

HUNA TOTEM HEADLINES

1973



2013

40 YEARS

HUNA TOTEM CORPORATION • DECEMBER 2013

November Trust Distribution

The Huna Totem Shareholder Settlement Trust Board of Trustees met on November 7, 2013 and in accordance with the Trust's distribution policy, declared a second 2013 dividend distribution amount of \$705,180 to shareholders with a record date of November 7, 2013.

This second distribution amount of \$8.05 per unit is a 160% increase over the \$3.10 distribution amount in November 2012. Together with a first distribution of \$1.92/unit the total distribution for 2013 thus far is \$9.97; more than double the \$4.78 distribution for the same period in 2012. Checks were mailed and direct deposit accounts credited Friday, November 15, 2013.

40th Anniversary Recognized

November 9, 2013 marked the 40th anniversary of the corporation. Governor Sean Parnell, Senator Bert Stedman, and Representative Jonathan Kreis-Tompkins sent congratulatory letters recognizing the momentous milestone. Governor Parnell states, "Congratulations on celebrating 40 years of successful stewardship of the land and funds distributed to the Huna Totem Corporation by the Alaska Native Claims Settlement Act" and "As you commemorate your milestone and your newly revised mission and vision statements, you continue to set an example for success." Gunalcheesh to Governor Parnell, Senator Stedman, and Representative Kreis-Tomkins for their kind words. Copies of the letters may be viewed at the Huna Totem Corporation website: www.hunatotem.com.

Denali Award Presented to Don Rosenberger

Congratulations to Don Rosenberger, a valued member of the Huna Totem Corporation team and essential Icy Strait Point promoter and consultant for his award of the 2013 Denali Award by the Alaska Travel Industry Association (ATIA.) According to the ATIA website, the Denali Award is "presented to a living individual for his or her outstanding leadership, professional excellence, and personal contribution to the Alaska travel industry."

We are proud to have a team member recognized by such an esteemed organization.



Help us find these folks:

The following people do not have current information on file with Huna Totem Corporation or have incomplete files. If you are on this list, please contact Amber Henderson, Shareholder Relations Manager (907) 523-3670. If you recognize someone on this list, please have them contact us. Shareholder records can only be updated by the shareholder or the legal custodian.

| | | | |
|-----------------------------------|----------------------------------|-----------------------------------|----------------------------------|
| <i>Patricia Roberts Alexander</i> | <i>Brent Aldon Coutlee</i> | <i>Benjamin Larry Johnson Jr</i> | <i>Michael James Romantic</i> |
| <i>Charles Oscar Bennett</i> | <i>Darlene DeMello</i> | <i>Newton Lindoff</i> | <i>Jerry Sargent</i> |
| <i>Robert Nicholas Bennett</i> | <i>Roberta Amelia Fawcett</i> | <i>Kayla R. Malcolm</i> | <i>Richard Thomas See</i> |
| <i>Eva M Bradley</i> | <i>Albert A Garrison</i> | <i>Charlie Marvin</i> | <i>Daniel Marvin Sharclane</i> |
| <i>Frank Glade Brown</i> | <i>Cassandra Mae Gillis</i> | <i>James Anderson McKinley Jr</i> | <i>Veronica Alice Shortcakes</i> |
| <i>William Keith Brown</i> | <i>Lisa Jean Grant</i> | <i>Arnold Serguis McLean</i> | <i>Jacob St Clair</i> |
| <i>Scott Charles Burdette</i> | <i>Colleen Lynette Henderson</i> | <i>Timothy David Morgan</i> | <i>Raymond M Webster</i> |
| <i>Martha Lou Channell</i> | <i>Karoline L. Henry</i> | <i>Teresa Lynn Moses</i> | <i>Frank Charles White</i> |
| <i>Johanna Kathy Christiansen</i> | <i>Katryn Jayne Hough</i> | <i>Jamie Diane Moy</i> | <i>Theodore John White</i> |
| <i>Daniel Mason Choquette</i> | <i>Christopher L Jack</i> | <i>Martin Edward Murphy</i> | <i>Emily V Williams</i> |
| <i>Paul Clark</i> | <i>Gregory Wayne Jackson</i> | <i>Lance E Rhodes</i> | <i>John Melvin Williams</i> |
| <i>Helen L Clements</i> | <i>Lavina Helen Jennings</i> | <i>James William Romantic III</i> | <i>David Earl Workman</i> |
| <i>Michael P. Wright</i> | | | |



HTC Teammate Appointed to ATIA Marketing Committee

Congratulations to Ruth Banaszak, HTC Marketing and Authentic Brand Manager, on her appointment to the Alaska Travel Industry Association Marketing Committee for the 2013–2014 term. She joins a powerful group of senior Alaska Tourism supporters including John Binkley, Pattie Mackey, Dan Blanchard & Linda Springman to name a few. She is sure to do HTC proud.

Coffee with the CEO

Do you have questions regarding anything we're doing or not doing here at your Corporation? Do you have concerns that you'd like to bring to the CEO's attention? What do you think we're doing well? What would you like changed, improved?

Contact Amber at shareholders@hunatotem.com or call (907) 523-3670 to set-up coffee with Larry Gaffaney, President and Chief Executive Officer for Huna Totem Corporation. These coffee dates are currently available in Juneau, Hoonah, and Seattle.

Winter Greetings from ISP Human Resources

Hope this finds all of you warm, healthy, and enjoying some peaceful and silent days and nights.

I would like to encourage all of you who wish to work at ISP for the coming 2014 season to submit your applications as soon as possible, if you haven't already done so. This coming season we plan to start the interview process in early March and complete it by the end of the month. Priority will be given for interviewing and hiring to early applicants. We will begin training sessions sometime in April and be ready to welcome 74 ship visits starting on May 11th and ending on September 24th. 2014 applications can be downloaded from the ISP website www icystraitpont.com, you can either pick up an application at the HR office in Hoonah or the HTC office in Juneau, or call me at 523-3679, and I will put one in the mail for you.

This season the Celebrity Solstice and Star Princess visit ISP for the first time, the Norwegian Pearl, which last visited in 2010, returns for a one-time visit in May, and Holland America's Amsterdam returns from 2012 for a few visits.

Wishing all of you a holiday season filled with the love of family and friends.

- Linda Jackson
Human Resources Manager

Why is there so much focus on Sustainable Profitability at Huna Totem Corporation?



Larry Gaffaney, Huna Totem Corporation
Chief Executive Officer and President

The new HTC Vision & Mission doesn't even mention "profitability". I've been approached by shareholders who have asked, "Isn't it more important for HTC to support our people and culture and advance the economic aspirations and culture of the Xúna Kaawu through business excellence, sustainable economic growth, leadership, and education as identified in the Huna Totem Corporation (HTC) Mission?"

Under ANCSA, HTC was awarded 23,040 acres of land and \$5,297,064 in cash. Once the most pressing immediate organizational tasks were handled, the Board turned its attention to the best ways to preserve our Land and ensure the Corporation would be around long after these initial Directors had walked into the forest; benefitting their *grandchildren's grandchildren*.

At the extreme, HTC could have divided all its cash and land among the 876 original shareholders to use as they saw fit. This would have left HTC without any means of further providing for its current or future generations of shareholders, or paying its ongoing bills. The initial 876 HTC shareholders would have received a windfall and HTC would have been bankrupt and ceased to exist.

In many respects, HTC is like a fishery, if too many fish are harvested each year (expenses, dividends) the population declines, if this continues the fishery will cease to exist (HTC will be bankrupt).

The more profitable HTC is, the more opportunities to deliver on our Mission. Larger profits provide more money that can be:

- Contributed to scholarships for shareholders and descendants;
- Spent on cultural preservation programs like Clan workshops and archiving;
- Paid out in larger shareholder dividends;
- Used to create jobs and hire shareholders; and
- Spent on shareholder and employee training programs.

In the same way that a fishery may be over harvested for a time without noticeable impact, HTC could and has previously (like many ANSCA corporations have at one point or another in their 40 year existence) spent more money on these worthy causes than it generates for a while. If this continued, however, HTC would eventually exhaust its money and assets, (like the fishery which no longer supports the people who depend on it and some ANCSA Corporations and Trusts) and be unable to pay our expenses or provide any further benefits to our shareholders.

Sustainable corporate profitability supports a sustainable, growing harvest of benefits to HTC shareholders and the Xúna Kaawu. Long term, **Sustainable Growth** is the objective of HTC's Board. **Sustainable Growth** requires Management and the Board to make choices regarding how HTC's cash is spent. Many of those who fought hardest and longest for Land Claims did not receive any benefits themselves; **Sustainable Growth** requires postponing some *Shareholder Benefits* in the short term in order that larger *Shareholder Benefits* from a financially sound HTC are available for a growing number of shareholders, many generations into the future.

Gunalcheesh!

-Larry

23 Years of Service

After twenty-three years of service to the City of Juneau, Johan Dybdahl has stepped down as an assemblyman. At his out-going meeting, Mr. Dybdahl was presented with two Tlingit paddles, one from Sealaska President Chris McNeil and one from Sealaska Board Member, Albert Kookesh. He was also given an engraved glass from Mayor Merrill Sanford that read, "This glass is half full."

As one of Icy Strait Point's champions, Huna Totem Corporation wanted to recognize and applaud his service to the community of Juneau. An eagle/raven pin set and a resolution recognizing Mr. Dybdahl's many contributions was passed by the HTC Board of Directors and was later presented to Johan Dybdahl at a staff meeting. Gunalcheesh, Johan, for all that you have done and all that you continue to do!

Bunkhouse Available in 2014

Housing availability has historically kept shareholders, who wish to return to Hoonah to work for the summer, from returning. In an effort to assist shareholders in their efforts to return home for the summer, Hoonah Totem Corporation has partnered with Hoonah Indian Association to provide an affordable housing option for shareholders who wish to work at Icy Strait Point for the 2014 season.

The bunkhouse will provide a shared living space for fourteen workers for the 2014 season and will be available at a reasonable rate! More information will be available as the 2014 season approaches.

Tlingit Code Talkers Recognized

Thirty-three tribes were presented the Congressional Gold Medal for their services as code talkers during World War I, World War II, and the Korean War. Ozzie Sheakley received the Congressional Gold medal, on behalf of the Central Council of Tlingit and Haida. Navajo code talkers are well known, but up until recently, no one recognized Tlingits from Southeast Alaska who also served as code talkers.

Five individual Tlingit men, all deceased, were posthumously honored with silver medals. They are Jeff David, Richard Bean, Sr., George Lewis, and brothers Harvey Jacobs and Mark Jacobs Senior. Richard Bean, Sr. was from Hoonah. Richard's family was presented with the Congressional medal at a separate event in Hoonah, organized by the Hoonah Indian Association.

Gunalchéesh to those who have served and continue to serve!



HAPPY HOLIDAYS FROM YOUR BOARD OF DIRECTORS AND MANAGEMENT TEAM!

Cruise Ship Pier Community Meeting

Huna Totem Corporation hosted a community meeting in Hoonah on September 19, 2013. The meeting was open house style with engineers, architects, legal counsel, and HTC Management made available to answer shareholder questions. A presentation incorporating all of these entities was made to shareholders, giving the most current recommendations for a cruise ship pier, followed by another open house time period for follow up questions.

The goal of the forum was to address questions and concerns brought up by shareholders. Currently Huna Totem Corporation is actively negotiating with the City of Hoonah in regards to the construction of a cruise ship pier. Future developments will be shared with shareholders as they become available.

Thank you to everyone who attended the forum!

Huna Totem Corporation Participates in Alaska Media Event

Each year, the State of Alaska hosts an event called *Alaska Media Road Show*, which introduces Alaska travel and tourism providers to travel writers and other travel media representatives from far and wide with the intent of generating greater interest in Alaska as a travel destination. One can't just show up to this event, delegates apply and are invited to represent the best of what Alaska has to offer in tourism. This year, both Alaska Native Voices and Icy Strait Point attended this event as delegates with the opportunity to advocate their offerings and to proudly share ANV and ISP with media representatives eager to find a new or interesting subject to share. Media representatives included USA Today, National Geographic Traveler, Chicago Tribune and New York Post to name just a few. This is a valuable opportunity to gain greater visibility that leads to more business and success for ISP, ANV and our many business partners. "We are working to assure higher visibility, continued interest from visitors and greater

business in the future" said Mark McKernan, Director of Alaska Native Voices. The goal of this event is to make lasting media contacts and increase editorial coverage of all HTC tourism programs and destinations. This event includes a day of pre-scheduled appointments with key media contacts looking for new and interesting ways to share the Alaska travel experience with their readership. "At the core of this event is a full day of consecutive meetings with travel journalists" said McKernan "It is a very full day in which we meet with 26 different journalists who are as interested in us as we are in them; our goal is to share with them everything interesting, exciting and unique about what visitors can do when they come to Glacier Bay or Icy Strait Point". Many media participants indicated that they are always looking for new and interesting subject matter as well as seeking new ideas to pitch to their publishers. Both ANV and ISP both received very positive response at this event.

Alaska Travel Industry Association Convention



Sitka hosted the 2013 Alaska Travel Industry Association (ATIA) Convention on October 7-10. The days were packed with meetings and information-rich sessions, hosted by leaders in Alaska's travel industry. Networking was done with our colleagues in the tourism field to work together to better promote not only Huna Totem and Icy Strait Point, but also Alaska as an amazing and wild tourist destination. The State

of Alaska gave a presentation on the Marketing Plan for the upcoming year and how the State in conjunction with ATIA is working market Alaska as a viable and exciting tourist destination year-round. Concurrent sessions were also held where attendants had opportunity to hear from veterans of the travel industry and glean from their expertise and years of experience. Sitka was a remarkable host city and the event was a success for all those in attendance.

At the end of October, our marketing team paid a visit to cruise lines in Miami to promote Icy Strait Point and keep our amazing destination at the forefront of their minds. Planning is well underway for 2015 itineraries and cruise lines are determining where their ships will call. We don't just vie for a spot on Alaska's cruise itineraries, but are one port among thousands of beautiful ports of call across the world. Keeping our beautiful, wild, and untamed Icy Strait Point in the minds of our biggest supporters is key to our success.

See More at the HTC Blog

Interested in hearing more about your corporation? What developments are being made? Learn who your management team members are and their views! Bi-weekly leadership entries will be posted on the Huna Totem Corporation Blog at: www.hunatotem.wordpress.com. Follow the blog to be alerted to new posts! Contact Amber Henderson, Shareholder Relations Manager, with questions!

2013 VOTE INFORMED!

This is the third year of Huna Totem Corporation's vote informed campaign. The goal of the program is to encourage voters to stay involved in their local elections. Reminders to vote were posted on the HTC website and Facebook page as well as posted locally in Hoonah.

Huna Totem Corporation assisted in organizing a candidate forum for the school board and city council candidates of Hoonah. The League of Women Voters (LWV) hosted the event at the Hoonah ANB Hall. The two LWV representatives took turns reading candidate questions, provided both by the LWV and submitted by local residents at the event. Each candidate was given equal opportunity to answer questions. This was a non-partisan event and no candidates were favored or endorsed by either the LWV or HTC.

Signs were posted around town to not only remind residents to vote, but also to make them aware of complimentary rides to the polls and the voter social. Pizza from Icy Strait Lodge was served at the social, door prizes were drawn, and a visiting venue was provided which led to a great time had by all! More voters attended this year than last and we hope to continue to build on the social's success!



This year there was an increased number of voter participation, which Huna Totem Corporation attributes, in part, to these continued efforts. Gunalcheesh to those who let their *Native Voice be Heard!* Huna Totem Corporation hopes shareholders continue to be involved in their local elections!

Aatlein Gunalchéesh to the League of Women Voters for organizing the candidate forum.

Looking forward to 15th Anniversary

Back in 1999, Huna Totem Corporation and Holland America Line began a discussion to enhance the visitor experience in Glacier Bay by including Huna Tlingit Cultural Heritage Guides aboard all Holland America ships that enter Glacier Bay. Shortly thereafter, an agreement was reached, a contract was signed, and in 2000, what is now known as Alaska Native Voices was born. Since that time, ANV has seen increasing success with this program resulting in business with multiple cruise companies as well as programs on land at Glacier Bay Lodge, in Gustavus, and Juneau. In 2013, ANV delivered over 200 cultural programs in and around Glacier Bay!

Gunalcheesh to the Huna Tlingit guides for their enthusiasm and dedication to both their culture as well as to sharing their ancestral homeland with inquisitive visitors. Additionally, thank you to our cruise line, NPS, and shore side partners who remain

dedicated to an enhanced visitor experience through meaningful and memorable cultural interpretation

In 2014, Alaska Native Voices will be celebrating our 15th year of providing this unique and powerful experience to visitors in Glacier Bay. As we look forward to this milestone, we recognize the work of so many throughout the years, the partnerships we have developed with the NPS and our business partners and we look forward to assuring that visitors benefit from these cultural programs for many years to come.



Archives & Collections Grant Work

\$39,000 Tribal Historic Preservation Grant

In October HHF's 2-year Tribal Historic Preservation Grant that supported the transcribing and translating of over 64 oral history audio/videos was completed. The grant work entailed 45 English transcriptions, 9 Tlingit language translations/transcriptions, and 10 Tlingit language meta data summaries.

Bartlett Cove Tribal House Projects

\$10,000 Grant for Oral History Transcription/Translation Project

Through a partnership opportunity with NPS and HIA, the Huna Heritage Foundation is administering the transcription work of 20 NPS Oral History tapes. Lily White, Sam Hanlon, Frank White, George Obert, the NPS/HHF Dundas Bay Trip in 2009, the NPS Port Frederick trip in 2009 are being transcribed.

\$6,000 Grant for Bartlett Cove Tribal House Documentation

HHF is administering an archiving project of thousands of photographs as well as transcribing audio & video interviews with clan elders that have visited the carving project since 2011. The four house posts, the interior house screen, and the exterior house screen design and carving are being collated to help with future interpretation and research work that will help to explain the project from inception to completion.

Adding to the HHF Archive Collection

HHF recently discovered a 1933 photo album in the Alaska State Library that contained several photos of Hoonah. The photo album was compiled by a Mrs. Lavrischeff who was a teacher in Hoonah for several years. Over 40 photo copies from the collection were added to HHF's photo collection.

HHF would also like to thank Tim Lindoff, Dennis Gray Sr., Herb Sheakley, and Marlene Johnson for audio recordings they have donated to the audio archive collection this past year. Gunalcheesh.



Wooshkeetaan House Post



Congratulations!

Huna Totem Corporation would like to congratulate Hoonah City Council Members, Amelia Ruerup and Robert Starbard, for their appointment in the 2013 election. We look forward to seeing great things from you in the future!



PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
ANCHORAGE, AK
PERMIT NO. 537

HUNA TOTEM CORPORATION

9301 Glacier Highway, Suite 200
Juneau, AK 99801

RETURN SERVICE REQUESTED

\$16,000 Awarded in Huna Heritage Foundation Educational Assistance

“My goal is to eventually return to Southeast Alaska and work with disadvantaged kids or the mentally ill in creative environments.”

--Ursala Hudson, 2013 Recipient in a Fine Arts Degree Program

| | | | |
|-----------------|-------------------------|----------------------|-----------------------|
| Rae Dawn Austin | Associates in Science | Melissa Marvin | Accounting |
| Robert Bennett | AA in Business | Latisha McLean | Computer Technology |
| Shannon Bible | Social Work | Pedro Mojica | Civil Engineering |
| Natalie Bodziny | Chiropractic Medicine | Catherine Montantes | Criminal Justice |
| Mitchell Boord | Criminal Justice | Tiffany Murphy | Liberal Arts |
| Donavan Brown | Air Traffic Control | David Russell-Jensen | Social Science |
| Macayla Cloyd | Business Admin | Katelyn Savland | Psychology |
| Jessica Dominy | Liberal Arts | David Sheakley | Fine Arts |
| Paula Drake | Master Psychology | Peter Shirley | General Study |
| Andrea Fawcett | Nursing | Miranda Starbard | Culinary Arts |
| Morgan Fawcett | Media/Political Science | Duane Ustry | Paramedic |
| John Hawkins | Social Work | Talya Weldon | Nursing |
| Susan Heipp | Hospitality | Janessa Willard | Exercise Science |
| Wesley Hill | Geology | Nicole Wooten | Nursing |
| Ursala Hudson | Fine Arts | Lisa Young | Master Business Admin |
| Mriah Martin | Business | Michelle Young | Physical Therapy |

Next Deadline for Education Assistance: **January 31, 2014!**



Huna Totem Corporation

9301 Glacier Highway, Suite 200

Juneau, AK 99801-9306

Telephone: (907) 523-3670

Fax: (907) 789-1896

www.hunatotem.com

shareholders@hunatotem.com

Huna Heritage Foundation

Telephone: (907) 523-3682

Fax: (907) 789-1896

www.hunaheritage.org

heritage@hunatotem.com