

HUNA TOTEM HEADLINES



HUNA TOTEM CORPORATION • DECEMBER 2014

Off-season at Icy Strait Point

Winter has arrived! The cannery and other buildings are boarded up and winterized. Now is when the work begins for a successful 2015! Our guests can now book their Alaska Cruise to Icy Strait Point as well as ISP excursions for the summer of 2015. Did you know that Icy Strait Point is already hiring for next summer? Yes, get your application in now to guarantee ISP will have a spot for you in the 2015 season. Due to the challenges in the last few years of not being able to fill all positions, ISP is looking to shareholders and others from outside the community to come to Hoonah and work for ISP in 2015. Half of the available jobs have been filled and we want to be fully staffed before the end

of the year. Applications are accepted at Icy Strait Point as well as the Huna Totem Corporation office in Juneau. Walk, Run, Mail or Fax your applications in as soon as possible! Be sure to visit the Icy Strait Point website where the updated 2015 Ship Calendar is posted. Be sure to also check out what is “in the news”! “Neighbors Day” event dates are confirmed for the next season; you can find the dates and more information under Book Your Trip / Local Access. It is a beautiful time of year to come down and take a walk on the ISP beaches to the point; the tram trail is available to non-motorized vehicles. Have a fun and safe winter.

Vote Informed! 2014 a Success

Huna Totem Corporation participated in a series of voter turnout initiatives including the “Get Out the Native Vote” efforts in Juneau and Hoonah this year.

HTC staff manned a voter registration table at the last Neighbor’s Day of ISP. They also hosted a candidate’s forum for the local election and two voter socials in Hoonah, following the local and general elections at the high school gym. Those who came in with an “I voted” sticker received a ticket for door prizes and also ate some great pizza!

Congratulations to Hoonah’s new Mayor, Kenny Skaflestad, and to our three elected Council Members, Mary Erickson, Kendra Hill, and Dennis Gray. There was a significant voter turnout this year, with 53% of voters participating in the local election. Thank you to everyone who let their voices be heard, either by running for office or



by getting out the native vote!

In Juneau, HTC partnered in two “Get Out the Native Vote” events (GOTNV). These events were a collaborative effort with Juneau Votes, Central Council Tlingit and Haida Tribes of Alaska; Sealaska, Haa Aaní, Tlingit and Haida Housing Authority, and the League of Women Voters. The event staff registered new voters, updated voter information, hosted a mock voting booth, and provided door prizes and food. There were also informational pamphlets out on various voter initiatives.

The staff also produced a GOTNV video clip and even stood on the streets with signs that said “We Voted!” and “Vote Today!”

All events were non-partisan with the intention to get out the Native vote.

Alaska Native Voices Looks to the Future

After delivering over 200 programs on ships and ashore in Glacier Bay in 2015, Alaska Native Voices (ANV) is reflecting on past successes as they plan for the years to come. Interest and encouragement from Shareholders, descendants, and many others continue to grow as ANV welcomed many new Cultural Heritage Guides to their spring training. With continued support and partnership from the community, ANV looks forward to further opportunities to grow and empower their team! ANV remains committed to building collaborative relationships with those in the community. ANV was recently invited to present their program to the Hoonah Indian Association Board of Directors; they were thrilled to be able to share their program with HIA.

This year, through expanded training programs and cultural learning resources, a renewed excitement for cultural learning was shared by the entire ANV team. New opportunities, including ANV's first program aboard the Star Princess and training partnerships with the US Forest Service and ISP, are the beginnings of growth at ANV and empowering others to grow through cultural tourism. As ANV looks to the future, they remain excited to share authentic Native perspectives with visitors.

Coffee with the CEO an Option for Shareholders

Coffee with the CEO is an informal option for shareholders to meet and 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 907-523-3670. We look forward to hearing from you!





Larry Gaffaney, Huna Totem Corporation
Chief Executive Officer and President

Our Guiding Principles

I have two full-sized pages taped just above my desk where no matter how hectic my day gets, I'm able to see them several times a day.

They contain the full Huna Totem Corporation Vision. This Vision reminds me what Huna Totem Corporation stands for and is one of the reasons I remain so committed to our Company.

I've worked for and with hundreds of organizations before I joined Huna Totem Corporation, and I've evaluated investments in thousands more. Nearly every one had a Corporate Mission. For the vast majority of organizations, and their employees, these meant nothing. These Corporate Missions had been written by some over paid Consultant, a Committee and in some cases the CEO; and they rang hollow with employees, management, the Board, and shareholders.

Our Vision is the result of eight months of hard work on the part of a number of our employees, management and the Board. During this time, each member of the HTC Board contributed and participated in multiple phone interviews, in person brainstorming and drafting sessions as well as discussions at each Board Meeting. The HTC Vision was formally adopted by the HTC Board on February 9, 2013.

I know there's always room for improvement in communicating our Vision to every single shareholder and descendant and with every single person who comes to work for us. Still, I have seen so many examples of our team walking the talk of the HTC vision. I know that our team understands and believes in our Vision.

The Huna Totem Vision is complex. It contains four elements; i) Vision, ii) Mission, iii) Guiding Principles, and Business Objectives.

Today I was reviewing and thinking about our Guiding Principles (all 8 of them).

- Maintain our land in perpetuity.
- Take pride in our past and value the wisdom of our elders.
- Foster woosh jee een and diversity of thought.
- Perpetuate our culture and land through prudent stewardship.
- Grow a healthy, diversified business that is transparent, innovative, and self-sustaining.
- Continually think ahead and act on behalf of future generations.
- Improve opportunity for all our people.
- Show respect, integrity, and be self-accountable.

These are non-negotiable. They're not standards we only hold ourselves to when it's easy. We don't ignore them in the pursuit of a single financial goal. We're not satisfied with holding ourselves accountable for most or nearly all of them.

These Guiding Principles are a very high bar; it's one of the things that makes Huna Totem Corporation very different from most other companies I've evaluated and worked with. It's my privilege to work hard for each and every Huna Totem Shareholder every day, guided by these principles.

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

Gunalchéesh

–Larry

Mario Fulmer Appointed to AIANTA Board

My name is Mario Fulmer. This past September I traveled to Marksville, Louisiana not only to attend the 16th Annual AITC (American Indian Tourism Conference), which is the conference held by AIANTA (American Indian Alaska Native Tourism Association), but also as a candidate running for a seat on the AIANTA Board of Directors. As the Visitor Programs Manager for Alaska Native Voices, managing the Cultural Interpretive Services programs in Glacier Bay National Park, this type of association intrigues me; their mission statement *“To define, introduce, grow and sustain American Indian and Alaska Native tourism that honors traditions and values”* resonates with my views on cultural tourism.



As a board member I am able: To help advise, govern, oversee policy and direction, and assist with the leadership and general promotion of AIANTA. To help organize, formulate, and oversee the association that is the liaison between Indian Country and government and private entities. To be given the opportunity to work alongside and learn from other natives nationwide working towards a common goal. To be a voice and participate in the evolutionary process in the next chapter of cultural tourism for Alaska and for the nation as national policy on cultural tourism pertains to us. To be an ambassador not only for Alaska Natives, but for the Xuna Kaawu. To bring knowledge and guide opportunities back to our people, so that we may achieve and establish a solid place on the curtail of success in this growing industry.

This is a volunteer board position that demands commitment. Every board member must attend meetings regularly, participate in committees (ad-hoc committees if necessary), be alert to community concerns, communicate and promote the mission and programs to communities, and be enthusiastic about tourism as it pertains to natives. For me this also means that I have the opportunity to endure in servitude with high hopes and aspirations of being able to define a clearer path that the children and grandchildren of tomorrow can learn from as we create what cultural tourism will be in the near future. At the annual convention in September, I was elected one of the newest member on the Board of Directors for AIANTA. I look forward to serving my people in my new role. Gunalcheesh!

–Mario Fulmer



Will Davis Helps Fund Fight Against Diabetes

Board Member Will Davis, in his role at the City of Hope, has helped raise a total of \$60 million to spur a comprehensive expansion in the City of Hope’s Diabetes Research Program. Through this expansion, a Diabetes & Metabolism Research Institute has been established. Diabetes has been a serious ailment to the Tlingit people, so these developments to further understand and prevent diabetes are exciting. It is great to know that our leaders are actively involved in the issues that challenge our people. Keep up the great work, Will!

Ruth Banaszak Appointed to Alaska Tourism Marketing Board



The Alaska Tourism Marketing Board (ATMB) was created when Governor Parnell signed Senate Bill 194 into law on July 10, 2014. The ATMB will function as an advisory board to the Department of Commerce, Community, and Economic Development (DCCED). Together they are expected to develop and execute a destination tourism marketing plan for Alaska. The board has 21 members, appointed by the Governor: 18 members from the tourism industry, the DCCED Commissioner or appointee, one member of the Senate, and one member of the House. Appointed members represent a wide variety of sectors of the travel and tourism industry from the Southeast, Southcentral, Southwest, Interior, and Far North regions of Alaska, giving the board a balanced voice.

Ruth Banaszak, our Brand & Marketing Manager, was appointed as one of the ATMB members; selected to represent the Southeast region, bringing the perspective of Native owned businesses, specifically those relating to responsible cultural tourism. The Chairman of our Board, Russell Dick, was also appointed as a Board Member in his new role as CEO at Alaskan Dream Cruises, a family owned and operated business in Southeast Alaska.

ISP Recruiting Early for 2015

Linda Jackson, Human Resources Manager for Icy Strait Point, is encouraging shareholders and descendants to submit applications early for the 2015 Icy Strait Point season. In a letter sent to all shareholders in October 2014, she stated,

“We are stretching the net far and wide for employee recruitment. Our priority and desire is to fill as many positions as possible with local shareholders and descendants. To supplement that number, we ask your help in spreading the word to family members and friends who may live in other parts of Alaska, or even in the Lower 48, that might want to come and spend a season here in Hoonah working for Icy Strait Point. ISP is considering housing solutions for employees who come here without a place to live and we expect to be able to address this issue in 2015.”



Interested parties should go to www.icystraitpoint.com for more information on open positions or to apply.

Email the Human Resources office at hr@icystraitpoint.com or phone 907-945-3141 with questions!

Seeking Interns for 2015 Season

Huna Totem Corporation is now 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, and our newest venture, Authentic Brand. 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 be able to 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 for both interns 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 your 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.

Shareholder Settlement Trust Provides November Distribution

The Huna Totem Shareholder Settlement Trust Board of Trustees met on November 10, 2014 and in accordance with the Trust's distribution policy, declared the second 2014 dividend distribution amount of \$423,984 to shareholders or \$4.84/unit, with a record date of November 10, 2014. Due to improved market performance, this distribution is 1.43 times greater than the distribution to shareholders in August 2014. The first and second distribution combined provides a total distribution to shareholders of \$6.83 for the year. The purpose of the Shareholders Settlement Trust, as established by the Board of Directors in 1995, is to provide an additional source of cash for shareholders in perpetuity.

Checks were mailed and direct deposit accounts credited on Friday, November 14, 2014. Shareholders not currently signed up for direct deposit may submit the form online by logging onto the "MyHunaTotem" option or print and return a direct deposit form from Huna Totem Corporation's website: www.hunatotem.com.

HHF Education Assistance Awards

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

Rae Dawn Austin	Morgan Fawcett	Cymbre Lynn Martin
Robert Wayne Barros	Maya Fulmer	Catherine Montantes
Robert Nicolas Bennett	Sonya Gray	Kenneth Schoonover
Shannon Bible	Mitchell Haldane	David James Sheakley
Natalie Bodziony	John Hawkins	Peter Shirley
Macayla Cloyd	Rachel Heipp	Michelle Young
Paula Drake	Jensen David Russell	Natalie Waldron

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 Amber Henderson, Shareholder Relations Manager at (907)523-3670. 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 Akins	Mary Fawcett	James McKinley Jr	James D. St Clair
Rosina Andrews	Howard Gray	Timothy Morgan	Rosabella Stevenson
Charla Bennett	Ernestine Grimm	Peter Nielsen	Brennen Stidd
Charles Bennett	Stephen Hanlon	Johnny Phillips	Candice Stidd
Robert Bennett	Colleen Henderson	Lance Rhodes	Karl Travenshek
Louise Benson	Katryn Hough	James Romantic III	Leo Travenshek
Eva Bradley	Gregory Jackson	Michael Romantic	Maxine Travenshek
Frank Brown	Laura James	Stephanie Sanders	Samuel Villa
Robert Brown	Lena Jimmie	Jerry Sargent	Naomi Weitzel
William Brown	Benjamin Johnson Jr	Michael See	Theodore White
Aaron Cavanaugh	Bobbie Johnson	Richard See	Emily Williams
Daniel Choquette	Randall Johnson	Richard Shaw	Frank Williams Jr
Paul Clark	Eleanor Koenig	Veronica Shortcakes	Leroy Williams
Helen Clements	Michelle Martin	Belinda St Clair	David Workman
Darlene DeMello	John Marvin Jr	Jacob St Clair	Paul Wright

Hoonah Community Hall Project Summary Update

One of the major projects Huna Totem Corporation (HTC) has been working on since 2012 is the ANB/ANS Memorial Hall building project. While HTC is typically stretched thin with limited resources, when the ANS Camp #12 ladies asked for HTC's assistance they could not refuse them; thus began HTC's involvement in the project. After seven months of painful discussions with the IRS, HTC was able to resolve the financial issue and move on to discussion of the building. These discussions led to the greater issue of the deteriorating ANB hall which was newly closed.

A collaborative committee was formed, involving ANB, ANS, Hoonah Tlingit & Haida Community Council (HTHCC), & HTC members to begin brainstorming the problem and possible solutions. HTC wanted as much community involvement as possible since this project is so important to the entire town. Community meetings were held with the hopes of gaining broad feedback and involvement.

To summarize a ten month process, the committee reached out to the Foraker Group to gain acceptance in the Pre-Development program. In November 2013, exactly one year after HTC began working with the ANS group, they were accepted into the Pre-Development program. Initially, the Foraker Group had numerous brainstorming sessions, again with community members and the committee to determine what the need and purpose of a community building was. After compiling these responses, an engineer and architect assessed the current ANS and ANB halls to assess their value and what, if anything, could be salvaged. It was determined that the ANS hall was completely unusable and should be demolished. After originally assuming that the ANB hall had no value and would be demolished as well, many were relieved to find that it actually had a solid structure that could be modified to create a new blended building with old and new aspects.

The architect took the summarized needs of the community and the current ANB structure to draw up a set of plans for construction of a new ANS/ANB/HTHCC building which we now call the ANB, ANS, HTHCC Memorial Hall. This hall design would be about 9,900 square feet, nearly double the current square footage, and will have a new state-of-the-art commercial kitchen and substantially improved bathroom space, as well as bleachers for seating. It will be able to fully serve any community needs ranging from holiday events, to Koo'ee', to basketball tournaments and much more. The building is estimated to cost about \$3 million to construct.

Currently, the Memorial Hall committee is in the process of retaining an individual familiar with non-profit organizations and fundraising activities to create a plan for raising the necessary funds for construction of the hall. However, hall construction is not all the committee will have to prepare for; they will also need to develop a clear revenue stream to ensure that the new building has the funds to sustain monthly costs. A building of this nature will cost much more to operate than the current hall and the committee will have to be consistent about charging for events to sustain its condition.

The committee will continue to share updates as they occur to keep the community involved. It is most imperative that when community or ANB/ANS meetings are called that members attend. Communication helps eliminate any negativity that nearly always surrounds even the most positive of projects. So, many exciting things are happening, but the next phase of fundraising will take a lot of time and resources. The committee will need all the help and support they can get. Continue to watch for updates and stay informed!



Potential Hall Design

Marketing Icy Strait Point

We reflect often over the years of operation at Icy Strait Point, noting how we've improved every year - always adjusting to make the experience we offer our guests better and better. Occasionally, it's important that we take a step back from the harried hustle and bustle of life and pause...take a deep breath...and soak in the magnificence of this incredible place. To notice the lap of the tide on the beach, hear the sounds of nature around us, admire the snow-capped mountains, and take a moment to be proud of what we've created together; a one-of-a-kind port that offers our guests a life-changing glimpse of the real beauty and charm of Alaska, our Alaska.

We're so lucky to be part of the team that gets to share Icy Strait Point with cruise line representatives, travel agents, and journalists from around the world. Over the past few months, our marketing team has been busy promoting ISP in several avenues. In October, we represented ISP at the annual ATIA Convention, interacting with many of our Alaska tourism partners. We also met with cruise representatives to share our latest developments on the cruise ship dock and site upgrades, underlining our dedication to an ever-improving experience at ISP. At the end of the month, we participated in Alaska Media Roadshow, with journalists sitting for one-on-one appointments to elevate the awareness of what we offer at ISP and who we are, bringing more education to the potential visitors to Alaska.

We are currently taking a close look at our marketing strategy and developing a plan that will ensure we are capturing all the audiences we can to promote ISP and educate the world on our unique wilderness experience.

Hoonah Meets on Cruise Ship Dock

The City of Hoonah and Huna Totem Corporation co-hosted a community meeting in Hoonah on November 24, 2014 in regards to the cruise ship dock. The event, hosted in City Council Chambers, was well attended by members of the community.

Opening comments and introductions were made by Mayor Kenny Skaflestad. Presentations by Larry Gaffaney, HTC CEO, and Mark Keller, Project Manager, made on the timeline, the changes to the uplands at Icy Strait Point, and design of the dock were followed by a Q & A session. All questions were welcome and both the City of Hoonah and HTC were willing and able to answer resident questions on the dock. Currently, the on-site construction is slated to begin in 2015.

Huna Totem Corporation is excited to move forward on this project with the City of Hoonah.

Leadership Blogs Posted Bi-Weekly

HTC leaders have been posting bi-weekly leadership blogs ranging from operational pieces about their area of work or testimonials of their experiences since joining the Huna Totem Corporation team. This is a great chance for shareholders to see what our team is doing and who they are. If you haven't already checked out the blog, please go to: <http://www.hunatotem.com/shareholder-relations/blog>

The most recent blog was written by Mario Fulmer, Programs Manager for Alaska Native Voices. He discusses his new role on the AIANTA Board and what it means for the Corporation. Other posts have been authored by Glory Scarano, Treasurer, Larry Gaffaney, CEO, Mark McKernan, ANV Director, Tyler Hickman, VP of Operations, and many others.



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Check out the HTC website!

- Get updates on distributions and other news!
- Update your records and sign up for direct deposit on MyHunaTotem!
- Order HTC and ISP Gear!

If you haven't already looked at the new website, make sure to stop by and see what new features are available to you. The website address is: www.hunatotem.com.

*HTC Merchandise on sale! 10% off until 12/31/14!
Just enter promo code: 10OFF upon check-out!*



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