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HUNA TOTEM

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## HTC WELCOMES NEW TEAM MEMBER



Fred Parady is the new Chief Operating Officer for Huna Totem. For the past five years, he was deputy commissioner of the Alaska Department of Commerce, Community and Economic Development. In that role, he oversaw grants, including the first dock at Icy Strait Point and the Gartina Falls hydro electric project.

He and his wife Lisa, along with their youngest daughter Kaycee, have lived in Juneau since 2014, moving here after six years in Utqiagvik (Barrow). Parady has worked with Native corporations, the Local Boundary Commission, Municipal Lands Trust, the Alcohol and Marijuana Control Office, health insurance, and economic development. Parady has government, municipal, and deep private sector experience — primarily in natural resources.

Huna Totem is extremely pleased to have Parady join the team. He brings a wide range of experience that will assist Huna Totem Corporation and its subsidiaries as they navigate their growth in tourism and federal contracting.

## Icy Strait Point Concludes its 2019 Operating Season

Incredible as it may seem, Icy Strait Point has recently concluded its 16th anniversary of operations. It is also significant to note that 2019 represents the greatest number of ships and passengers to visit Icy Strait Point since its humble beginnings in 2004.

New construction for a second cruise ship dock, additional uplands facilities, and more guests than ever disembarking created additional opportunity for employment to service the flurry of new activity, according to Tyler Hickman, Icy Strait Point VP of Operations. “All the off-season preparation of the Icy Strait Point team eased the challenges of the new growth and services,” he said.



“It has been a long and exciting season but we are already excited to look toward achieving even greater milestones in the 2020 season,” said Hickman. “It is truly an exciting time to work at Icy Strait Point and be a part of a remarkable team and I can’t thank them enough for their dedication and hard work!”

Icy Strait Point is also able to share other amazing news — in 2020, Icy Strait Point will be home to the only gondola system in Alaska. With a total of 89 cabins, the gondola system will be able to move 11,200 guests per hour. This system will provide families and guests of all ages with a new unique opportunity to experience the Alaska wilderness and view from the sky of all the beauty that Icy Strait Point has to offer. Guests and locals alike will have access to an incomparable wilderness experience — bolstering Icy Strait Point as the best cruise destination in the world.

## Dear Shareholders,

*I have always enjoyed the beginning of fall. Time with family and friends among the changing colors of the season are spent looking to the mountains and meadows for deer while the recent bounty of summer fishing is fresh in our minds. We have similar cycles at Huna Totem. We have so much to celebrate from our summer accomplishments across operations, but no time is lost as we transition to planning for next year and the seasons to come. In parallel to our focus on operations, we are celebrating the past success of our Shareholders Settlement Trust, and like our operations, we are diligent in reviewing the trust's performance and finding ways to improve upon the model.*

*Our leadership and staff are strong performers and are forging real progress executing our plans, our Icy Strait Point property and tourism operations continue to positively impact our community and touch the growing base of visitors to Xúna Kaawu, and our Shareholders Settlement Trust is providing benefits to unitholders today and is poised to strengthen future generations. It is a thrilling time at Huna Totem as we continue to build a more dynamic institution, realizing many of our aspirational goals and the new opportunity that comes with success.*

*Icy Strait Point experienced tremendous growth in 2019 and we are proud to share that we have achieved an 80 percent Native and local hire for the season to service the growing demand for our services and products. We hit a new milestone and employed more than 200 people at the peak of our season. We have great momentum and opportunities going into 2020 and much to do in preparation to continue improving our world-class destination. We will serve even more visitors at Icy Strait Point in 2020 and aim to be the beacon of Alaska Native culture with the unique Alaskan experience we provide.*

*The city of Hoonah is experiencing population stability in a time that many Southeast Alaska communities are shrinking. Icy Strait Point passengers are expected to increase from 272,327 in 2019 to 404,033 passengers in 2020. We expect this increase to be managed well with our infrastructure already in place. We also expect the community to benefit economically from this increase.*

*Once a year in late spring, you are called upon to cast votes for several director seats — leaders who guide the policy and direction for the corporation. This is an important responsibility and shareholder right. It is your chance to have a voice in the shaping of the corporation's future. Directors' responsibilities span the organization's operational and investment portfolio and investment in our community, social and cultural programs. It may be difficult to discern the impact of your vote on the influence of specific corporate operations or investments because of directors' broad responsibility.*

*The board, management and staff are invigorated and inspired by our momentum and focused on the continued work to build for the future. I hope you will join us and pause for a moment to relish in the progress and successes in this time of the rapidly changing seasons. Then join us as we roll up our sleeves to meet new challenges with vision, purpose and experience. Together we will reach our aggressive goals and expansion into new areas of operations and product service. The Huna Totem Corporation is strong, and we look forward to what the future holds for our corporation and community. Thank you for your voice, guidance and strength.*

Gunalchéesh



A stylized, handwritten signature in black ink that reads "Russell Dick".

**RUSSELL DICK**

President & CEO, Huna Totem Corporation



### Documenting Our Lineage - Community Memory Project Receives \$50,000 Grant



Huna Heritage Foundation is excited to share that they have been awarded the Accelerating Promising Practices Community Memory grant award from the Institute of Museum and Library Services (IMLS). The Huna Heritage “Documenting our Lineage” project will produce 1,500 Hoonah Clan Lineage booklets documenting Hoonah clan membership, including English names and the person’s clan affiliation and Tlingit name, if known. The clan lineage data will also be web archived on the Huna Heritage Digital Archives at [archives.hunaheritage.org](http://archives.hunaheritage.org) that will allow searches by name or clan. This project responds to assessed community and shareholder needs to collect, document, and preserve clan lineage data that define the identities of the Tlingit people of Hoonah.

Huna Heritage will use clan lineage records compiled for and distributed at the Huna Heritage Clan Workshops that will be updated and revised. “This focused and concerted effort to provide the most complete and accurate record possible of our local clan lineage and identities will make it easier to update and maintain information in the future”, said Huna Heritage Executive Director Amelia Wilson.

To accomplish this project’s goals, Huna Heritage will hire a project coordinator to work part-time during the fall and winter months through the next two years. Huna Heritage is grateful for the support of Huna Totem Corporation, Hoonah City Schools, Hoonah Indian Association, Hoonah clan leadership, and Washington State University’s Center for Digital Scholarship and Curation for their valuable help in securing this grant award. Wilson said, “When our organizations support each other’s efforts, we are much more successful in our endeavors to respond to the needs of the people we serve.”

Huna Totem President and CEO Russell Dick commented, “‘Documenting our Lineage’ will preserve invaluable clan history and lineage so that current and future generations can take pride in their identities as Tlingit people. This project seeks to perpetuate our culture through prudent stewardship of our clan histories and the very identities that define who we are. This living record will mean that our clan lineage will be available now and into the future and will ensure this information is not lost.”



Events and Gatherings



Art and Artists



People and Places

# Shareholders Settlement Trust Update

## Second Dividend of 2019

The Huna Totem Corporation Shareholders Settlement Trust Board of Trustees met on November 5, 2019, and in accordance with the Trust’s distribution policy, declared the second 2019 dividend distribution amount of \$469,536 to unitholders, or \$5.36 per unit, with a record date of November 5, 2019.

The Shareholders Settlement Trust was established in 1994 to, “promote the health, education, & welfare of its beneficiaries and preserve the heritage and culture of Alaska Natives.” The key concepts communicated to shareholders before the establishment of the trust were: perpetuity, sustainability, and for our grandchildren’s grandchildren. Since its establishment twenty-five years ago, the trust has paid out over \$54 million in distributions to unitholders.

Checks were mailed, and direct deposit accounts were credited on Friday, November 15, 2019.

\*Please note the distribution occurring on November 15th is separate from the Shareholders Settlement Trust 10-year review.

## Timeline for the 10-year Review

AUGUST	
✓ 8/23/19	Juneau unitholder meeting
SEPTEMBER	
✓ 9/07/19	Hoonah unitholder meeting
✓ 9/13/19	Seattle unitholder meeting
✓ 9/14/19	Anchorage unitholder meeting
✓ 9/20/19	Sitka unitholder meeting
OCTOBER	
✓ 10/8/19	Booklet mailed
✓ 10/22/19	Ballots mailed
NOVEMBER	
✓ 11/22/19	Ballot return deadline
✓ 11/25/19	Outcome announced
✓ 11/27/19	Distribution

## 10-Year Review Community Meetings

Thank you to all who attended the 2019 10-year community meetings for the Shareholders Settlement Trust. We appreciated your time and cherished the chance to review where we are with the trust and where we think it can grow to in the future. We heard from all our communities that there are current needs to be met and that times are tough. We heard you and the board’s recommendation reflects that sentiment. However, we also have to acknowledge and maintain the purpose of the trust and set in place new practices to better inflation-proof the trust to make sure our grandchildren and our grandchildren’s children have this same resource available to them. This is why we are switching to a percent of market value model as we discussed at our meetings. Again, we thank you for your voice and participation.





## Shareholders Settlement Trust Voting Results

The Shareholders Settlement Trust was created to promote the health, education, and welfare of its beneficiaries (Huna Totem shareholders) and preserve the heritage and culture of Alaska Natives, not only for the present, but also for the future. This fall as a unitholder of the Shareholders Settlement Trust you were called upon to vote on the future of the trust once every 10 years to reaffirm our commitment to sustained benefits for the future, as well as adapt management and distribution policies to provide the greatest opportunity for future growth of the trust. Your vote has had a direct impact on this significant asset and will influence the future value and benefits for us and future generations of unitholders.

As required by the Huna Totem Corporation Shareholders Settlement Trust (Trust), the Board of Trustees completed its review of the Trust, current market conditions, and the opinions of unitholders. Accordingly, the Board of Trustees put forth before the unitholders the following Trust amendment to vote on:

A) A partial liquidation of the Huna Totem Corporation Shareholders Settlement Trust in the amount of one hundred dollars (\$100) per unit, payable in two installments to unitholders of record as of October 12, 2019. One payment of fifty dollars (\$50) per unit to be paid in November 2019 and one payment of fifty dollars (\$50) per unit to be paid in March 2020 and,

B) A change in Section 7.2 of the Trust Agreement to change to the method of annual dividend calculations from a percentage of Net Cash Income to a Percentage of Market Value based upon a multiplier of two percent of (2%) of the total Trust Market value based on a five (5) - year rolling average of the market value of the Trust.

The following question was voted on by unitholders:

Do you favor a partial liquidation of the Huna Totem Corporation Shareholders Settlement Trust in the amount of one hundred dollars (\$100) per unit, payable in two installments as referenced above; and, do you favor amending the language in section 7.2 to change the method annual dividend calculation from a net cash income basis to a percentage of market value based upon a multiplier of 2% of the total market value of the Trust based on a five (5) - year rolling average of the market value of the trust?

### **The Inspectors of Election Official Results:**

**64,216 Units voted YES**

**4,346 Units voted NO**

**An affirmative vote of greater than 66.66% of Class A Trust Units was reached, with a total voter turnout of 68,562 or 79.81%. The ballot question was APPROVED by a super majority of unitholders.**

## Our Way of Life: Community and Cultural Programming



Huna Heritage hosted three classes in May on making devil's club tea. Two were held in Hoonah — one for the community at large and one for Icy Strait Point employees. A third class was held in Juneau for local shareholders, descendants, and families. All classes were well attended and participant surveys showed very positive feedback. This introductory class walked participants through the process of harvesting devil's club, processing it through completion to the point of having the tea put into tea bags, and taken home to enjoy.

HHF would like to thank Jamie Erickson and John Shelton of Hoonah and Vivian Mork and John Smith of Juneau for their generous and excellent instruction for these classes. Of utmost appreciation was the attention taken to respect and

care for the plants they harvested and how they honored the devil's club with gratitude for the harvest. The Huna Heritage Memorial Day event during May in Hoonah was received very well and participants of all ages were grateful for the opportunity to visit the graves of loved ones. Hoonah families enjoyed boat rides to Pitt Island. This is the second year that Huna Heritage provided the opportunity to honor loved ones who have passed. Huna Heritage will continue to help community members visit Graveyard (Pitt) Island annually.

June 14, 2019, marked the 75th anniversary of the Hoonah fire. Huna Heritage sponsored a community gathering in commemoration, serving sisterhood stew and fry bread, with guest speakers from the U.S. Coast Guard, Hoonah Mayor Gerald Byers, retired Hoonah Fire Chief Gerald Peterson, and current Fire Chief Jason Goins. In addition to a shared meal and guest speakers, Huna Heritage showed a 20-minute video on the Hoonah fire created by Melissa Fisher as part of a series of short films Huna Heritage is in the process of creating from historical video footage and photographs held in the Huna Heritage archives.

There were approximately 100 participants with many sharing their appreciation and enjoyment at the gathering.



## Neighbor's Day Continues to Build Strong Community Following

Icy Strait Point hosted two Neighbor's Day events this year on June 8th and August 25th. They were great events with friends, family, and visitors looking to experience Icy Strait Point's unique port. Guests got the chance to get to know Hoonah — whether they were zipping down the mountain-side, being regaled with Tlingit stories and dancing, or simply kicking back with some tasty food.

With the expansion of shore excursions opening up, there were more tours available for Neighbor's Day than ever before — fun was had at the new adventure park. And of course, there was the J'eet's Challenge run that many participated in to claim local bragging rights. So, if you missed this year's Neighbor's Day, stay tuned for more information regarding 2020 Neighbor's Day.



TOP PHOTO: J'eet's Challenge Run for Neighbor's Day

BOTTOM PHOTO: Adventure Park

## Honoring the Legacy of Hoonah Veterans

The Huna Heritage Foundation Hoonah Veterans History Project is an effort to document the stories of Hoonah veterans' military service in their own words. These audio recorded interviews will be shared on the Digital Archives website archives. [hunaheritage.org](http://hunaheritage.org). They tell the stories of Hoonah veterans for the education and appreciation of current and future generations. With more than one dozen interviews conducted, Huna Heritage is well on their way toward their goal of 50 interviews to be completed by September 2020.

Huna Heritage recognizes there is much work to be done by and for veterans, beyond the life of this current project, and is happy to share that Huna Heritage passed a resolution at the request of the Hoonah Veterans Committee members. The resolution will ensure that this will remain a standing committee to guide efforts of support and celebration of the Hoonah veterans in perpetuity.

Brett Dillingham, Huna Heritage's archivist, is the lead on the Hoonah Veterans History Project, conducting interviews and working with veterans to capture their stories. To guide their efforts, the committee includes: Chairman Darrell Brown, William "Ozzie" Sheakley, James Lindoff, and George Bennett Sr.

The city of Hoonah and Huna Heritage are partnering to create a new totem pole in Hoonah to honor the veterans. Huna Heritage is excited to collaborate with the city to see this pole come to life and help tell the story of the men and women who have sacrificed so much for the freedoms everyone enjoys today.



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## Celebrity's CEO Event

Icy Strait Point had an amazing day hosting Lisa Lutoff-Perlo, president and CEO for Celebrity Cruise Lines, in June. Her visit was kicked off by a paddle presentation at Duck Point Smokehouse. This one-of-a-kind paddle was designed by Mickey Richardson and crafted by Donald Dybdahl.

Lutoff-Perlo was greeted at the cruise ship dock by Tlingit dancers and singers for a welcome celebration, with droves of

passengers watching from the balconies of the Celebrity Millennium cruise ship. The day also consisted of whale watching, where they were treated with a beautiful showing of humpback whales bubble-net feeding and even caught a rare sighting of a mama bear walking along the beach with her cubs at Graveyard Island. It was delightful to have Lil' Jens tasty homemade doughnuts waiting for everyone when they returned to ISP. Once back on land, there was an incredible Alaskan food fest waiting — with different food stations and an array of bands that stretched from the Crab House all the way to the Adventure Center.

PHOTO: CEO Lisa Lutoff-Perlo in Regalia

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