

HUNA TOTEM HEADLINES



HUNA TOTEM CORPORATION • MARCH 2016

Alaska Business Week Scholarships Available for High School Students

Huna Totem Corporation is offering two high school students a scholarship to attend the 2016 Alaska Business Week (ABW). ABW is a one week summer program teaching the basic principles of private sector business to Alaskan high school students. Participants stay on the Alaska Pacific University's campus, where they grow as leaders, mentored by Alaska's business elite. This is a great opportunity for a high school student to experience what college life is all about and what opportunities are available for them.

Applications for the scholarship are due April 1, 2016. The scholarship will include tuition and airfare to attend the event! Questions may be directed to Katelyn Savland, Shareholder Relations Assistant.



ISP Welcomes Jessie Dybdahl

Jessie Dybdahl, Saawdu.oo, is Chookaneidi from the Iceberg House. She grew up in Hoonah and graduated from Hoonah City Schools in 2006. During her high school and early college years, Jessie spent her summers working at Icy Strait Point. She received a BA in Rural Development from UAF. Jessie's Human Resources experience began during her time at First Alaskans Institute in Anchorage. As the Programs Assistant, Jessie was in charge of facilitating the FAI Summer Internship Program - interviewing, hiring, and placing interns with organizations across the State of Alaska. She is excited about the opportunity to work at Icy Strait Point again and is looking forward to a great 2016 season!

ISP Announces Three Neighbor's Day Events

Neighbor's Day events include round-trip catamaran transportation from Juneau to Icy Strait Point with the option to ride the world's largest ZipRider. The catamaran typically leaves Juneau at 7:30 am and departs Icy Strait Point at 3:30 pm. Other tours may be available, depending on the tour schedule for the day. Tickets will soon be available online at: www.icystraitpoint.com or call 907-789-8600 for more information.

-May 28, 2016

-July 31, 2016 (Also the date of J'ee't's Challenge)

-August 27, 2016

HFH Education Assistance Awards

Congratulations to the Huna Totem Corporation shareholders and descendants who were awarded spring educational assistance from Huna Heritage Foundation:

Bennett, Robert
Bible, Shannon
Brown, Johanna
Demmert, Michaela
Fawcett, Morgan
Gray, Sonya
Haldane, Michelle
Heipp, Rachel
Maloney, Abigail
Martin, Breylan
Martin, Michaela C.

Marvin, Melissa
Mattson-Wolff, Jasmine
Meserve, Jill
Norlan, Michael
Sheakley, David
Shirley, Peter
Siverly, Cheyenne
Walker, Ryan
Worl, Miranda
Young, Michelle

ISP Launches New Website

In early February, Icy Strait Point launched a new website featuring a more streamlined layout and improved look and feel, particularly for mobile and tablet users. Featuring new photography and clear navigation to all of Icy Strait Point's tour descriptions, the new site also offers guests the chance to book select tours directly on the website, in addition to booking through their cruise lines. The new site still provides information on Icy Strait Point's shops, restaurants, and the community of Hoonah.



Job Opportunities at Icy Strait Point

It has been a long time coming and starting May 11 2016, not only will the dock will be operational, we will be opening the new Duck Point Smokehouse, the Drop Zone, and the Adventure Center. The arrival experience at Icy Strait Point is stunningly beautiful and guests will now truly Step into an Alaska Experience. The new dock and venues mean opportunity, with additional jobs available in all of our departments. Security, Safety, Maintenance, Tour Sales, Tour Guides, Cooks, Wait Staff, Retail Sales, CDL Drivers, and ZipRider positions still have openings, however they are going fast. If you need a job or know someone that does, have them contact Jessie Dybdahl, ISP HR Manager, at Jessie@icystraitpoint.com or call 907-789-8603.

Seeking College Interns for 2016 Season

Huna Totem Corporation is now accepting college intern applications for 2016. Preference will be given to applicants who have completed two years at an accredited University, be in good academic standing with a cumulative GPA of 3.0 or greater, and be continuing their education in the fall.

HTC Interns will spend time in three locations: Juneau, Hoonah, and Glacier Bay. In Juneau, the interns will spend time with and learn from the management staff in the corporate office, Huna Heritage Foundation, and our newest venture, Dear North. In Hoonah, the interns will see the operational side of our successful subsidiary, Icy Strait Point. Finally, in Glacier Bay, with Alaska Native Voices, the interns will witness where the people of Hoonah originated and learn about Cultural Interpretation from our Heritage Guides.

A new option has been opened for interns this year. DearNorth, our newest consumer product subsidiary, is interested in taking on an intern for the summer. The internship will include working with production, sales, and marketing management members. This position will possibly include travel to areas around Alaska and down south. For more information about this subsidiary, please go to www.DearNorth.com.

This Internship will be 10 weeks beginning May 9, 2016, and

participants will receive \$16.00/hour. Huna Totem Corporation will cover travel to/from Intern's permanent residence within 5 days of start/end date of Internship. Housing support/stipend may be offered upon hire.

Per ANCSA, hiring preference for both interns will be given to qualified HTC shareholders and descendants. The deadline for applying is April 1, 2016. Late or incomplete applications may not be considered.

Applications must include the following to be considered:

- Completed Huna Totem Corporation Intern Application
- Last Official Transcript
- Letter of Recommendation (Professor or Employer)
- Resume
- Cover Letter to include: Why you are applying for this program, what you hope to gain from this experience, your educational background, and your goals.

Intern Applications may be printed from the Huna Totem Corporation website: www.hunatotem.com. Applicants may reach Katelyn Savland, Shareholder Relations Assistant, with questions regarding the internship program.



Huna Heritage Foundation Student Spotlight

"My name is Jill Meserve. My Lingít name is Kaasteen. I am Chookaneidí from the Xáay Hít (Yellow Cedar House). I am T'ákdeintaan dachxán (grandchild of T'ákdeintaan). My grandma is Sta.aat, Grace Villarreal, my great grandparents were Kachkaník, Martha Davis, and T'ayagook, William "Buster" Davis.

I am graduating from University of Alaska Southeast with a Bachelor of Liberal Arts in Alaska Native Languages and Studies in May 2016. I am grateful that Huna Heritage Foundation has provided me with scholarships to advance my study of endangered language at UAS with the goal of revitalization. Ch'a tlákw yaa at naskwéinix xat sitee. Study our languages every day.

Gunalchéesh Huna Heritage Foundation!"

DearNorth is Gaining Momentum

Creating a lifestyle brand that would provide year-round revenue for Huna Totem Corporation was an identified path that came out of the extended strategic planning work completed in 2013. Over the next couple years and much work, DearNorth was born – an Alaska lifestyle brand that launched with food products during the fourth quarter of 2015 and will expand into other categories down the road.

Our DearNorth team, with the help of experienced partners, developed a brand, a look, products for development, logistics of sourcing raw materials for those products, packaging, and a retail distribution strategy. Product testing and development resulted in two products, **Alaska Salmon Bites** in four flavors (Wild Alaska Spruce, Salted Rhubarb and Raspberries, Sea Kelp and Sesame, and Spicy Fireweed Honey) and our jarred product, **Alaska Smoked Sockeye Salmon**. After a few pilot runs with a several different co-manufacturers, DearNorth found a partner in Hooked Seafood in Juneau. Through this partnership, we have been able to manufacture all our products in Alaska.

The e-commerce website for Dear North was launched in December

2015 and we are now starting to get real market traction. Both product lines were presented to Raley's, a large grocery chain in Northern California and they will begin carrying our products in some of their stores during the second quarter.

Our Alaska Salmon Bites and Alaska Smoked Sockeye Salmon were submitted for Best New Product and Best New Packaging respectively at the March Expo West tradeshow in Anaheim. The Alaska Salmon Bites won in the Best New Product category. Both product lines were selected as one of three finalists out of more than 500 nominations in each category, so to be a finalist is huge, to be finalists in two categories, awesome, and to win, is amazing.

Retailer and consumer feedback is extremely positive. Not only do they believe the taste is amazing and these products are the finest available on the market, but the flavor profiles are unique, provocative and very trend-forward. The team is very focused on increasing retail distribution as well as online sales; be sure to try some yourself at www.DearNorth.com.



Larry Gaffaney,
Huna Totem Corporation
Chief Executive Officer and President

Huna Totem Corporation Ranks 5th among Village Corporations

It was during the summer of 2009 during my first interview with the Board that I first heard someone comment that HTC was one of the most successful village corporations. I've continued to hear these comments from a range of shareholders and non-shareholders alike since then.

Earlier this month I saw some of the hard data that we financial types crave and which really brought home to me just how successful our Corporation is.

With over 224 village and urban corporations created under ANCSA, this fifth place ranking places our corporation in the top 2.2%, or 97.8th percentile. 97.8% would be an A+ in any class.

	Revenue	Net Income
1. Ukpeagvik Inupiat Corporation	\$357.0 MM	\$3.0 MM
2. Goldbelt, Inc.	\$169.0 MM	\$3.3 MM
3. Eyak Corporation	\$36.0 MM	\$690,700
4. Bethel Native Corporation	\$33.0 MM	\$157,200
5. Huna Totem Corporation	\$12.8 MM	\$115,200

I point this out, not to gloat or to be critical of any village corporation. ANCSA was a win for all Alaska Natives; we're strongest when we work

together and celebrate in a spirit of woosh jee een. The successes of any of us are the successes of all of us.

The HTC Vision is of a future *where the economic and cultural achievements of the Xúna Kaawu are recognized as the standard of excellence in the advancement of Native People.*

It is important to celebrate success; ours and that of others.

Gunalchéesh to those who fought for land claims and the passage of ANCSA. Gunalchéesh to the 21 men and eight women who have served on the HTC Board, and to the six men who have led the Board as Chairman. Gunalchéesh to the eight individuals who have led HTC as CEO. Gunalchéesh to the hundreds of shareholders who have worked for the Corporation and its subsidiaries and all those who have given of your time and knowledge. Gunalchéesh to all our non-shareholder employees and supporters who have contributed to this company as if it were your own.

Aa tléin gunalchéesh to every HTC shareholder on climbing this mountain.

Financial results are far from the only basis on which ANC's are to be judged, as HTC's Vision, Mission, and Guiding Principles make clear. HTC still has far to go in pursuit of our Mission *to advance the economic aspirations and culture of the Xúna Kaawu through business excellence, sustainable economic growth, leadership, and education.* Still **Top Five** is a great place from which to move forward.

Gunalchéesh, Xaas' Kaana' aat

Icy Strait Point welcomes you back May 11th 2016!

Icy Strait Point is still buzzing with construction and will be until the first ship arrives in May. Due to safety reason, we are asking that visitors use the beach to view the new dock or join us for one of our weekly site tours by meeting our staff in the bunkhouse on Fridays at 3:00PM where we will take you through the new buildings and dock. One question that is often asked is how are the changes going to affect site access? The answer is that not much will change. We will continue welcoming locals, shareholders, and the general public during daylight

hours during the summer season. Boardwalks, the nature trails, beach, beach trails and the picnic areas at the point are all open. As usual, for security requirements and safety, the docks including the lightering float are off limits unless on official business. Expanded public parking on both ship and non-ship days and the tram trail will be open to foot traffic on non-ship days. We want to thank everyone for staying clear of the construction zones and we look forward to seeing you this season.

Alaska Native Voices Growing in 2016

Alaska Native Voices (ANV) is excited to be expanding its offerings for the 2016 season. This year, guides will work on a broad array of ships and itineraries, boarding for multiple day voyages that range from 2-4 days and some schedules extending to weeks at a time. Current partner cruise lines for this season include: Holland America Line, Princess Cruises, Alaskan Dream Cruises, Lindblad Expeditions, American Cruise Lines, and Aramark.

ANV is happy to be offering more full-time seasonal guide positions than ever before. Recruiting is underway as nearly a dozen full-time guide positions as well as an expanded team of part-time guide positions

need to be filled in advance of April training programs. This season, Cultural Heritage Guides will receive two weeks of training, which will consist of educational workshops that will cover a wide variety of topics designed to empower them in the field. A 4-day Certified Interpretive Guide training program will be provided in partnership with the National Association for Interpretation (NAI).

Those interested employment opportunities with ANV can learn more and apply online by visiting www.alaskanativevoices.com.



HUNA TOTEM CORPORATION

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2016 Shareholder Meeting Dates

May 14, 2016 – 2016 HTC Shareholder Information Meeting – Icy Strait Point, Hoonah – Adventure Center

Juneau Shareholders are welcome to sign up for the complimentary day-trip catamaran leaving Juneau the morning of the 14th and returning that evening. Shareholders may sign up at www.hunatotem.com/events.

June 18, 2016 – 2016 HTC Annual Shareholder Meeting – Icy Strait Point, Hoonah - Adventure Center – Registration opens at 10:30 AM: Meeting begins at 11:00 AM

February 2016 SST Amount \$1.65/share

The Huna Totem Corporation Shareholders Settlement Trust Board of Trustees met on February 4, 2016 and declared the final distribution to Shareholders from 2015 Trust net cash income equal to \$144,540 or \$1.65 per share, as of record date February 4, 2016. This distribution was determined in accordance with the Trust's distribution policy, which provides for annual distributions equaling 60% of the Trust's net cash income. The Trust generated a positive net cash income for 2015, totaling \$489,202, in spite of the worst financial market performance since 2008.

Together with this February distribution,

the Trust has paid out a total of \$52.3 million to Trust unit holders since its creation in 1995 and still retains a balance equal to \$33.5 million. HTC invested in the Trust in order to provide future earnings and distributions for current and future Shareholders.

Checks were mailed and direct deposit accounts were credited on Friday, February 12, 2016. Shareholders not currently benefiting from our direct deposit services may find the form on Huna Totem Corporation's website www.hunatotem.com or contact Katelyn Savland, Shareholder Relations Assistant at the Huna Totem Corporate office to enroll.



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