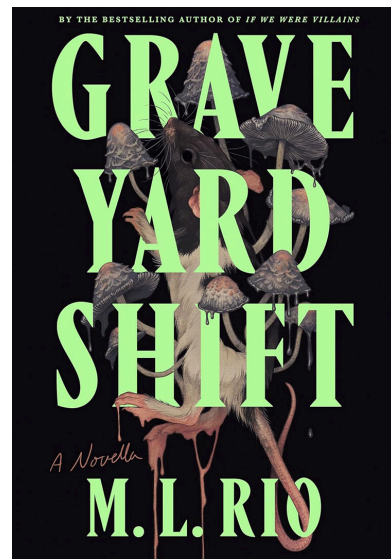
P.S. it's on my list of Top 5 Best Books of All Time



## **Graveyard Shift**

Six minutes after takeoff, Flight 1421 crashes into the Pacific Ocean. During the evacuation, an engine explodes and the plane is flooded. Those still alive are forced to close the doors. The plane sinks to the bottom with twelve passengers trapped inside.

Their only chance at survival is an elite rescue team on the surface. They need to rescue the passengers from the sealed airplane, which is now teetering on the edge of an undersea cliff. There's not much time. There's even less air.



*A Novella*  
Barbara's Rating: 4/5

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## **Culture and Entertainment**

**Contributor: Barbara Mulatinho**

### **Reality TV**

#### The Traitors

A group of contestants arrive at a castle in the Scottish Highlands with hopes of winning a large cash prize that is built up through missions. The players are referred to as the "Faithful" but among them are the "Traitors" – a group of contestants selected by the host, whose goal is to eliminate the Faithfuls and claim the prize for themselves.



*Available on Crave*

Should the Faithful contestants eliminate all the Traitors, they will share the prize fund, but if any Traitors make it to the end, they steal the money.

Most nights, the Traitors come together and decide upon one Faithful contestant to "murder" and that person leaves the game immediately. At the end of each day, the players participate in the Round Table, where they discuss who to vote out before individually voting for a player to be banished. When the game ends, if all remaining players are Faithful, then the prize money is divided evenly among them. However, if any Traitors remain, they win the entire pot.

## The Mole

The series is a reality competition in which the contestants work as a group to add money to a pot that only one of them will eventually win. Among the contestants is one person who has secretly been designated “the Mole” by the producers, tasked with sabotaging the group’s money-making efforts.



Available on Netflix

At the end of each episode, the contestant who knows the least about the mole, as determined by the results of a multiple-choice quiz, is eliminated from the game. The last contestant standing wins the game and the money in the pot.

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## Drink Masters

Twelve innovative mixologists face each other in a cocktail competition. They compete in a series of high-stakes cocktail challenges to win a life-changing prize and the title of “*The Ultimate Drink Master*”. The format of Drink Masters should register as comfort food for anyone who has watched any kind of popular food programming over the past two decades:



Available on Netflix

Twelve contestants compete in various themed challenges, each with an all-but-impossible time limit. Every week, one bartender is eliminated. It is a time-tested formula, and Drink Masters largely succeeds because it’s based on a can’t-fail template of TV-making, combined with Netflix’s arsenal of the latest high-speed imaging technology to make garnishing a cocktail look like placing the finishing strokes on the ceiling of the Sistine Chapel.

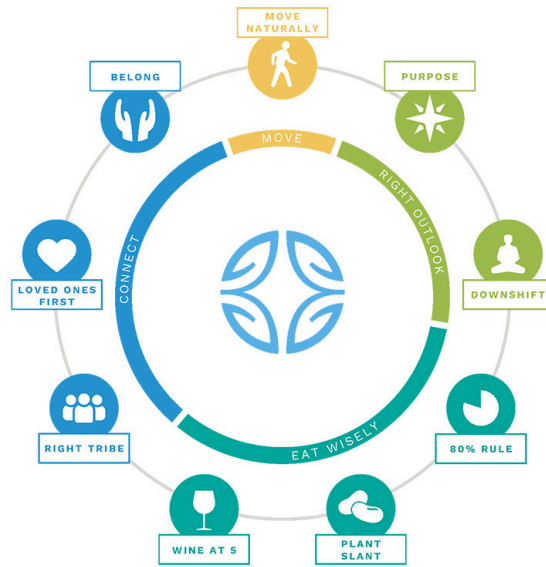
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# ***Health and Lifestyle***

***Contributor: Veena Ramesh***

## **Blue Zones: Chapter 2**

Last issue, we identified the world’s ***Blue Zones*** and spoke in detail about them. In this chapter of our series, we will highlight *The Power of 9*.



*The Power of 9*

The diagram shows the 9 lifestyle habits of people who live in Blue Zones.

### Move

**Moving Naturally:** Moving without thinking about it. The choice to live in an environment which encourages the interaction with their everyday environment, tending to a garden, doing house work without the use of modern gadgets.

### Right Outlook

**Purpose:** Waking up every day with a purpose in mind adds extra years to your life.

**Downshift:** As all of us are aware, stress is a silent killer. Stress has always existed, but what you need to do in order for it to not affect you is have routines to shed stress. It can be simple activities like praying, meditating, sleeping, or an artistic activity.

### Eat Wisely

**80% Rule:** "*Hara Hachi Bu*" is an ancient Confucian mantra that is said before meals to act as a reminder to stop eating when the stomach is 80% full. The 20% gap between not being hungry and feeling full has a lot to do with losing or gaining weight. People in Blue Zones eat their smallest meal in the late afternoon or early evening.

**Plant Slant:** Meals and recipes mainly include beans, lentils, and plant-based diets. This helps maintain good health. For meat eaters, the it is suggested that they reduce portion size.

## **Connect**

**Right Tribe:** It is a well-known fact that happiness is contagious. It is a healthy habit to spend time with friends. Sharing stories and making memories are habits that help longer life expectancy.

**Loved Ones First:** You can promote longevity when you put your family first. In quite a few countries, children keep their aging parents and grandparents at home to take care of them. When you commit to a partner and both invest their time and money in taking care of the children, this will ensure that the children will take care of you when the time comes.

**Belong:** Sense of belongingness to a community, with emphasis on faith-based communities. Many communities have faith-based services and when you indulge in these, you can extend your lifespan.

Here is how the Power of 9 connects with the **9 Chakras of Life...**

### **Root Chakra (Muladhara) – Sense of safety and stability**

- **Blue Zone Connection:** Emphasizes community, strong family bonds, and a sense of belonging. These provide emotional grounding and stability.

### **Sacral Chakra (Svadhithana) – Creativity and joy**

- **Blue Zone Connection:** Engage in hobbies, cooking, gardening, and activities that bring joy, echoing the vibrant, hands-on lifestyle of Blue Zones.

### **Solar Plexus Chakra (Manipura) – Confidence and willpower**

- **Blue Zone Connection:** Develop a sense of purpose. Knowing why you wake up every morning and what your goals are for the day will give a person a certain level of confidence to go through the day and to complete personally assigned tasks. A lot of willpower is required to complete duties or tasks wherein you are solely in charge.

## ***Educational Achievements***

*“Knowledge is what can separate you from the pack. It can take you as high as you want to go if you put it into action.”*

The employees of Universal Logistics regularly receive industry training that is paid for by the company. We are proud to recognize the achievement and success of our latest course and program graduates.

### **Certified Customs Specialist (CCS) Course**



*Chloe Doan  
Customs Operations  
(Head Office)  
graduate of the CCS course*

**Congratulations Chloe!**



*Naara Garcia  
Customs Operations  
(Head Office)  
graduate of the CCS course*

**Congratulations Naara!**



## ***IT Corner***

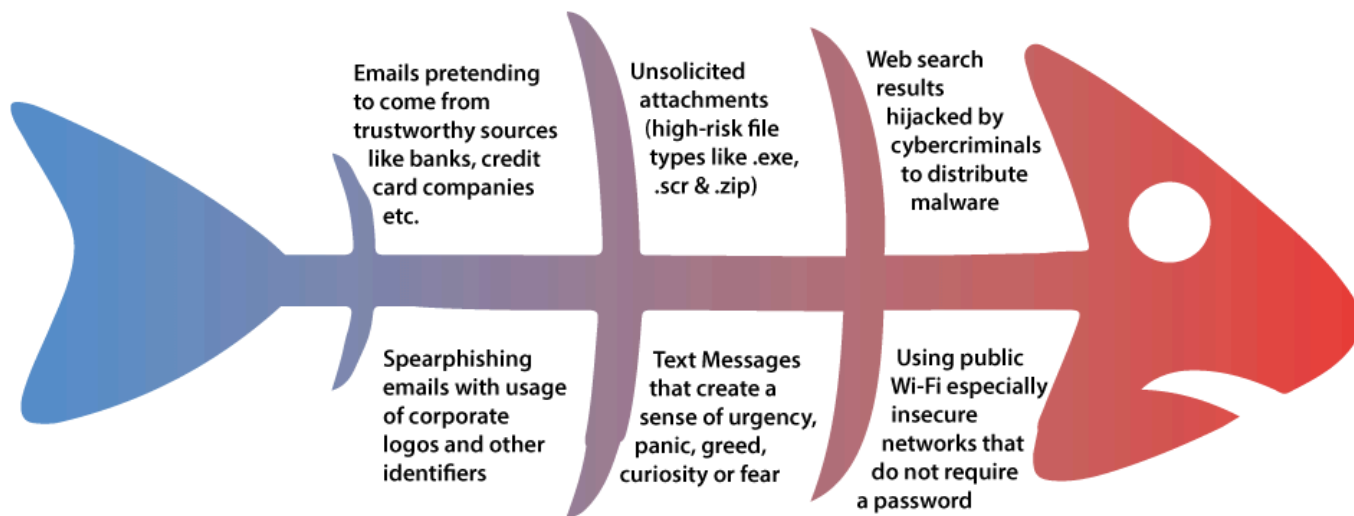
### ***Phishing and Smishing Attacks***

Phishing and smishing are two common tactics used by cybercriminals to trick you into giving away sensitive information, such as passwords or credit card details.



**Phishing** typically occurs via email. You might receive an email that looks like it's from a legitimate source (like your manager/CEO or a trusted company), urging you to click on a link or download an attachment. Once you do, you might be directed to a fake website designed to steal your information.

**Smishing** is the same concept, but it happens through SMS (text messages). You might get a text message claiming you've won a prize or need to verify your account details. Just like with phishing, clicking the link could lead to trouble.



### How to Protect Yourself:

1. **Be Skeptical:** If something seems too good to be true, or asks for sensitive information, it's likely a scam.
2. **Check the Source:** Verify the sender's email address or phone number. Look for small differences that might indicate a fake.
3. **Don't Click Links:** Instead of clicking on links in suspicious emails, contact the *IT Solutions Team*.

**Quick Tip:** Always think before you click. If you're ever in doubt about an email, contact the company directly using a phone number or email you know is legitimate and always share it with the *IT Solutions Team*. Staying vigilant is your best defense against phishing and smishing attacks.

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*Universal & You* is produced by Universal Logistics, Editor: Sharon Fong, email: sfong@universallogistics.ca.

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