

HUNA TOTEM HEADLINES



HUNA TOTEM CORPORATION • SEPTEMBER 2015

Growing Strong. Over 12 Seasons at Icy Strait Point

Looking back over our 2015 Season I can't stop thinking of culture. Culture is one of the things that makes Icy Strait Point authentic and differentiates us from other ports around the world. Since arriving at Icy Strait Point more than 10 years ago, I have often thought that it would be great to get every one of our team members to travel the globe to learn about cultures in other parts of the world. For our first eleven seasons, we very much focused on our Native Tlingit culture; however something a bit different happened this season.

For the first time in our history, we brought in four workers from a J1 visa program from Bulgaria. Having over 20 jobs that went unfilled in 2014, our core team members were in need of help and overwhelmingly welcomed our new workers. We welcomed new team members from Southern Georgia, and as far away as Dunedin on the South Island of New Zealand. It was great to watch our core long-time team members' work side-by-side with people from around the world.

One of the great things about working at Icy Strait Point is meeting guests from around the world. This season our team members had the opportunity to develop friendships with people from other countries around the world. Perpetuating Tlingit culture is easier when you get to know people and appreciate other cultures from around the world. Woosh-Jee-Een far and wide.

In 2015, we faced many challenges and once again our team did a spectacular job overcoming them. We couldn't have this success without our team members. Thanks to all Icy Strait Point team members and we look forward to seeing you again next year. Don't forget to get your applications in early!

Gunalchéesh,
Tyler Hickman

HHF Co-Sponsors Math-in-a-Basket Academy

Huna Heritage Foundation partnered with Sealaska Heritage Institute and hosted a Math-in-a-Basket Academy in Hoonah in August. Each day began with a morning meeting, featuring an activity borrowed from the Tlingit Culture Language and Literacy program in Juneau. This energizing exercise was filled with traditional songs, words of encouragement, and stories corresponding to the day's lessons. Community members were able to share their journeys of becoming artists and the importance of sharing traditional knowledge.

With spirits high and prepared for a day of learning, the students focused the remainder of the mornings on learning culturally-based math embedded in Tlingit basket weaving. Afternoons were dedicated to allowing students to apply hands-on learning techniques to further their understanding of culturally based math. Huna Heritage Foundation will continue to foster, support, and create opportunities for youth. Gunalcheesh to the students who attended and all the individuals who participated by dedicating their time and lessons to make this such a beneficial experience for the youth. Please watch for future opportunities through Huna Heritage Foundation by visiting their website: www.hunaheritage.org.



Nurturing Our Next Generation of HTC Shareholders and Leaders



Larry Gaffaney,
Huna Totem Corporation
Chief Executive Officer and President

Alaska Natives fought many years before finally winning land claims in 1971. The early organizers of the Alaska Native Brotherhood and Sisterhood knew success required leaders who could walk in two worlds. ANCSA's passage only increased the demand for leadership capable of setting course for 12 newly established regional corporations and over 200 village corporations, safely piloting them through uncharted waters.

The HTC Internship program is an important component of supporting and developing our next generation of shareholders and leaders. Since our inaugural year in 2010, a total of 13 HTC shareholders and descendants have participated in one or both components of this program.

Beginning in 2014, our summer interns have attended meetings of the HTC Board and its committees providing them the opportunity to meet the individual Board members and observe how business is conducted in these forums. HTC also organizes an Intern Day so that Interns from Sealaska, Goldbelt and HTC can get together to learn more about the other experiences and their corporations as well as have fun.

Alaska Business Week is a one week summer program teaching Alaskan high school students the basics of business, leadership, and entrepreneurship. Participants stay on a college campus, and work as teams in a dynamic business simulation with the guidance of a mentor from the business community. Since 2012, HTC has provided full scholarships, including travel costs, to four Hoonah High School students.

I'd like to publicly say Gunalchéesh to the many people and organizations that have contributed to the growth and success of HTC's Internship program: The HTC Board which has enthusiastically supported and funded this program for the past six years, Glory Scarano and Amber Henderson, who have done the heavy lifting associated with recruiting interns and ensuring the intern's schedules contain meaningful experiences, the Management and staff of HTC and our subsidiary businesses, who integrate the interns into their already overworked, chaotic daily schedules, our partners at First Alaskans Institute, Sealaska, Goldbelt, Hoonah High School, and the Alaska Chamber, who support and contribute to a richer experience than HTC could provide alone, Marlene Johnson, who has been generous with her time attending our intern lunches and events, sharing her knowledge of HTC and ANCSA and offering encouragement and most of all, our Interns and ABW Scholarship recipients, you are our future.

Gunalchéesh,
Larry

Shareholder Settlement Trust Pays August Distribution

The Huna Totem Shareholder Settlement Trust Board of Trustees met on August 7, 2015 and in accordance with the Trust's distribution policy, declared the first 2015 dividend distribution amount of \$148,920 to unit holders or \$1.70/unit, with a record date of August 7, 2015.

Despite market volatility over the past year, the Trust continues to provide consistent dividends to shareholders, as was the intent of the Board of Trustees when the Trust was established. The reinvestment of 40% Trust earnings is an invaluable part of the Trust's continued growth and sustained dividend payments despite market fluctuations.

Checks were mailed and direct deposit accounts credited on Friday, August 14, 2015.

J'ee't's Challenge on August Neighbor's Day

The fourth Neighbors Day of the 2015 season was held on August 29th. The first Annual J'ee't's Challenge was held with a great turn out! Runners challenged themselves with an 8 ½ mile race from Icy Strait Point to the top of the ZipRider! It was a triumphant run up and a thrilling ride down on the world's longest Zipride. Those that wanted a more relaxed running experience participated in a 5k fun run/walk.



Thank you to Icy Strait Point staff for all their hard work in making Neighbors Day a success. Special thanks to the City of Hoonah and all of our sponsors! Cedar Level: McDowell Group, Inc., & Allen Marine Tours, Hemlock Level: Alaska Seaplanes, Cruise Lines International Association, and Community Sponsors: TECKK Outfitters, Icy Strait Brewing, Icy Strait Lodge, The Office Bar, Hoonah Indian Association, Big Brothers Big Sisters, Gaaxw X'aayi Dancers, Glacier Wind Charters, and Collette's Cupboard.

Testamentary Disposition Drive Winner Announced

On August 29th, Flora James was announced the winner of the \$500 Testamentary Drive. This drive proved to be an effective tool for creating awareness for the need of testamentary dispositions and getting them submitted to the corporation. Gunalcheesh to everyone who participated.

Cruise Ship Dock is 79% Complete

During July and August, the contractor was busy installing pilings; five of the eight piles were completed. Rock anchors and pile caps are also being installed. The contractor has faced challenges in the construction, primarily pile driving/drilling due to difficult geotechnical conditions however; progress on the dock has been consistent.

All of the key components of the project (pontoon, transition span, trestle sections, and catwalks) that are needed to finish construction of the dock are 100% complete. These pieces have been fabricated off-site in a shipyard in Anacortes, Washington and at Jesse Engineering in Tacoma, WA. In October, these pieces will be towed to Hoonah when all the dolphins have been constructed.

Hoonah Cruise Ship Dock Company Holds First Annual Meeting

On August 25th, the Hoonah Cruise Ship Dock Company (HCSDC) held its first annual meeting in Hoonah. The Mayor and City Administrator attended on behalf of the City of Hoonah and the CEO and VP of Finance of Huna Totem Corporation attended on behalf of Duck Point Development Company (DPD). The DPD Project Manager gave a comprehensive update on the status of the project, including a timeline and construction progress. In addition, the VP of Finance updated the members on the financial status of the project as well as provided a financial overview of the HCSDC. Currently HCSDC has no operating revenue or expenses since the dock is still being constructed. HCSDC is anticipating revenue in 2016 once the dock is in operation.

Alaska Native Voices Educational Institute Wraps-up Their 2015 Season

The 2015 Alaska cruising season has come to an end and ANVEI will be celebrating the end of another successful year. Management and staff will be having post-season discussions reflecting upon the last five months and preliminary discussions & planning will continue as they look forward to 2016.

ANVEI provided services to Princess Cruises for the first time this year. ANVEI provided guest speakers who shared cultural information with their guests for 3-4 day rotations on several dates aboard four of Princess's ships (Pacific, Crown, Golden and Grand Princess). The guest speakers must travel to different ports to meet each ship. Experiences like these are a great ways for ANVEI to provide their employees with more opportunities, connect with guests in a greater capacity, obtain larger exposure as an organization and strengthen relationships in the tourism industry. It has been a fast and furious season and ANVEI looks forward to greater growth and opportunities next year!

DearNorth,

HTC's new business now has a name! HTC, along with their branding and development partners, Ammunition, have selected a name, Dear North. Ammunition, who has worked on noteworthy brands such as Beats by Dre and the Sopranos, also helped to develop the look and feel of this new brand. The brand is important as it shares who Alaskans are and is designed to appeal to the Dear North target consumer.

Authentic Alaska has also been working with Vayner Media, our media and public relations experts, on developing the e-commerce website and creating brand awareness through social media. The Dear North splash page, an introduction to the brand for consumers, has been launched. Check it out at www.dearnorth.com. The fully functional e-commerce website will be live in November.

The HTC Board has been presented with the progress and is enthusiastic and excited to see future developments. Dear North products are scheduled to be unveiled in November. More to come on this exciting business as production moves forward.



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Standing Watch Over ISP for Twelve Years



The two Hoonah Indian Association Totem poles have stood watch over the operations and growth of Icy Strait Point for twelve operating seasons. During their stay, their image and story has been shared with over a million and a half visitors from all over the world. The two poles were moved to the Icy Strait Point site as part of an agreement between HIA and ISP in 2004 HIA which called for HIA to deliver all cultural programs and services to our guests. HIA has continued to be a part of ISP's cultural programming right up until September of 2015.

In 2013, ISP paid \$18,000 to have the poles refurbished and repainted and now they have been returned to stand tall again in a new location in the community. Huna Totem Corporation and Icy Strait Point offer thanks to HIA for sharing the poles as well as other important cultural items and knowledge that has contributed greatly to their growth and success.



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