

# HUNA TOTEM HEADLINES



HUNA TOTEM CORPORATION • JULY 2016

## Gunalchéesh to the following shareholders for donating their \$20 Voter Incentive Payments to Huna Heritage Foundation!

Patricia Roberts Alexander  
Kami Arlene Barros  
Theresa Marie Belton  
Roberta Ann Bennett  
Marlene Maude Cesar  
Larry Davis  
Russell Albert Dick for Tevin  
Michael Dick  
Russell Albert Dick for Cavan  
William Dick  
Russell Albert Dick  
Johan Arnt Dybdahl  
Jessie Lynn Dybdahl  
Nicholas Fawcett Jr  
Mitchell Anthony Glover  
Faith Golden  
Darlene V Gouge  
Gordon Adam Greenwald  
Ernestine G Grimm  
Amber Desiree Henderson  
Leilani Nickolyn Kito  
Cheryl Rose Klein  
Kelvin Kent Knudson  
Diana Jo Kodad  
Jack M Lee  
Anthony Wayne Lindoff  
Brittney Diane Lindoff-Malcom

Yvonne Martin  
Royce J Mattson  
Bernadine Johnson for Kara Rose  
McElroy  
Bernadine Johnson for Benjamin  
Andrew McElroy  
Mary Lou McKinley  
Jill Renee Meserve  
Michele Renee Metz  
Kari Lee Metz  
Mary Irene Miller  
Joanne Michele Milmore  
Michelle Pytel  
Beverly Jean Russell  
David Ivan Russell-Jensen  
Trianna Salo  
Christopher J Sargent  
Genevieve L. Schmidt  
Thomas Curtis See Jr  
Barbara Ann Shaw  
Wendellyn Skaflestad  
Crow with White Feathers Smith for  
Stephen Aaron Smith  
Stuart Alan Stivers  
Rose L Thilges  
Robin Elaine Waldron  
Eding Marie Zemmerman

## 2016 Information Meeting



2016 Shareholder Information Meeting and Fair a Success Gunalchéesh to everyone who attended our Shareholder Information Meeting this year! The Hoonah Information Meeting included a shareholder Information fair where our local partners, affiliates, and our Board and Management team were available to answer shareholder questions and present information. HTC provided a complimentary day-trip catamaran to the meeting so Juneau shareholders could attend. The Gaaxw X'aayi Dancers performed before the Building Naming Ceremony.

Lawrence Gaffaney, HTC President and Chief Executive Officer, presented the 2015 highlights and management report. This report discussed the corporation's year-end financials and highlights, including but not limited to, the internship program, Icy Strait Point updates, and the work done with the community, including the ANB/ANS project, and on the cruise ship dock.



Gunalchéesh to our partners and affiliates, our ISP team, for attending and hosting tables that made the Hoonah Information Fair a memorable experience for all who attended.



## HTC Welcomes 2016 Intern

Huna Totem Corporation is pleased to welcome their 2016 Intern, shareholder descendant, Ranelle Hinchman. Ranelle grew up in Hoonah; her Tlingit name is L'uk Shawaat (Coho Lady) named from her grandfather Frank White Sr. She is of the clan L'uknax.ádi (Raven Coho) from L'uknax.ádi Shaa Hít (MOUNTAIN HOUSE- for Mt. Fairweather) Her parents are Jerald Hinchman Sr. and Natalia Hinchman. Her maternal grandparents are Frank White Sr. and Marlene White and her paternal grandparents are John Hinchman Sr. and Alice Hinchman. Ranelle is also working for Alaska Native Voices.



## Holding Our Youth Up!

Huna Totem Corporation sponsored Shareholder Inez Patterson's son Jacob St. Clair to attend Juneau Alaska Music Matters (JAMM) Week Long Sitka Fine-Arts Elementary Camp. This camp teaches students that there are experiences available to them throughout their adolescence where they can explore and be who they are, while forming friendships that support a sense of self-founded on positive expression, leadership, creativity, positive peer-interactions, and meaningful challenges. Students learn a variety of art forms from outstanding instructors who are experienced artists and educators from around the country.

## Shareholders Re-Elect Incumbent Directors at 2016 Annual Shareholders Meeting

Huna Totem Corporation shareholders re-elected Wm. O. "Ozzie" Sheakley, Edward M. Davis, and Anthony Wayne Davis to the Board of Directors at the Corporation's 42nd Annual Meeting in Hoonah. Their Board terms expire in 2019.

At the Annual Meeting, Lawrence Gaffaney, HTC President and Chief Executive Officer, gave a presentation summarizing the previous year's corporate financial and business operations. The election results were as follows:

Vote Tally	
Anthony Wayne Lindoff	41,421
Edward M. Davis	40,343
Wm. O. "Ozzie"	40,038
Darrell T. Brown	32,374
Write-ins - Other	5,568

Percentage of Shareholders who voted by proxy or in person: 65.87%  
Thank you to all the shareholders who voted by proxy or in person!

## Huna Totem Corporation Board Chair Russell Dick to take the reins as CEO and President



Dick Russell,  
Huna Totem Corporation  
Board Chair

After seven years of leading Huna Totem Corporation, CEO and President Lawrence Gaffaney will step down this fall, passing the baton to Board Chair Russell Dick. A Huna Totem shareholder, Dick will begin his new role on Oct. 1.

A member of the Tlingit Kaagwaantaan clan and Eagle moiety, Dick was elected to the Huna Totem Board of Directors in 2002. Fellow board members voted him into the chair position in 2008, a role he has held ever since.

Outside of Huna Totem, Dick gained valuable business acumen as the CEO of Alaskan Dream Cruises, a private, Tlingit-owned small ship cruise line, and as the president and CEO of Haa Aaní, LLC, a subsidiary of Sealaska Corp. He's served as the vice-chair of the Alaska Industrial Development and Export Authority Board since 2013.

Born in 1973 soon after the passage of the Alaska Native Claims Settlement Act, Dick represents the next generation of Huna Totem shareholders benefitting from the hard fought battle for Alaska Native land claims. Scholarships from both Huna Totem and Sealaska Corp. helped him in pursuit of his education. He holds a master's of science in management from Stanford Graduate School of Business; a bachelor's degree in industrial engineering from Stanford University; and a bachelor's degree in business and accounting from the University of Phoenix.

"Huna Totem's mission is to advance the economic aspirations and culture of the 'Xúna Kaawu' [the people of Hoonah] through business excellence, sustainable economic growth, leadership and education," Gaffaney said. "Having worked closely with Russell, I know his passion for our mission and share the board's confidence in his capabilities to continue Huna Totem's 42-year drive toward 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."

Gaffaney also noted that he told the Huna Totem Board in 2009 that he would consider his CEO tenure a success if a shareholder succeeded him.

Gaffaney's accomplishments at Huna Totem extend much further. Over the past seven years, the company has grown as a result of strategic investments into its future. To diversify its business, Dear North, an Alaska lifestyle brand was conceived and launched, initially selling gourmet Alaska seafood products. In less than a year, the brand has received several awards and been welcomed by retailers in eight states.

Investments in Huna Totem's tourism businesses have also yielded rewards. In partnership with the State of Alaska and City of Hoonah, a new dock was built at Icy Strait Point this year, a collaborative \$40 million project that has taken years to usher in. The dock, new adventure center and upgraded Duck Point Restaurant are the most visible visitor enhancements, reinforcing Icy Strait Point's reputation as a world-class tourism destination that is 100 percent Native owned and operated.

Since 2010, Huna Totem has invested in the next generation of leaders through its internship program, which has provided 15 Alaska Natives the opportunity to learn about their culture and corporation from the inside. Two interns have subsequently joined Huna Totem as full-time employees.

"Larry's leadership has been pivotal in this organization's success over the past seven years and our entire board is grateful for his vision," Dick said. "Larry understood it was not just about increasing our earnings, but building a sustainably profitable organization that was able to honor the sacrifice of those who came before us by supporting our culture as well as economic and educational opportunities for our grandchildren's grandchildren. Larry became a member of the 'Xúna Kaawu' through his service, and by formal adoption into the Wooshkeetaan clan. I know he will remain an esteemed member of our community and I look forward to maintaining our close ties."

Huna Totem Corporation is the village corporation formed in 1973 under the terms of the Alaska Native Claims Settlement Act. The company is owned by approximately 1,350 Alaska Natives with aboriginal ties to "Sít' Eeti Gheeyi" [Glacier Bay] and Hoonah.

## Huna Heritage Foundation Student Spotlight

Name: Melissa Dawn Marvin  
Parents: William and Donna Trivett  
Grandparents: Richard and Vera Marvin  
Moiety: Raven  
Clan: T'akdeintaan  
House: Snail House  
Tlingit names(s): Yeess Ayatwus.Kheen

"I would like to thank Huna Heritage Foundation for continuously supporting me through my MBA and I encourage shareholders and descendants of all ages to continue in their education."

## ISP Neighbor's Days in Hoonah Provide a Fun Escape for Juneau Guests

Icy Strait Point hosted the first Neighbors day of 2016 on May 28th. This event has been growing popularity over the years. Over 220 participants from Juneau made the trip on two Allen Marine catamarans. This year we introduced new tour options with Alaska's Wildest Kitchen and ATV excursions. As usual most participants made their way to the top of Hoonah Mountain for the World's Largest ZipRider. The new Duck Point Smokehouse Restaurant showed off it's great views, great food and Cannery Red Ale produced exclusively for Icy Strait Point by the Icy Strait Brewery.

Icy Strait Point is excited to announce our next Neighbors Day event on July 31st, 2016 with the Sun Princess in port from 8:00AM until 10:00PM. The final Neighbors Day of the year will be on August 27th featuring the 2nd Annual Jeet's Challenge! This 8.3 mile Race from Icy Strait Point to the top of Hoonah Mountain followed by a ride down the World's Largest ZipRider is an event that no runners will want to miss. Icy Strait Point looks forward to seeing you all out here this summer.

## Yawtuwadlaak (We all did it)

On May 11, the Norwegian Pearl made the first call of the 2016 season. With little apparent fanfare, it approached. A group of 12 well trained ISP employees in 2 skiffs professionally secured the ship to the recently completed \$28.6 million cruise ship dock. At 7:00 am, for the first time in ISP's 13 year history, guests and crew surged ashore without the need of tenders. As these lucky guests approached the viewpoint they had their first glimpse of the Duck Point Smokehouse with its fire ablaze and our new Adventure Center.

On Monday May 23, a formal dock grand opening ceremony was hosted by HTC and our partner the City of Hoonah for representatives of the cruise industry, business partners, shareholders, and members of the community.

Although only recently completed, we've already begun to see benefits from this long pursued investment. The Disney Wonder will be making its inaugural calls at ISP during 2017. We've also seen a significant increase in the numbers of guests and crew coming ashore now that it's just an easy stroll (or short ride via our people movers). As expected, this increase in guests has translated into increased sales of tours, meals, and ISP retail.

We've also seen large increases in the number of guests headed into town on foot, via the ISP shuttle and with independent Hoonah

tour operators who can now pick up their customers more efficiently and safely from the ISP Excursion Hub.

Completion of this watershed event is a testament to the leadership of the HTC Board, the financial support of the State of Alaska, the professionalism and commitment of the professionals on our legal, design, and construction teams, the many subcontractors in Hoonah, throughout Alaska and outside who diligently supported our primary contractors, and the City of Hoonah, co-owner of the dock and our partner in Hoonah's economic development the truest sense of the word.

No acknowledgment however, would be complete without saying Gunalchéesh to finest team of people it's been my pleasure to lead; the men and women of Huna Totem Corporation and its subsidiaries Icy Strait Point, Alaska Native Voices and Dear North who consistently demonstrated Woosh Jee Een, driving and expanding each and every one of HTC's business lines providing HTC the financial capability to complete this project all the while doing everything needed to complete this much needed economic development injection into the community of Hoonah.

Gunalchéesh

Xaas' kaana' aat

## Alaska Native Voices: Ahead of the Curve

In the late 1990s, a few people would have put much thought into the idea of cultural tourism as a justifiable and reliable business in Southeast Alaska... however, now looking in retrospect we recognize that a slow, steady trend was already beginning. Many visitors were expressing that they wanted more from their Alaska experience. Holland America Line was among the first to take notice in Glacier Bay. Cultural Heritage Guides have been boarding Holland America Line ships and many others since that time and continue to do so in partnership with many organizations. This was the beginning of what is now known as Alaska Native Voices; the oldest tourism operation generated by Huna Totem Corporation and the Huna Tlingit.

While these programs have grown to provide valuable insight for travelers during their visit to the ancestral homeland of the Xúna Tlingit, demand for authentic cultural experiences continues to grow throughout Southeast Alaska; which provides opportunities for cultural programs and insight beyond Glacier Bay. Guides now travel as far as

Seattle and San Francisco to board cruise ships bound for Southeast Alaska with the intent of welcoming visitors to a place of culture, pride, long-standing history, and tradition. Guides sail aboard ships large and small for days to weeks at a time, sharing their own personal and cultural perspectives to passengers. This provides opportunities for Guides to learn and grow professionally and culturally as they navigate the waters that their grandfathers traveled, sharing their history along the way. After over two weeks of training, new guides shadow with a senior guide to gain initial experience and away they go!

Alaska Native Voices (ANV) guides will have logged nearly 200 days on ships as of June 30th. We are thankful that HTC saw an opportunity and launched this program in 2000; the countless people and partners who continue to be dedicated to the success of these programs and those who share them. Last but not least, the dedicated Cultural Heritage Guides of ANV, who work hard and have fun in their important role as a cultural guide and ambassadors.





## HUNA TOTEM CORPORATION

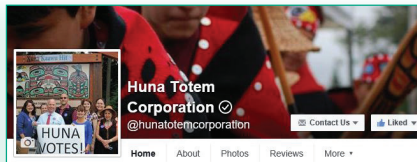
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### “Like” Our New Facebook Page!

If you or your family follows our “old” Huna Totem Facebook Page, please share with them that HTC has made the change to a business Facebook page under Huna Totem Corporation. This allows followers to simply click the “like” button instead of waiting to be approved. This status change also allows HTC to promote Shareholder events more efficiently and keep track of messages made to the corporate Facebook page. To follow us please visit: [www.facebook.com/hunatotemcorporation](http://www.facebook.com/hunatotemcorporation)

### Dear North is in-stores in 8 states!

Dear North is off and running. This Huna Totem Corporation start-up company went live with an e-commerce website and launch in a few Bay Area stores in late 2015. Dear North is marketing four flavors of Alaska Salmon Bites (Savory Sea Kelp, Fireweed Honey, Salted Rhubarb & Raspberry, and Wild Alaska Spruce) made from Wild Alaska troll-caught Coho and Alaska Smoked Sockeye Salmon. With provocative products and beautiful branding, the company is in a great position for success.

Dear North products are now available in-store in eight states, including Alaska, and online at [www.dearnorth.com](http://www.dearnorth.com). Juneau

International Airport and Sealaska Heritage Institute's gift shop are the two locations that carry the bites in Juneau.

Shareholders were able to sample the Alaska Salmon Bites at the Shareholder Information Meeting in Hoonah in May. Dear North was elated to be able to show the progress and let Shareholders see the products that were being sold to their consumers.

With sales and production growing quickly, the Dear North team is excited to share updates with Shareholders over the next year. More to come, for updates and blogs please follow Dear North's Facebook Page!



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