

HUNA TOTEM HEADLINES



HUNA TOTEM CORPORATION • SEPTEMBER 2014

Overcoming Challenges with Success at Icy Strait Point



Icy Strait Point has had one of its most challenging, yet successful, years yet. We are well on the way to becoming the best, authentic, and profitable cruise ship destination in the world. Embarking on the 2014 season, we knew we had our work cut out for us. The 14-bed bunkhouse was a great addition to our housing options and has made it affordable for shareholders to come home and work at Icy Strait Point for the summer.

Our shareholder-hire percentage remains one of the best of any ANCSA Corporation, at 85%. We hope the bunkhouse increases our shareholder-hire percentage in the future. Painting projects on the fish house, bunk house, and cannery have the site looking the best it has in years. The new ticket booth by the heritage center has increased sales and made more information readily available to our guests. Our food this year is the best it has been since opening. New records have been set and broken over and over, both in the Cookhouse and the Crab Station.

May 23rd was the 10-year anniversary of the first ship call at Icy Strait Point. Since then, we have had 1,348,032 guests experience the best cruise ship destination in Alaska. Who decides we are the best? Our customers do! Both the business world and the world of tourism are being greatly influenced by social media and the options that the Internet provides travelers. This year, we have seen the best reviews Icy Strait Point has ever seen. It seems that the friendly small town attitude that Hoonah, our shareholders, and the employees at Icy Strait Point, is getting through and we are making an impact on our visitors, who are seeing the value of an authentic destination.

The most amazing thing about this success is we have done it with the fewest number of employees we have ever had. Our core group of employees, who have been here since the beginning, are the foundation of the business. We have some of the most dedicated employees in tourism. Gunalchéesh to all of our employees; the best is yet to come!

Star Princess Visits Icy Strait Point

On July 23rd, the Star Princess of Princess Cruise Lines made its inaugural visit to Icy Strait Point bringing 2,802 enthusiastic passengers. This is the second largest number of passengers to arrive on a single ship during our ten years of operation at Icy Strait Point. The friendliness and enthusiasm of our guests set the tone early and our staff responded in-kind. “Our entire team was nervous about the sheer volume of guests we were expecting from the Star Princess,” said Eleanor Davenport, Retail Director. “We were ready and prepared for the challenge...and off came enthusiastic waves of passengers with an excitement that was contagious. We had a great day! Our staff was confident and happy to share their home with our guests.”



Reports from Programs and Food and Beverage were also positive. The general consensus of the ISP Staff was that these guests were among the friendliest and most enthusiastic to visit Icy Strait Point in 2014. We look forward to many more such visits in the future. Sometimes attitude is everything! Five stars for the Star Princess crew and guests!

Authentic Alaska Welcomes Anne French



Huna Totem Corporation welcomes Anne French to their team this month as the Vice President of Marketing and Sales. Anne will lead brand development, marketing and sales for the company. She will be responsible for developing

Authentic Alaska’s brand in a way that is integral to its future growth and that is consistent with HTC’s vision, mission, and values.

“Anne showed us an exceptional ability to identify new business opportunities and build a brand platform that can sustain growth,” said Lawrence Gaffaney, HTC President and CEO. “I’m confident she can help us in our mission to advance the economic aspirations and

culture of the ‘Xúna Kaawu.’”

Anne brings more than 20 years of experience in marketing and brand innovation to her new role. She is a brand strategy executive with a proven record for increasing sales and profit performance across a broad range of businesses, including Procter & Gamble Co.; Clorox; the software company, Intuit; and Foote, Cone & Belding, an advertising agency.

Anne has led innovation development for a variety of clients, including Colgate-Palmolive, Hormel Foods Corporation, Del Monte Foods and Georgia-Pacific LLC. She’s also consulted for Facebook, GoPro and General Electric.

With her wealth of knowledge and experience, Huna Totem Corporation looks forward to seeing great things from Anne.



Larry Gaffaney, Huna Totem Corporation
Chief Executive Officer and President

Moving Forward Together

It's been a very full and exciting summer at Huna Totem Corporation, as you'll no doubt see when you review this quarterly newsletter. We've received many calls at the office asking "What's happening with the Dock?", considering this was June's topic, I decided to share the very significant progress HTC and the City have made together.

On Thursday, August 14, 2014, the Hoonah City Council passed 11 Resolutions approving the necessary Project Agreements between the City and Huna Totem Corporation confirming: ownership; location; construction management; operation & maintenance; funding; and public access for the Hoonah Cruise Ship Dock. These agreements were signed by the Mayor and HTC CEO on August 21st.

These documents formalized the Public-Private partnership between the City and HTC, creating Hoonah Cruise Ship Dock Company, LLC which is jointly owned by the City and HTC, and will be the owner of the dock. Under the Project Agreements, the City's maximum financial liability is the contribution of the remaining Grant Funds from the State of Alaska. HTC has committed to contribute the balance of funds required for dock construction up to a maximum \$7.9 million. Final ownership percentages will be determined by each party's capital contribution, and are estimated to be 65% for the City, and 35% for HTC.

HTC will be the Construction Manager. Working with BergerABAM the Owners' Engineer, a Request for Proposal (RFP) was issued on Friday, August 22nd. A mandatory pre-bid conference was held in Juneau on September 9th and final bids are due October 15, 2014. The construction RFP was issued as a design-build, which requires bidders to complete final design based on specifications provided as well as build the dock. This provides opportunities for the builders to provide value added engineering and is expected to result in a lower final project cost.

On-site construction is anticipated to begin the first quarter of 2015, with substantial completion targeted for August 31, 2015. This is an aggressive schedule and will allow the pier to receive several cruise ships during the shoulder 2015 season, ensuring the dock is performing as expected ahead of the necessary upland work (new roads, transportation center, site upgrades, landscaping, etc.)

Once completed, ISP will operate the dock and be responsible for its ongoing maintenance. Two key objectives of installing this dock are; i) keeping the ship calls ISP currently has, and ii) winning new ship calls. ISP is a high-cost call for cruise lines compared to Juneau, Skagway, and Ketchikan, so it is not feasible to charge additional fees for use of the pier. ISP has accepted this financial obligation, relieving the City of any ongoing financial burden relating to its 65% ownership of the dock.

The pier will be constructed on City owned tidelands and HTC owned uplands. The City and HTC have provided leases for up to 55 years to Hoonah Cruise Ship Dock Company, LLC. Additionally, HTC has provided an easement for public access to the dock for the same time period. A new transportation center will be available for Hoonah tour operators to pick up and drop off passengers at the same location as ISP excursions will depart. The City will be able to place an informational kiosk at the transportation center, which represents a major improvement in guest and operator safety and convenience compared to the current pick up location at the turnout.

HTC and the City are planning a Town Hall meeting in November to provide much more detail than is possible here. Watch the HTC website and Facebook page for details.

It's been a long road. Gunalchéesh to all who have helped us with this project which is now poised to begin benefitting HTC, the City, and the entire community of Hoonah.

-Larry

Huna Heritage Foundation Trustees Meet

HHF Trustees have been busy. Since June, they have held four meetings, two in-person and two telephonically. On July 18th, the HHF Trustees met in Juneau and elected new officers; Ozzie Sheakley was elected Chairman, Gordon Greenwald, Vice Chairman, and Mary Peterson, Secretary. The remaining HHF Trustees are Bertha Franulovich and Anthony Lindoff.

The Trustees met again three weeks later on August 8th in Juneau. Among the many items on the agenda, there was a wide-ranging discussion with the HTC CEO. This was the most extensive discussion between the HTC CEO and HHF Trustees in a very long time and represents a new era in improved communication and collaboration between HTC and HHF. Just a few of the many topics discussed included: HTC's Charitable Giving Policies; committed 2014 financial support for educational scholarships, Clan workshop, administrative support, and other programs; additional 2014 - 2015 HTC financial support for recruitment and hiring of HHF staff and establishment of a Traditional Scholars Council.

Acknowledging that much of the wisdom and cultural knowledge of the Huna Tlingit elders is irreplaceable and not readily available elsewhere, the HTC Board passed Resolution 2014-10, Creation of Huna Traditional Scholars Council, on June 21st. The Board action was recognition that HTC's Mission includes advancing the culture of the Xúna Kaawu through education as well as our second Guiding Principal: Take pride in our past and value the wisdom of our elders.

The Board believes HTC's Mission, as well as the mission of HHF; Working to perpetuate the Huna Tlingit culture and promoting education for future generations, will be greatly enhanced by the establishment of this group; providing a forum for discussion, the holding and passing of cultural knowledge, and advising both HTC and HHF.

The HHF Trustees convened on August 20th and September 5th to discuss their staffing needs. No action has yet been taken, but the Trustees are hard at work clarifying HHF's immediate and longer term staffing requirements and the best course for initiating a recruitment process to fill them. More to come as it develops.

Alaska Native Voices Aboard the Star Princess



Following many months of planning, an Alaska Native Voices (ANV) guide boarded the Star Princess to serve as a cultural host and provide onboard programs for the first time with Princess Cruises. Cultural Heritage Guide, Bertha Franulovich, was welcomed aboard the Star Princess while docked in Juneau for a series of onboard events to introduce Princess guests to Tlingit culture and set a positive and informative tone for their visit to Icy Strait Point the following day. Bertha remained onboard as the Star Princess departed Juneau and she provided evening and morning programs prior to visitors going ashore at ISP.

According to ANV Director, Mark McKernan, "The entire onboard cultural experience was well received by guests; comments from the crew were positive and we look forward to more opportunities to do this in the future. Visitors are very interested in Alaska Native culture and this provides them with a great opportunity to learn. The folks at Princess Cruises were great hosts and excited about the opportunity to introduce guests to ISP and Hoonah ahead of their visit; this made for a very positive experience for everyone." Alaska Native Voices provides cultural programs for visitors in Glacier Bay, providing over 200 programs this year aboard cruise ships and at Glacier Bay Lodge.

Vote Informed! 2014 Off to Great Start

Huna Totem Corporation is in the 4th year of the Vote Informed! Campaign. The goal of the campaign is to encourage shareholders and descendants to make sure their voices are heard by being active in their elections, through participating in public service, volunteering, registering, and voting.

Prior to the primary election, Nancy Barnes and Amber Henderson went to Hoonah, AK a few times to register voters. HTC also made an election video, featuring Nancy Barnes, and Mario and Francine Fulmer, that reminded shareholders of the importance of voting and will be used throughout the Vote Informed! Campaign.

On the day of the primary election, HTC staff stood outside the HTC office with signs to remind shareholders to vote. On September 23rd, HTC worked with Sealaska, Tlingit & Haida, and other native organizations to host a voter registration rally in Juneau. Later that week, HTC supported a candidate forum that was being hosted by the League of Women Voters in Hoonah. Candidates for the Mayoral, City Council, and School Board seats were invited to participate.

Make sure your voice is heard! Vote in the 2014 elections! If you wish to register to vote in the state of Alaska, please stop by our office or call 907-523-3670 our volunteer registrars would more than happy to help you.

Here are some important dates for the upcoming municipal and general election:

October 7th, 2014 Municipal Election Day HTC Voter Social - Hoonah, Hoonah City Schools - Alumni Gym

November 4th, 2014 General Election Day HTC Voter Social - Hoonah, Hoonah City Schools - Alumni Gym



Holiday Open House Date Announced

Mark your calendars for the Holiday Open House! This will be the third year HTC will host a holiday open house! This is a great opportunity for the Board and Management team to spend time with our shareholders and community members in an informal and casual setting.

As in past years, pictures with Santa will be the highlight for the kids. Other activities like bingo, cake walks, and kid games will also be available. There will also be door prizes and refreshments! This is event is open to the Hoonah community. We hope to see you there!

Saturday, December 6, 2014 from 11:00AM to 2:00PM
Hoonah City Schools Alumni Gym

Shareholder Settlement Trust Pays August Distribution

The Huna Totem Shareholder Settlement Trust Board of Trustees met on August 7, 2014 and in accordance with the Trust's distribution policy, declared the first 2014 dividend distribution amount of \$174,324 to shareholders or \$1.99/unit, with a record date of August 7, 2014. This distribution is a 3.65% increase over the distribution to shareholders in August 2013.

Checks were mailed and direct deposit accounts credited on Friday, August 15, 2014. Shareholders not currently signed up for direct deposit may submit or print the form on Huna Totem Corporation's website www.hunatotem.com or contact Amber Henderson, Shareholder Relations Manager, at the Huna Totem office to enroll.

2014 Internship - Pamela Johnson's Experience

Pamela Johnson was Huna Totem Corporation's summer intern. She was retained through HTC's partnership with First Alaskans Institute. Pam is attending UAS, pursuing her bachelor's degree in education. She is involved in student government, works with the UAS Native & Rural Student Center, and is heavily involved in her culture.



and the choices that are made that help steer the corporation.

The team work of these leaders is just plain inspiring. Huna Totem Corporation's new website launched during my time with HTC. I saw the work Amber Henderson has put into the design and time commitment showed dedication to both her position and to the Corporation.

Although her time with HTC was short, we believe she learned a lot about how an ANCSA corporation runs, professional office etiquette, and customer service. She wrote the following statement about her time with HTC:

"I have really enjoyed working with Huna Totem Corporation. The knowledge I have gained is priceless because I feel like I have insight to how a corporation is run. I was able to attend a board meeting and I found it very interesting. I saw how these meeting are held, discussions between board members and management,

Another great part of my internship was my time with Huna Totem Corporation's President and CEO, Lawrence Gaffaney. Mr. Gaffaney is such a power house; the time and effort he puts into this corporation is really inspiring. He is really amazing.

It has been my honor to work with the dedicated staff here. I am grateful for this wonderful opportunity that allowed me to work here as a First Alaskans Intern. Gunalchéesh!"

Testamentary Disposition Drive Winner Announced

HTC announced a testamentary disposition drive for the chance to win \$500 on July 24, 2014. Shareholders were required to have a valid testamentary disposition on file and received by Huna Totem Corporation by August 23, 2014. You were not required to be present to win. The drive communicated to shareholders in multiple venues including the new shareholder website, Facebook, e-mails, and a letter to all who were missing their testamentary disposition. The result was more testamentary dispositions collected this year than have been collected in each of the last two years. More than 100 shareholders updated their testamentary dispositions.

On August 25th, Harlena Warford was announced the winner and details were posted on the HTC website and Facebook page. This drive proved to be an effective tool for creating awareness for the need of testamentary dispositions and getting them submitted to the corporation.

We have since learned of Mrs. Warford's passing. Our condolences to the Kaach Aadi, her family, friends, and the community of Hoonah.

Neighbors Day Adds Spice to a Ship Day

The second Neighbors Day of the 2014 season was on August 23rd, under sunny skies with a fun-loving group of guests from Juneau and elsewhere. The Seven Seas Navigator was also in port so all venues and tours were in operation. The guests arriving for Neighbors Day added a little spice and Alaskan flavor to the mix of guests arriving

from all parts of the world. It gave the ISP Team a great deal of pleasure to share the experience of Icy Strait Point and to let our neighbors know that they are truly welcome.

Thank you to Icy Strait Point staff for all their hard work in making Neighbors Day a success. We look forward to next season and two Neighbors Day visits in 2015.

Alaska Business Week - Delores Smith's Experience



Our Alaska Business Week scholarship program encourages our youth to reach out and see the opportunities available to them. The Alaska Business Week program allows students to be mentored by Alaska's elite executives, create their businesses, learn about business practices, and experience college life.

Delores Smith, a 2013 Hoonah High School graduate was awarded the Huna Totem Corporation Alaska Business Week scholarship. Her tuition and airfare to the program in Fairbanks was provided. Here are a few words from Delores on her experience:

Delores Smith, a 2013 Hoonah High School graduate was awarded the Huna Totem Corporation

"I learned so much while I was in Fairbanks. Being in production for my company was harder then I thought it would have anticipated. CEO's from different companies came in to talk to us about how hard they had to work to get where they are today and how much time it took. They also discussed the focus of their positions. One of the speakers talked to us about not being afraid of rejection and to take risks because you never know what it will bring you in the future, and by just doing that simple thing can get you further than you think. Besides the business experience, I got to see what college will be like. I would like to thank Huna Totem Corporation for helping me go to Fairbanks, and for giving me this once in a lifetime chance. It has definitely made me want to go into a career in business."

We are excited to hear Delores, she had such a positive and motivating experience. We are excited to offer this scholarship next year.

Help us find these folks:

The following people do not have current information on file with Huna Totem or have incomplete files. If you are on this list, please contact Amber Henderson, Shareholder Relations Manager at (907) 523-3670. If you recognize someone on this list, please have them contact us. Records can only be updated by the shareholder or the legal custodian.

Elizabeth Cecilia Akins
 Rosina Jean Andrews
 Charla Janette Bennett
 Charles Oscar Bennett
 Katherine Mary Bennett
 Louise H Benson
 Eva M Bradley
 Frank Glade Brown
 Robert Duncan Brown
 William Keith Brown
 Daniel Mason Choquette
 Paul Clark
 Helen L Clements
 Darlene DeMello
 Mary J. Fawcett
 Albert A Garrison
 Colleen Lynette Henderson

Katryn Jayne Hough
 Gregory Wayne Jackson
 Laura Cheryl R James
 Benjamin Larry Johnson Jr
 Archie B Lee
 Michelle Martin
 James Anderson McKinley Jr
 Arnold Serguis McLean
 Terri Rae Mills
 Timothy David Morgan
 Jamie Diane Moy
 Johnny G Phillips
 James William Romantic III
 Michael James Romantic
 Stephanie Ann Sanders
 Jerry Sargent
 Kenneth Clair Schoonover

Melinda Marie See
 Michael Wesley See
 Richard Thomas Shaw
 Veronica Alice Shortcakes
 Belinda St Clair
 Jacob St Clair
 James Daniel St Clair
 Rosabella H Stevenson
 Brennen S. Stidd
 Candice Marie Stidd
 Samuel J Villa
 Theodore John White
 Emily V Williams
 David Earl Workman
 Paul Nicholas Wright



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New Shareholder Website Launches

Huna Totem Corporation's new shareholder website was launched the last week in July. The new website, while being easier to use overall, is a more effective communicative tool between shareholders and the corporation. Shareholders may now create a "MyHunaTotem" login and change their address, submit a direct deposit, register for events, or submit event pictures and videos. Another new feature is the ability for shareholders to purchase HTC and ISP gear online at a shareholder discount. If you haven't already looked at the new website, make sure to stop by and see what new features are available to you. The website address is: www.hunatotem.com.



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