

HUNA TOTEM HEADLINES



HUNA TOTEM CORPORATION • MARCH 2015

ISP Named Royal Caribbean Tour Operator of the Year



HTC is pleased to announce that Icy Strait Point won 2014 Royal Caribbean Tour Operator of the Year Award at the Global Tour Operator Conference in Miami, Florida on March 6, 2015. The annual conference is an invitation-only event where 76 chosen tour operators gathered from around the world. The criteria for the award is based on an in-depth review of the revenue made by a tour port, per day. Tyler Hickman, Ruth Banaszak, and Julie Jackson represented ISP and accepted the award with a whirlwind of emotions. What a huge accomplishment for ISP, HTC, and the community of Hoonah, who all contributed over the years to creating such a successful privately-owned cruise destination. This global recognition is a great reminder that hard work pays off!

Alaska Native Voices Ramps Up for 16th Year of Operation

While Alaska Native Voices (ANV) has operated under a new name for the last year, the organization, formally known as Interpretive Services, continues to pride itself in bringing important cultural messages to guests. Cultural Heritage Guides continue to push the bar higher and demand more of themselves as they see no limitations in their ability to reach goals together. With excitement and enthusiasm, ANV is preparing to step aboard ships from four different cruise lines this season, as well as providing land-based programs at the Glacier Bay Lodge.

This season is already taking shape as ANV plans for spring training in Glacier Bay. At the end of April, ANV and the National Park Service (NPS) will participate in a joint training together. The joint training will be focused on practicing interpretive and communication methods and expand upon the tools needed to best reach visitors. ANV is also planning for its own internal training of interpretive and communication methods, primarily focused on cultural heritage aspects. As part of winter training, Cultural Heritage Guides began a distance education Tlingit language class offered by the University of Alaska Southeast, and taught by professor Roby Littlefield out of Sitka.

Mario Fulmer, Visitor Programs Manager, is dedicated to empowering the team and is prepared to offer them as many opportunities as possible to uplift the team and enhance the narrative of Glacier Bay. ANV aims to have visitors leave with a cultural experience that is meaningful and is the highlight of their overall cultural experience in Alaska. Anyone interested in working as a guide in Glacier Bay should visit www.alaskanativevoices.com for more information, or contact Mario Fulmer at 907-789-8542, or mfulmer@alaskanativevoices.com.



Hoonah Cruise Ship Dock Construction Moves Forward

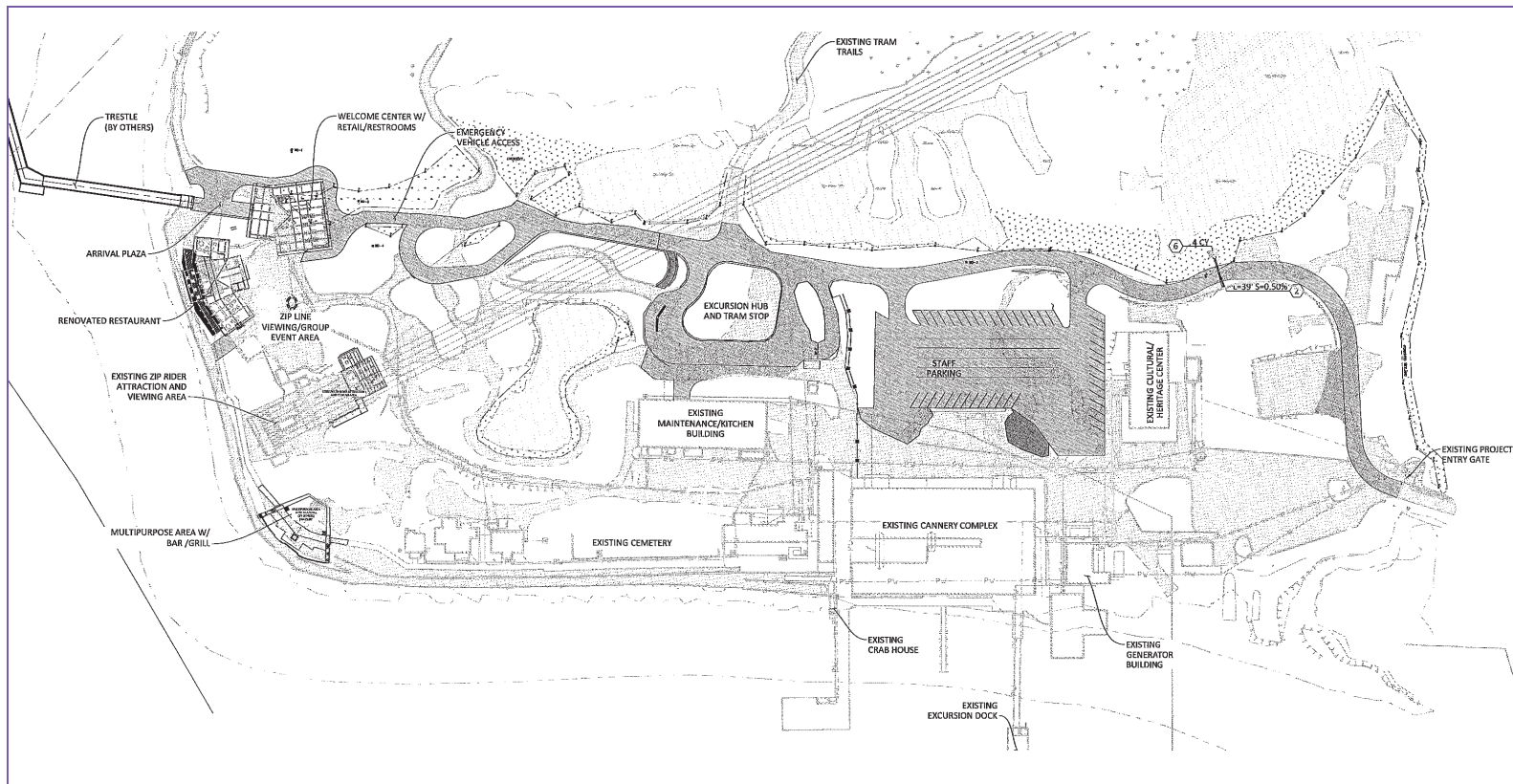
Activity is high across many areas of this exciting project. In November, Hoonah Cruise Ship Dock Company, the public-private partnership between the City of Hoonah and Huna Totem Corporation, awarded a \$23.7 million design build contract to Turnagain Marine Construction. Design work is over 75% complete; material procurement is complete or well underway for the floating pontoon, trestle, transition spans and catwalk. Construction planning continues based on a mid-April on-site start schedule. Members of the Turnagain logistics team were in Hoonah during February investigating local sourcing options.

Duck Point Development Project Manager Mark Keller visited the pontoon fabricator in January and reported favorably on the progress and quality of work to the Hoonah City Council and members of the public during the February 12th City Council meeting. He also briefed the HTC Board at their February 14th meeting.

31st of this year, which will allow for a trial run of the pier with a ship and passengers during the September shoulder season.

Design and pre-construction work is continuing on the upland civil infrastructure in parallel. The design team is assessing the new buildings necessary to support the new pier, making the ISP experience even better. This includes public access to the pier, improved vehicle flow for ISP vehicles and Hoonah vendors, and a Hoonah Information kiosk. Three new buildings as well as a major renovation of the Landing Zone restaurant are planned as part of the first phase expansion. Following pier construction uplands construction is scheduled to begin in October for completion by March 2016. Ships and passengers arriving on the first ship in May 2016 should have the full benefit of the new pier and arrival experience.

Substantial completion of the pier is targeted for August





Larry Gaffaney, Huna Totem Corporation
Chief Executive Officer and President

Huna Totem Corporation's Business Objectives

I recall talking with a shareholder a few years ago at this time of the year, after we'd closed the books, and the audit was complete. I was feeling very good about all that our team had accomplished, and the real progress that had been made since my arrival. As I began telling her about HTC's great year, she began to quite aggressively provide

me with a long list of the things that HTC wasn't doing for her and other shareholders. I was taken aback; I knew how hard the team had worked; I knew all we had accomplished; I knew how hard-fought many of those accomplishments were. And yet this very angry shareholder considered the year a failure.

Last week, in preparation for the February Board meeting, I was looking up at the Huna Totem Corporation Vision taped above my desk and stopped when I got to Our Business Objectives.

That's when it hit me; the disappointed shareholder had completely different objectives for her corporation than I did.

What's an objective? It's something you are trying to do or achieve, in other words a goal or purpose.

I had my Objectives; they were part of the Huna Totem Corporate Vision approved by the Board of Directors on February 9, 2013.

BUSINESS OBJECTIVES

OUR FINANCIAL GOAL

- \$50 million in revenues and \$10 million in cash flow by 2020

OUR STRATEGIC OBJECTIVES

- Financial strength
- Diversified revenue sources
- Consistent, robust cash flow
- Invest in the Xúna Kaawu

Our Financial Goal is what Jim Collins and Jerry Porras refer to as a "Big Hairy Audacious Goal," in their book *Built to Last*. When we committed to this goal in 2013, HTC's most recent annual revenue was \$10 million and our annual cash flow less than \$300,000. Neither management nor the Board had a specific plan to achieve our "Big Hairy Audacious Goal," of growing our revenue over five times and our cash flow over 35 times; but we believed that by setting the bar high and committing ourselves toward achieving this together, we would.

Our Strategic Objectives are less specific than Our Financial Goal, and yet absolutely critical to HTC's long-term sustainability and ability to pursue our Mission & Vision. Too many Village Corporations are shells of their former selves; unable to protect their land, invest in their people, support cultural perpetuation, or serve as a positive example and force in the Native and broader community. As a result of the forward thinking, leadership, hard work of those that came before us, and good fortune, Huna Totem Corporation has survived and prospered for over 40 years.

As we pursue increased financial strength; diversified revenue sources; consistent, robust cash flow; and invest in our people, the Xúna Kaawu, we ensure our Corporation's soundness and ability to withstand the inevitable headwinds which all businesses face while minimizing the risk of being swamped.

Profitability and cash flow are not the end game, as they are for traditional for-profit businesses; they allow HTC to fund our mission-based activities like the Huna Heritage Foundation, as it provides shareholder & descendant scholarships and perpetuates the Huna Tlingit culture. Financial strength and sustainable cash flow allow us to hire descendant interns and invest in further training for our staff. They allow us to return a portion of these profits to shareholders through dividends.

Ultimately, these Objectives will make HTC an even more attractive organization to work for. We will be able to attract the very best of our shareholders and descendants to work for us and contribute toward our Vision, including a Chief Executive Officer.

To see the full HTC Vision, see our website <http://www.hunatotem.com/corporation/mission>

Gunalchéesh

Larry

HTC Announces Six Years of Profitability

Huna Totem Corporation booked its sixth consecutive year of profitability in 2014, the first time this has been accomplished in two decades. The last unbroken 6 year stretch of profitability occurred from 1989 – 1994. Revenues increased over 11% to \$12.9 million last year and operating income (EBITDA) increased to \$1.6 million.

\$1.9 million was distributed to and on behalf of shareholders last year, an increase of nearly 7%; the 5th consecutive annual increase of this amount.

Be sure to watch your mail for the 2014 HTC Annual Report for a complete run down on HTC's financial and operating performance. We also invite you to join us on Saturday, May 9th in Hoonah for our annual Shareholder Information Meeting and Fair and on Saturday, June 20th in Hoonah for our Annual Meeting.



Turning the Page at Icy Strait Point

Once again, a new season is approaching at Icy Strait Point. The 2015 season not only represents ISP's 12th operating season, but also a new chapter in the development and growth. ISP is turning the page with great anticipation and excitement, not unlike that special experience when the first ship arrived in 2004. As they prepare for 77 ship calls and over 143,000 guests, ISP will also be beginning the construction of the new cruise ship dock, slated for completion September 2015. That milestone is truly an accomplishment of epic proportions, and it will only be the beginning!

The new dock will not only have a positive impact on the number of visitors to Icy Strait Point and Hoonah, it will also change how ISP delivers services to their guests. Changes to the cannery uplands area are under design and the construction of several new facilities will begin as our 2015 operating season closes. These facilities will be ready for the 2016 operating season. All these developments will provide many more opportunities for Huna Totem Corporation, its shareholders, and the community of Hoonah. This is all happening at Icy Strait Point and Hoonah at a time when hundreds of communities statewide will be facing uncertainty and little or no economic growth. Thanks to the wisdom, foresight, and the determination of the many people who have contributed to the development of Icy Strait Point, we are now ready to turn the page and welcome this new chapter. It has been and continues to be about woosh-jee-eeen! Pulling together, we can do anything!

Holiday Open House a Success

While we typically host the Holiday Open House at the Alumni Gym in Hoonah, some water damage to the floor and the lack of an adequate alternative with enough space for our shareholders, forced the event to be moved to Juneau at the T&H's Vocational Training and Resource Center. While it was an unexpected change, it was great to see the Juneau shareholders who were able to attend. It has been a couple years since we hosted any shareholder events in Juneau and it turned out to be a great event. Activities included pictures with Santa, bingo, children's games, and a chance to win door prizes. Holiday snacks were also available. To view or share any holiday photos from the holiday open house please upload them to our website www.hunatotem.com.



New Year-Round Business Developing

Huna Totem Corporation is excited to share with shareholders the progress of a new business. This new business was created during the strategic planning process that was completed in 2013. This business will diversify Huna Totem Corporation's portfolio and create a source of year-round income. The goal was there, make authentic products that will sell; the question was how to execute it effectively.

To drive this process, Anne French, our VP of Sales and Marketing, was hired and entrusted with this exciting new venture. Anne brings more than 20 years of experience in marketing and brand innovation. 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;

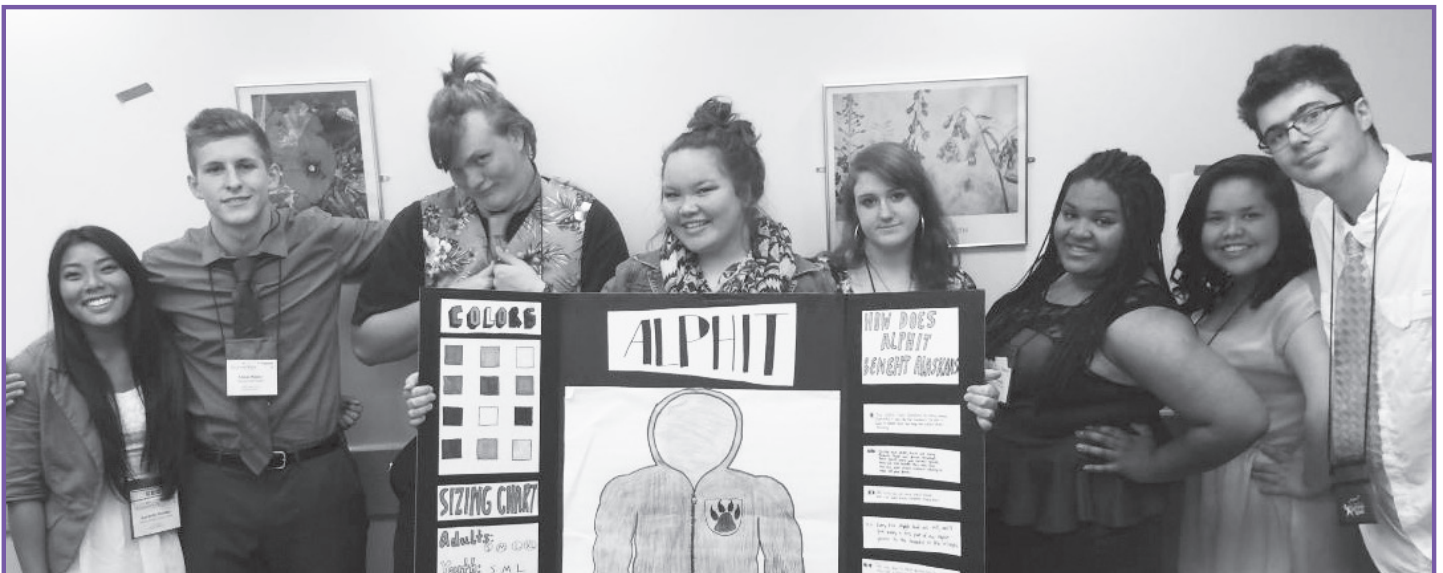
and Foote, Cone & Belding, an advertising agency. Since she came onboard last year, our target consumer (who will buy these products) and the products (what the target consumer will buy) have been tentatively identified through extensive research.

There are still more steps that must be taken; developing a brand, a look, logistics of sourcing, packaging, and distribution, but the amount of progress made within the last year is astounding. These remaining steps will be happening in a very short period of time since the first products are expected to be a the test market by the end of 2015. Huna Totem Corporation is looking forward to sharing more developments on this new business over within the coming months.

Alaska Business Week Scholarship Available for High School Students

Huna Totem Corporation is offering a high school student a scholarship to attend the 2015 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 University of Alaska Fairbanks 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 3, 2015.** The scholarship will include tuition and airfare to attend the event! Questions may be directed to Amber Henderson, Shareholder Relations Manager.



Huna Totem Corporation Welcomes Joe Jacobson



Huna Totem Corporation welcomes Joe Jacobson as Vice President of Business Development. As former Director of the State of Alaska Division of Economic Development (DED), Jacobson oversaw tourism marketing, small business finance, and economic development. He implemented the state's global tourism marketing program and recently led an initiative that focused on rural cultural tourism development. Prior to his role at DED, Jacobson served as international program director at the Alaska Seafood Marketing Institute, overseeing Alaska's international seafood marketing efforts across 21 countries. Jacobson is tasked with expanding Huna Totem Corporation's existing tourism business at Icy Strait Point and Alaska Native Voices, as well as assisting with consumer brand development in regards to our new year-round business. Jacobson holds a Bachelor's Degree in Outdoor Studies from Alaska Pacific University and a Master's Degree in International Relations from the City College of New York.

"Joe was ideally suited for this role because of the breadth of his experience in the public and private sectors and impressive history identifying and creating business opportunities," said Lawrence Gaffaney, Huna Totem Corporation president and CEO. "An important part of our mission is to advance the economic aspirations of the Xúna Kaawu through business excellence and sustainable economic growth. Joe has a firm grasp on what this means to us and I'm confident in his ability to deliver for our shareholders."

Coffee with the CEO an Option for Shareholders

Coffee with the CEO is an option for shareholders to meet and informally discuss issues directly with the Huna Totem Corporation CEO. This gives Larry a chance to hear from you while also being able to share updates and information about HTC with you. Numerous groups of shareholders have met with Larry for a Coffee with the CEO and he's enjoyed learning something about our shareholders from each visit. Currently, Coffee with the CEO is available in Juneau, Hoonah, Anchorage, and Seattle. If you are interested in participating in a Coffee with the CEO, contact Amber Henderson at 907-789-8500 or e-mail: shareholders@hunatotem.com. We look forward to hearing from you!

ISP Announces Four 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 7:30am and departs Icy Strait Point at 3:30pm. Other tours may be available, depending on the tour schedule for the day. Tickets are available online at: <http://shop.icystraitpoint.com/juneau.html> or call 907-789-8600 for more information.

May 23, 2015

June 6, 2015

July 4, 2015

August 29, 2015

Seeking College Interns for 2015 Season

Huna Totem Corporation is accepting applications for college interns. Applicants must have completed two years at an accredited University, in good standing, with a cumulative GPA of 3.0 or greater, and be continuing their education in the fall. Interns will spend time in three locations; Juneau, Hoonah, and Glacier Bay. In Juneau, the interns will spend time and learn from the management staff in the corporate office, Alaska Native Voices, Huna Heritage Foundation and our newest venture, Authentic Alaska. In Hoonah, the interns will be able to see the operational side of our 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 interpretation from our Heritage Guides.

Interns will have opportunities to work with each level of management, including the President and CEO of Huna Totem Corporation. They will be able to take part in special projects, plan events, and meet interns from other Native Organizations. This position will be 10 weeks starting



May 11, 2015. The wage will be \$15.00/hour. Per ANCSA, hiring preference will be given to qualified HTC shareholders and descendants. The deadline for applying is April 3, 2015. 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 goals.

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



HHF Welcomes Sarah Dybdahl

Huna Totem Corporation is pleased to welcome Sarah Dybdahl as the Huna Heritage Foundation Executive Director. She is Taakw.aaneidi and child of Kaa x'oos.hittaaan and child of Heinyaa Kwa'an. Her Tlingit name is Aanshaawat'k'I, which means little/precious woman of the land. She was named after her great-grandmother, Lillian Demmert. She is originally from Klawock on Prince of Wales Island and serves on Klawock Heenya Village Native Corporation's Board of Directors. Her husband, Travis Dybdahl, is a Huna Totem Shareholder. She previously worked for both Sealaska Corporation and Sealaska Heritage Institute. As the Executive Director of HHF, she will work with the recently created Huna Traditional Scholars Council, which was set up to address the community's continued loss of traditional language and knowledge. She will also oversee Huna Heritage Foundation's educational assistance program, work diligently with HHF Board of Trustees on clan workshops, and pursue on-going funding through grants.

Shareholder Relations Welcomes Katelyn Savland

Huna Totem Corporation is pleased to welcome Katelyn Savland as the new Shareholder Relations Assistant. She is Tak'deintaan (Raven/Kittiwake) of the Tax Hit (Snail House). Her Tlingit name is Kaach Kie Eee. Her mother's name is Bonnie Jo Borchick. Her maternal grandmother is Freda Greenwald of Hoonah. Katelyn was born in Juneau but spent her summers in Hoonah with her grandmother, Maxine Savland. She recently graduated from the University of Alaska Anchorage with a Bachelor's Degree in Psychology. She is pursuing her Master's Degree in Clinical Mental Health Counseling with an emphasis in Crisis and Trauma Counseling. Katelyn had such great experiences during her HTC college internships in 2012 and 2013 that she wanted to return and work for the Xúna Kaawu. HTC is excited to welcome her to the team and looks forward to seeing her continued growth and development.



HHF Education Assistance Awards

Congratulations to the Huna Totem Corporation shareholders and descendants who were awarded fall scholarships from Huna Heritage Foundation:

Bible, Sharon	Hawkins, John	Murphy, Tiffany
Bodziony, Natalie	Heipp, Rachael	Sheakley, David James
Fawcett, Morgan	Heipp, Susan	Shirley, Peter
Fawcett, Robert	Marvin, Melissa	Young, Michelle
Haldane, Mitchell	Mayeda, Gerald	

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 katelyn Savland, Shareholder Relations assistant at (907)789-8522. 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	Leetta Diane Gray	Peter G Nielsen	Brennen S. Stidd
Charla Janette Bennett	Robert Howard Gray Jr	Cheryl Lynn Olsen	Candice Marie Stidd
Charles Oscar Bennett	Ernestine G Grimm	Johnny G Phillips	Tamala Corriene Stivers
Eva M Bradley	Royal Tauno Hill Sr	Lance E Rhodes	Karl Joseph Travenshek
Frank Glade Brown	Katryn Jayne Hough	James William Romantic III	Leo Robert Travenshek
Robert Duncan Brown	Fred D Houston	Michael James Romantic	Maxine Charlotte Travenshek
Aaron J Cavanaugh	Gregory Wayne Jackson	Stephanie Ann Sanders	Samuel J Villa
Martha Lou Channell	Laura Cheryl R James	Jerry Sargent	Toby Arnold Wark
Daniel Mason Choquette	Lena Karen Jimmie	Kenneth Clair Schoonover	Naomi Faith Weitzel
Helen L Clements	Bobbie Jo Johnson	Elisa Rose See	Deonavich F Williams
Darlene DeMello	Randall David Johnson	Michael Wesley See	Emily V Williams
Laverne Mary Fawcett	Eleanor Koenig	Richard Thomas See	Leroy Walter Williams
Mary J. Fawcett	Nick Franklin Lindoff	Richard Thomas Shaw	David Earl Workman
Roberta Amelia Fawcett	Brittnay Diane Lindoff-Macom	Veronica Alice Shortcakes	Paul Nicholas Wright
Albert A Garrison	Hunter L. Malcolm	Belinda St Clair	
Evan H Gonzalez	James Anderson McKinley Jr	Jacob St Clair	
Susan Lynn Gonzalez	Timothy David Morgan	Rosabella H Stevenson	



40th Anniversary Commemorative Blanket Displayed at HTC Office

HTC's 40th Anniversary commemorative art piece designed by Clarissa Rizal in 2013 is now on display at the Huna Totem Corporation office. Her design was based on the 40th Anniversary theme,

Haa léek'u has yáagu haa shukáadei yaan tukóox

In our grandfather's canoe, we are travelling into the future

The blanket portrays Huna's grandfathers', canoe moving into the future with the four original Huna clans, Chookeneidi, Wooshkeetan, Kaagwaantaan, and T'akdeintaan represented within the canoe's design. Eagle and Raven are centrally located inside the canoe as they are

the foundation of the Tlingit social structure and identity while holding the copper tinaa, because together they share the responsibility of carrying the wealth of history, culture, arts, and way of life to the next generation. Mt. Fairweather, a landmark of great historical value in the Huna Tlingit culture, is represented in the background.

Icy Strait Point is Recruiting for the 2014 Season

Icy Strait Point (ISP) is pleased to have written commitments from about 60 people for the 2015 season, many of whom are returning employees. This means that ISP is approximately 60% staffed and is diligently working to fill the remaining positions. Interested parties should contact ISP Human Resources to get information about open positions and apply.

On February 18th, ISP attended the University of Alaska Southeast Job Fair in Juneau and received several promising prospects. They also hosted a Job Fair on February 19th in Sitka where connections were made for future recruitment possibilities. ISP also attended Gold Medal to attract applicants, and will be hosting a Job Fair in Hoonah soon after Gold Medal.

Due to the work on the tunnel being conducted by the City of Hoonah in collaboration with HIA, there have been periodic road closures between Hoonah and ISP. It is likely that ISP will open a Human Resources office in town to make it easier for prospective employees to turn in applications. ISP will post notices around town when and if this happens.

ISP also expects to have expanded affordable housing options available for applicants who live out of town and are considering working in Hoonah for the ISP season. May 11th is coming quickly and ISP is looking forward to another exciting and FUN season.

HTC Announces February Settlement Trust Distribution of \$12.82/Unit

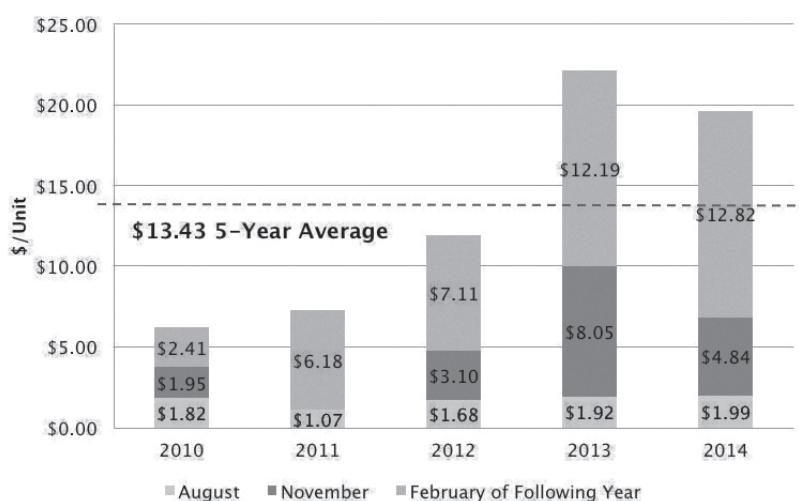
The Huna Totem Shareholder Settlement Trust Board of Trustees met on February 5, 2015 and in accordance with the Trust's distribution policy, declared a final 2014 trust distribution amount of \$1,123,032 to shareholders or \$12.82/unit, with a record date of February 5, 2015. Checks were mailed and direct deposit accounts credited Friday, February 13, 2015.

The Trust was established as a permanent vehicle to preserve and enhance investment assets of the Corporation and is one way shareholders receive benefits. The dividend/distribution policies created by the Trustees were meant to ensure sustainable payments for all generations as well as maintain profitable corporate growth. As is evident by the consistent years of profitability and increasing shareholder payments, the 40% reinvestment of Trust earnings is producing intended results.

Over the past 5 years, the Trust's performance has improved substantially. In 2010, the total Trust distribution to shareholders was \$6.18. The total amount distributed to shareholders from the 2014 Trust earnings was \$19.65 or \$1,965 per 100 units. This equates to an impressive annual growth rate of 26% and 5-year average payment of \$13.43/unit.

For more information on Settlement Trust distributions please read the August 25, 2014 blog on the Huna Totem Corporation website.

Total Shareholder Settlement Trust Distributions Per Unit



Russell Dick Named CEO of Alaska Dream Cruises



Congratulations to Russell Dick, Chairman of the Board, on his new role as the Chief Executive Officer of Alaska Dream Cruises, LLC, a subsidiary of Allen Marine, a family-owned and operated business in Southeast Alaska.

Ed Davis Promoted to Haa Aani Executive Director



Congratulations to Ed Davis, HTC Board Member, on his appointment to Director of Haa Aani, LLC, a subsidiary of Sealaska Corporation that is focused on economic development in rural communities of Southeast Alaska.



HUNA TOTEM CORPORATION

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Juneau, AK 99801

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2015 Meeting Dates

May 9, 2015	2015 HTC Shareholder Information Meeting Hoonah City Schools- Alumni Gym
June 20, 2015	2015 HTC Annual Shareholder Meeting Registration- 1:30 PM, Meeting begins 2:00 PM

New Phone Numbers

Some of our main phone numbers have changed!
Please note the new numbers below:

Huna Totem Corporation: (907) 789-8500

Icy Strait Point: (907) 789-8600

Huna Heritage Foundation: (907) 789-8581



Huna Totem Corporation

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Juneau, AK 99801-9306

Telephone: (907) 789-8500

Fax: (907) 789-1896

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shareholders@hunatotem.com

Huna Heritage Foundation

Telephone: (907) 789-8581

Fax: (907) 789-1896

www.hunaheritage.org

heritage@hunatotem.com