

HUNA TOTEM HEADLINES

NOVEMBER 2017 SHAREHOLDER UPDATES

ISP Achieves New Milestones in 2017

Records set for ship and passenger shore visits

"We couldn't have done it without the dedication of our amazing staff and local collaboration," Icy Strait Point's human resources manager, Jessie Dybdahl, said of the record 2017 visitor season that recently wrapped for the year. Season totals, including visitation from new cruise line Disney, peaked at a record 83 ships, and set new records for passenger shore visits on numerous days throughout the season.

"We innovated across Icy Strait Point operations — our programs department added new tour experiences showcasing unique Alaska adventures, which were a big hit with our guests," said Dybdahl. "Our food and beverage venues developed new, delicious dishes which drew both locals and guests from the ship. Our retail shops offered diverse Alaskan products from high end to souvenirs. The combined efforts were a success both in revenues and customer feedback."



Amsterdam passenger Joan MacIntyre, age 95, set a new Senior Record aboard the Scenic Mountain Ascent and World's Largest ZipRider while visiting Icy Strait Point this season.

Days barely passed at the close of the 2017 season before Icy Strait Point management and staff began preparing for the 2018 season. "ISP is anticipating 106 ships in 2018 and with increased visitation and demand comes increased employment opportunity," said Dybdahl.

Applications for employment are available in the Huna Totem Corporation office in Juneau, the Icy Strait Point office in Hoonah and online at www.icystraitpoint.com. Qualified Huna Totem shareholders, spouses and descendants are given preference over equally qualified non-shareholder candidates. Candidates are encouraged to apply now as hiring for the 2018 season has begun and Icy Strait Point has limited housing available. Please contact Jessie Dybdahl with any questions at 907.789.8603 or via email at jessie@icystraitpoint.com.

A Look at the August Dividend

\$94,236 total paid to shareholders on August 15

The Huna Totem Shareholder Settlement Trust board of trustees met on August 8, 2017, and declared a distribution to shareholders totaling \$94,236, or \$1.11 per unit. The record date was August 8, 2017. This distribution is the first of three potential payments to shareholders in accordance with the trust's distribution policy, which provides for annual distributions equaling 60 percent of the trust's net cash income for the year. The remaining two distributions will be considered in November 2017 and February 2018.

The August distribution was 2.5 times greater than the distribution declared to shareholders in August 2016, or a \$0.79

per unit increase. The trust has experienced substantial growth in the marketplace through 2017. This growth will likely contribute to increased distributions and growth of the trust through the 40 percent of cash income reinvested back into the trust portfolio as the policy directs.


Distributions were mailed and direct deposit made to accounts on Tuesday, August 15, 2017. Shareholders not yet benefiting from direct deposit services may sign up electronically using our shareholder portal MyHunaTotem or contact Katelyn Savland, shareholder relations manager, at the Huna Totem office to enroll.

HTC Board Amends Burial Assistance Program

On September 23, 2017, the board of directors passed a resolution to amend the current burial assistance policy. The policy now allows the family to request assistance up to six weeks after the date of passing.

"The updated program provides ease and greater flexibility for families to make requests during such a difficult time," said Katelyn Savland, Huna Totem shareholder relations manager. "The corporation now offers a one-time payment of \$500 toward funeral and/or burial expenses and is paid directly to the funeral home or mortuary to those who apply and qualify."

Shareholders who are currently repaying burial assistance, and currently approved under the former program, would be forgiven up to \$500. For additional information regarding the new burial assistance program, please visit hunatotem.com.

MYHUNATOTEM

Log In | Contact Us | HunaTotem.com

LOG IN | FIND FORMS | LOST SHAREHOLDERS | UNSETTLED ESTATES | FAQ

WELCOME TO MYHUNATOTEM

MyHunaTotem is your place to manage your Huna Totem Corporation profile

Shareholders can:

- ▶ View your share information
- ▶ Access and change contact information
- ▶ Access and print Payment History, Forms, 1099s
- ▶ Opt-in for electronic delivery of information

Non-Shareholders can:

- ▶ Manage your profile
- ▶ Subscribe to e-news
- ▶ Receive bulletins about Huna Totem Corporation activities

SIGN IN TO MYHUNATOTEM

Don't have an account yet? [Click here to register](#)

Email Address

Password

Sign In

[Forgot your password?](#)

[Didn't get the confirmation email? Send again](#)

MyHunaTotem.com is the best way to manage your shareholder information and stay current with Huna Totem.

HUNA TOTEM CORPORATION

Honoring the Past, Action for the Future — A Letter From the President and CEO



Dear Shareholder,

The echoes of visitor's voices and laughter have barely faded from our tour operations. The brief pause we took to celebrate another successful tour season, as summer transitioned to fall, barely recognized the progress and momentum achieved to advance and strengthen Huna Totem this year. While it is gratifying to look back at the last year, progress feeds the wonder for what is next — what can we do better in the coming year, or five years or ten? There is still so much to do.

I recognize a common quality in successful business people — the ability to take deliberate action and recognize both the immediate and long-term impacts. Their actions are informed by past experiences and data and they apply this wisdom toward careful assessment, planning and execution of action with the greatest consequences toward a goal. This balance of considering both the past and future when acting is one of the keystones to our Native people thriving for so long in Southeast. This ancient Native value is so relevant in what we do each day throughout Huna Totem and its operations.

Throughout the last 12 months we took a measured approach focusing on operations with the greatest potential for growth. We strengthened the company financially by consolidating our efforts and the dedicated management and staff proved we could operate more efficiently, doing more with less while providing world-class experiences for our visitors. The talented teams at Icy Strait Point and Alaska Native Voices, both highlighted in this newsletter, set new records and positioned these companies for even greater growth. The last cruise ship

was on the horizon and our teams were already planning for future seasons, energized by the possibilities.

We have made progress with other investments too by overlaying our goals for financial stability, organizational development and prudent strategic growth with the critical assessment of past performance. We restructured the growth strategy for Dear North, as an example, aligning operations with current market demand and minimizing its current cash usage, which positions the company for long-term growth and sustainability. Assessing Huna Totem's overall opportunity, we elevated our focus on government contracting where we have a strong competitive advantage as an Alaska Native corporation.

It has been a year since I accepted the responsibility to serve as the president and CEO. Looking back, I am proud of the momentum the board, management and staff have made toward our vision. Looking forward, I am more confident than ever we can sustain Huna Totem's growth trajectory. I want you to have the relevant information to evaluate the past and current performance of Huna Totem and to see what we see for the future of our company. In the January edition of this newsletter we will incorporate an overview of operational and financial information from 2017, a preview to the detailed, audited financials that will publish in the annual report this spring.

As Huna Totem grows, so does the opportunity for shareholders and future generations. I hope you will join us, as we reflect on the past knowing the actions we take today will have lasting and positive impact on the future.

Sincerely,

Russell Dick
President & CEO

Alaska Native Voices Strives to Create Unique Alaska Experience for Visitors

Hiring is already underway for the 2018 visitor season

In Southeast Alaska, tourism has become an integral part of our lives and communities. Cruise ships bring the largest volume of visitors to our state. We most often see large cruise ships navigating Southeast's protected waters, but there are many other means by which visitors engage and explore the region. Visitors with high expectations of exploring nature and experiencing our Native culture can visit independently by air or the Alaska Marine Highway. A growing number are discovering small, specialty tour operators that provide intimate, memorable and meaningful experiences by keeping group sizes under 100 people. This is the world of specialty travel tours and cruises promising unique and personal experiences to visitors. This is where Alaska Native Voices cultural expedition leaders and heritage guides make the most impact.

Imagine for a moment going to Hawaii, being greeted by a local Native Hawaiian guide or host who has a personal and local cultural perspective to share. Most would eagerly embrace this experience to learn more about our neighbors to the west. It's not so different in Alaska where Alaska Native Voices guides and expedition leaders share their personal and local perspectives with visitors. Growing numbers of people are seeking out this type of experience and Alaska Native Voices is meeting that demand with its unique program and skilled staff. Team members spend days or multiple weeks with visitors as a local expert by escorting visitors to cultural sites, rarely explored coves, trails and cruise ports. This year, 14 full- and part-time Alaska Native Voices professionals guided thousands of visitors throughout Southeast Alaska.

Specialized group tour and travel guiding is unique and gratifying work. Guides and expedition leaders accompany visitors through every experience, building strong relationships through the time and shared experience. Guides make the overall experience special by providing their knowledge and customizing care for each visitor. This is fun and hard work where each day presents new opportunities, challenges and experiences — each day is truly



unique. In preparation for this, Alaska Native Voices hosts a training and mentoring program for guides each spring, in which new team members are paired with more experienced colleagues to observe, learn and develop their own voice and style prior to being deployed in the field.

"As this demand continues to grow, the demand for Native guides grows as well," said Mario Fulmer, visitor programs manager of Alaska Native Voices. "This is far from a traditional type of work, so we are always working to assure that those in our community know what we do and the opportunities we present."

Alaska Native Voices is an industry pioneer in Alaska cultural tourism and continues to enhance its programs to lead in the area. Planning for the 2018 season is underway and Alaska Native Voices is seeking qualified individuals to fill positions for next year. If you are interested in applying, please visit alaskanativevoices.com.

NOVEMBER 2017 HEADLINES

Employees Make the Difference at Icy Strait Point

Glenn Glover reflects on working at Icy Strait Point in 2017

"I've been hanging out with new friends and co-workers the last few days and can't help thinking how good the season was and how quickly it seems it has come to an end. Life is full of opportunities and we must take them when they cross our paths. I took a chance and obtained my CDL and it opened a door to new experiences and introduced me to people that made my life so much better. Working with the amazing people at Icy Strait Point brought the best out of me and opened my eyes and heart. I've never felt so alive in my life.

I have new goals for the next chapter in my life and hope to come back year after year to ISP to work. In my mind and heart it is by far the best job I have ever had. I learned so much and to share my heritage, culture

and home with guests was so gratifying. I witnessed the wonder in visitor's eyes that we get to live and work in this wonderful place. The people I worked with made the experience that more special and left an impression on my life and heart that I will hold forever. I look to the future and I am so glad that I live in town that takes pride in sharing with guests the real Alaskan experience. Gunalchéesh." — Glenn Glover, Huna Totem Corporation shareholder and Icy Strait Point bus driver and guide, September 14, 2017



Join the team at Icy Strait Point! Here are just some of the benefits employees receive:

Receive an end-of-the-season \$1,000 incentive if you achieve 100 percent attendance.

Share your experience and recruit your friends to work at ISP and receive a \$100 finder's fee when eligible.

Save on gas by riding the free shuttle to and from work.

Receive a 40 percent discount on meals from the restaurants on site.

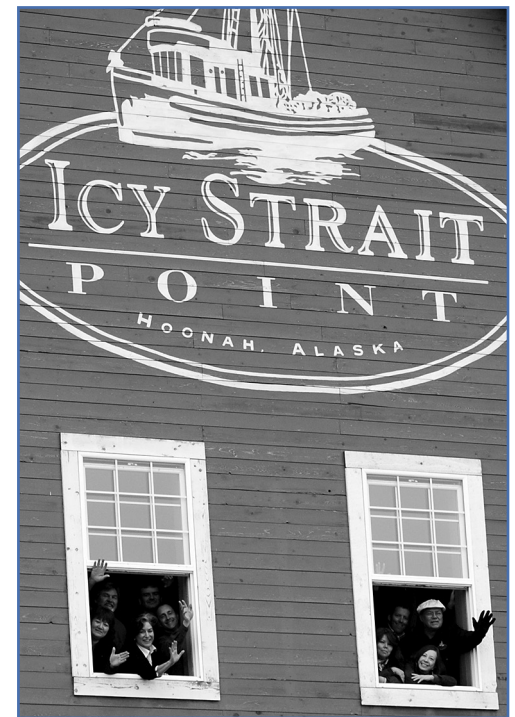
Are you in need of ISP branded gear for yourself or Christmas gifts? Employees receive 25 percent discounts on ISP-owned retail stores.

Treat yourself and family to tours! Employees receive four complimentary tour tickets for family and friends, on a space available basis.

Do you need to travel to Juneau at the end of the work week? Perfect! Take the complimentary Allen Marine catamaran back to Juneau.

Are you feeling competitive? Participate in on-the-clock employee games! During the season employees participate in trivia and staff Olympics.

To apply for the 2018 Season, please contact Jessie Dybdahl at jessie@icystraitpoint.com.



Employees of the Month

May – Charles Carteeti (Tour Guide)

June – Preston Day (Tour Sales)

July – Nathan Carrick (Cleaning Services)

August – Robert Bridgens (CDL Driver)

Huna Totem and Huna Heritage Foundation Welcome New Employees



Huna Totem shareholder Leah Williams joined Huna Totem as the new executive assistant and office manager. Williams was born and raised in Juneau and worked most of her career in Anchorage. Williams went

to school at University of Alaska Southeast and University of Idaho, majoring in accounting. She is the daughter of Jeanette (Morgan) Williams and David Williams Jr. She is *Ch'áak', Daklaweidi, Keet Gooshi Hit, Jilka Kwáan*. Her Tlingit name is *Yeikd'shee*, which translates to "the music comes from within" and she is a member of the *Woosh.Ji.Een* dance group.

Prior to joining Huna Totem, Williams worked with: Goldbelt Heritage as the development and publications specialist, and grants finance and projects administrator; Goldbelt, Inc. as a human resources associate, and accounting technician; and The Nature Conservancy as office manager and technical support.

"I returned home to Southeast Alaska with my husband, Eran Jenkins, to be with family and to be

more engaged with my culture," said Williams. "I couldn't be more excited to join the Huna Totem family."



Huna Heritage Foundation is excited to welcome Amelia Wilson as the new executive director. Wilson will partner with organizations and entities to perpetuate the strategic vision of Huna Heritage and its numerous programs including: education and leadership programming; continuation of the educational assistance program that provides scholarships; and continued development of the Huna Heritage library, archives and historic website.

Wilson's Tlingit name is *Tlagoonk*. She is *Chookanshaa*, a member of the Eagle/Brown Bear Clan, *Xa'atl Hit*, Glacier House. She is the daughter of Susan Price of Palmer, Alaska, and Bill Wilson Jr. of Hoonah, *Kaach.adi*, Raven/Land Otter Clan. Wilson is a shareholder of Huna Totem Corporation and resides in Hoonah. She brings experience in organizing and implementing community programming, in addition to a

background working with students pursuing higher education. Wilson has experience working in a library and for the past year she has developed the new web portal providing access to the Huna Heritage archives.

"Professionally, personally and culturally I am committed to the mission, vision and values of Huna Heritage Foundation," said Wilson. "It is an honor to serve as the Huna Heritage executive director and carry forward and uphold the mission to perpetuate culture and promote education for our people."

Anthony Lindoff, Huna Heritage Foundation board chair, said, "Huna Heritage Foundation is excited to appoint Amelia Wilson as executive director. She excelled in her previous role at Huna Heritage and her strong leadership ability and passion for all that is Hoonah made her an obvious choice to drive the foundation's mission and vision."

Wilson can be reached at amelia.wilson@hunaheritage.org, Huna Heritage Foundation, P.O. Box 225, Hoonah, Alaska 99829, or by phone 907.789.8582.



HUNA TOTEM CORPORATION

9301 Glacier Highway, Suite 200
Juneau, AK 99801

RETURN SERVICE REQUESTED

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE

PAID

JUNEAU, AK
PERMIT NO. 18

Welcome to your new edition
of the *Huna Totem Headlines*
shareholder newsletter!

What's inside:

ISP achieves new milestones,
page 1

Board amends burial assistance,
page 1

Letter from the president & CEO,
page 2

Alaska Native Voices highlights,
page 2

ISP employee benefits, page 3

Wilson named HHF executive
director, page 3

J'eet's Challenge 2017

On Saturday, August 26, Icy Strait Point hosted the third annual *J'eet's Challenge*, an 8.5 mile run from Icy Strait Point to the top of the ZipRider. In honor of *J'eet*, the first four finishers lit signal fires at the top of the mountain. All the athletes were able to enjoy the 60 mph ZipRider zip line back to Icy Strait Point at the conclusion of the race.

Congratulations to the top five runners and top two hikers!

Runners:

- Joshua Musson 53:06
- Jonathan Kreiss-Tomkins 57:45
- John Bursell 1:01:47
- Amie Spieth 1:07:30 (1st Female)
- Meghan Deslover 1:09:39

Hikers:

- Johan Hinchman 48:00
- Denislav Deney 52:37



Huna Totem Corporation
9301 Glacier Highway, Suite 200
Juneau, AK 99801-9306
Telephone: 907.789.8500
Fax: 907.789.1896
www.hunatotem.com
shareholders@hunatotem.com

Huna Heritage Foundation
P.O. Box 225
Hoonah, AK 99829
Telephone: 907.789.8582
Fax: 907.789.1896
www.hunaheritage.org
heritage@hunatotem.com

Please submit your shareholder
news, stories and events, with an
accompanying high resolution photo
via email to
ksavland@HunaTotem.com