

# HUNA TOTEM HEADLINES



HUNA TOTEM CORPORATION • MARCH 2014

## Alaska Native Voices Welcomes New Visitor Programs Manager

Alaska Native Voices (ANV) has hired a Visitor Programs Manager to lead its team of Cultural Heritage Guides as they share the stories of the Huna Tlingit with visitors to Glacier Bay National Park and beyond. Mario Fulmer began his tenure at Huna Totem Corporation as an intern in 2011 and has quickly proven himself as a valuable member of the HTC team. Since joining HTC as an intern, Mario has progressively proven his worth, working for Huna Heritage Foundation prior to being elevated to a full-time position as Office Assistant and also working as a Cultural Heritage Guide in Glacier Bay in 2013. "We are very happy to welcome Mario to our team; as our Cultural Heritage Guide program enters its 15th year in Glacier Bay, and we continue to grow this business, Mario will bring a wealth of knowledge, experience and dedication to this important program." said Alaska Native Voices Director, Mark McKernan. "He has proven himself time and again in his previous roles within the Corporation and we are excited to welcome him to the ANV team"



Mario's Tlingit name is Kha L'ee, named after Jim Austin, Sr. He is Takdeintaan from the Raven Nest House and is an active participant in the Yees Ku Oo Dance Group from Juneau, performing locally as well as throughout Alaska.

### More Information at the HTC Blog

Want to learn more about your corporation's leadership? Huna Totem Corporation has a bi-weekly blog featuring articles written by management, from each aspect of the corporation, including its subsidiaries and affiliates! Learn more about the leaders, their roles, and their departments! The blog may be found at: <http://hunatotem.wordpress.com>.

### Call Out to HHF Scholarship Recipients

Have you received an HHF scholarship? We would love to hear and feature your success in our newsletters! Send us your information, including, your background, graduation dates, career successes, and how the scholarship program has helped you! Be sure to include a picture! We want to highlight and share the continued success of our people!

Recipient stories may be submitted to [shareholders@hunatotem.com](mailto:shareholders@hunatotem.com)! We look forward to hearing from you!

## Icy Strait Point Employment Update

We mentioned in the December newsletter that we will start our recruitment, interviewing and hiring process earlier than in past years. To that end, we have been reaching out to encourage early submission of applications and have also been recruiting at several job fairs in Juneau. Applicants who applied early should have received an interview and be gearing up for training which will begin sometime near the middle of April. If you haven't submitted your application yet, please go to our website at [www.icystraitpoint.com](http://www.icystraitpoint.com) to apply.

We have been working hard to create a meaningful, effective and FUN! training program and are excited to share it with you. This is one reason we are aiming for early hiring this year. We want everyone to hit the ground in April ready to "Be There and Play", having "Chosen their Attitude" and prepared to make it a great season as we come together as one big team. Woosh-jee-een!

With the addition of a much-needed, long-awaited Bunkhouse, this season, we will be able to offer a limited number of housing spaces. Shareholders who live in other communities and have wanted to work at ISP but couldn't due to of a lack of viable housing may now have the chance to do so. We are very excited to have this opportunity to supplement our local workforce, where needed. Details will be worked out by the time you receive this newsletter so if you need housing, but have not put your name on the list yet, please give me a call at 523-3679. -Linda Jackson, HR Manager



## 2014 ISP Season Approaches

Can you believe it? Every year we seem to have this same feeling, how did we get here? Time flies by so fast it seems only yesterday we were preparing for the 2013 season. As we approach the 2014 season, it is worth a quick look back at what has been accomplished to date. Over 1.2 million guests have visited Icy Strait Point from 616 different large ship visits over the last 10 years! Stepping back and taking a look at what Huna Totem has accomplished at Icy Strait Point is nothing short of phenomenal. The core base of employees that have been here from the first ship, or even back to the beginning of the construction phase, have been involved in something that is historic.

Moving into 2014, a question that always comes up is "What are we changing this year?" Instead of management deciding on what and how to change, we are focusing on results. As we move through the hiring phase of operations

we will be looking to our employees for the answers on how and what to improve. Our core staff members and front of house employees understand our customers' wants and needs and they will affect true positive change in our business. Remember that people are not afraid of change, people are afraid of the unknown and how it will impact them.



Cruise Destination. As we move forward we are going to need to work across many boundaries to accomplish our goals. We are seeking innovators to bring us new retail stores to be the Best Shopping Port, and looking for new innovative tours to have the Best Excursions and we will continue our pursuit of excellence to offer the Best Restaurants. Icy Strait Point is a dynamic and "FUN" place to work; I am looking forward to the next couple of months as our staff returns to work as we continue our journey.

## Coffee With Shareholders

Over the past few months I've had the pleasure of spending time with a number of HTC shareholders to listen and share thoughts about your corporation. By now you all know I'm a big believer in communication. A conversation I had with a shareholder during last year's proxy season reminded me that in spite of the large strides HTC has made increasing the amount of information we share, and the ways we share this information with you; there's no substitute for sitting down together and talking.



Larry Gaffaney, Huna Totem Corporation  
Chief Executive Officer and President

This is the idea behind the Coffee with the CEO program which we initiated in September of last year. Since then, I've met with 25 different shareholders in Hoonah, Juneau, Anchorage, and Seattle.

The format is very informal, no PowerPoint presentation, just a few shareholders and me, with a large pot of coffee and some very unhealthy, but tasty snacks. I've learned so much from these small group discussions. Gunalchéesh to all of you who have made the time to sit down with me to ask questions, let me know where you feel HTC's doing well, and where we can do better. I've enjoyed getting to meet some shareholders for the first time, as well as getting to know others of you even better.

As with so many things I do here, there's a remarkable team who does the work to make these events successful and allow me to show up and do the fun part; eating donuts, drinking coffee and visiting with you. I would be lost without the hard work of people like Nancy, Amber, Mario, Corrina, Linda, and Liane. I'm grateful to all who keep their sense of humor even after I've adjusted my schedule for the 4th time the night before Coffee, who generously open the Salvation Hall without charge, and who can call in a favor from Eyak Corporation so we have a warm (and free) Anchorage meeting location. Gunalchéesh, to Brennan Cain, Eyak's General Counsel, who served as caterer and host for our Anchorage Coffee.

We'll continue to host these sessions as long as you are willing to sit down and share a cup of coffee with me. We will be scheduling extra time in my future business travel in order to meet with more of you outside of Juneau and Hoonah.

So if you're interested in having coffee with me please let Amber or Nancy know, we'll bring the coffee.

Gunalchéesh,

Larry

## New Huna Totem Corporation Website

Huna Totem Corporation and Apokrisis, LLC., a company based in Anchorage, AK, have begun work on a new corporate website. The new website will be more shareholder friendly, including a "MyHunaTotem" option where shareholders may submit information, such as address changes, securely online. Other functions will include visitor submitted video/picture galleries, access to HTC social media, blog, event registration, and an online store for shareholder items!

The new website will also be responsive, meaning it will translate to whatever hardware you are accessing the website from. For example, if you are accessing the website from your phone, it will automatically convert the screen size and will not include some of the media that may slow down your load time! These features will make HTC information and updates easily available to shareholders!

The go-live date is currently scheduled for May 2014!

## 2014 Internship Opportunities

What are you doing this summer? Huna Totem Corporation is recruiting for two college interns! Learn about your Corporation, home community, and business management while gaining work experience and adding to your resume! Applications are due April 18, 2014!

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 experience the operational side of our successful 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 the field of Interpretation from our Heritage Guides.



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

This position will last 10 weeks starting May 26, 2014. The wage will be \$15.00/hour. Full position details and required application documents may be found online at [www.hunatotem.com](http://www.hunatotem.com) on the Jobs and Trainings page. Interested applicants should direct their questions to Amber Henderson, Shareholder Relations Manager. Gunalchéesh!

## Alaska Business Week Scholarship

Huna Totem Corporation is offering a high school student a scholarship to attend the 2014 Alaska Business Week. Alaska Business Week (ABW) is a one-week summer program teaching the basic principles of private sector business to Alaskan high school students. Participants reside on campus, where they grow as leaders, mentored by Alaska's business elite.

Our 2012 High School Intern, Brittney Jack, attended as part of her internship program. She had a wonderful experience and recommended we continue to support the program. This is a great opportunity for a high school student to experience what college life is all about and what opportunities are available to them!

Applications for the scholarship are due April 18, 2014. The scholarship will include tuition and airfare to attend the event! Applications and more details may be found online at [www.hunatotem.com](http://www.hunatotem.com).

Questions may be directed to Amber Henderson, Shareholder Relations Manager.

## Employment Opportunity Office Assistant (F/T, Regular)

Huna Totem Corporation is currently seeking an Office Assistant. The Office Assistant will be the first face and voice shareholders encounter and will provide support to Huna Totem Corporation, Alaska Native Voices, Authentic Brand, and Icy Strait Point Employees. They will be responsible for a wide variety of tasks with varying levels of difficulty. Organizational, multi-tasking, and prioritization skills are critical for this position. Excellent customer service skills are also a must! One of the primary goals of the Corporation is to develop staff, so this position could lead to other opportunities within the Corporation. This position is primarily based in Juneau and requires some travel. See the full job description and how to apply at the Huna Totem Corporation website: [www.hunatotem.com](http://www.hunatotem.com).

## Alaska Native Voices, 15th Year of Operation



The name Alaska Native Voices (ANV) may be new, but the important cultural message shared with guests is not. It started 15 years ago in 2000 when the first Cultural Heritage Guides stepped aboard Holland America ships from a pilot boat near the mouth of Glacier Bay. With this notable milestone in mind, ANV is preparing to step aboard ships from 4 different cruise lines as well as land based programs at Glacier Bay Lodge. This season has already gotten underway through planning meetings with the National Park Service intended to improve this strong working partnership that has developed over the years. Cultural Heritage Guides will participate in a pre-season training in Glacier Bay in April, a large part of which will be practicing interpretive and communication methods, the remainder will be joint training with the NPS to expand the tools to best reach visitors.

"With Mario Fulmer now in the Visitor Programs Manager role, we will be able to do even more to empower our team to share the greater narrative of Glacier Bay as a place of great cultural significance and meaning that visitors absolutely must experience" said Program Director Mark McKernan.

Alaska Native Voices employs full and part time Cultural Heritage Guides each season and training will begin in late April. Anyone interested in work as a guide in Glacier Bay should visit [www.alaskanativevoices.com](http://www.alaskanativevoices.com) for more information or contact Mario Fulmer at 907-523-3672 or [mfulmer@hunatotem.com](mailto:mfulmer@hunatotem.com).

## Shareholder File Review

Shareholder Relations is conducting a shareholder file review for missing forms or documents. If a shareholder file is found to be incomplete, he or she will receive a letter in the mail requesting the submission of the missing item(s). Shareholders are encouraged to return these items as soon as possible to complete their shareholder file. Questions regarding shareholder forms should be directed to Amber Henderson, Shareholder Relations Manager.

### 2014 Meeting Dates

**April 22-24, 2014**  
2014 Clan Workshop  
Hoonah City Schools -  
Alumni Gym

**May 17, 2014**  
2014 HTC Information  
Meeting  
Hoonah City Schools -  
Alumni Gym

**April 25, 2014**  
Student Koo Eex  
Hoonah City Schools-  
Alumni Gym

**June 21, 2014**  
2014 HTC Annual Meeting  
Hoonah City Schools -  
Alumni Gym  
Registration - 10:30 AM  
Meeting begins 11:00 AM

## Why is a Testamentary Disposition Important?

Many people are reluctant to fill out a Testamentary (will of shares) and say, "I'll do it later." The problem with that is life is unpredictable. Will you remember to fill it out later? How will it affect your family if they can't agree on who should get your shares? What if you wanted specific people to get your shares? Although your family may have general ideas as to your wishes, the only legal way to settle your shares is through what is called "intestate law." Through that process, your legal heirs are identified, and all will have to agree to the distribution of your shares dictated by that law.

Make the settling of your shares as easy as possible for your loved ones. Name them in a Testamentary Disposition or Will. Print out a Testamentary online at [www.hunatotem.com](http://www.hunatotem.com), or call (907) 523-3670 to have one mailed to you. Amber Henderson, Shareholder Relations Manager, can answer questions or assist you in filling out the document correctly.

## 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.

Charles Oscar Bennett	Marzina B. Giddens	James William Romantic III
Robert Nicholas Bennett	Lisa Jean Grant	Michael James Romantic
Louise H. Benson	Colleen Lynette Henderson	Jerry Sargent
Eva M. Bradley	Katryn Jayne Hough	Michael Wesley See
Frank Glade Brown	Christopher L. Jack	Richard Thomas See
William Keith Brown	Gregory Wayne Jackson	Daniel Marvin Sharclane
Scott Charles Burdette	Lavina Helen Jennings	Veronica Alice Shortcakes
Martha Lou Channell	Benjamin Larry Johnson Jr	Jacob St. Clair
Daniel Mason Choquette	Kayla R. Malcolm	Raymond M. Webster
Johanna Kathy Christiansen	Charlie Marvin	Frank Charles White, Jr.
Paul Clark	John Nick Marvin, Jr.	Rachel M. White
Helen L. Clements	Harold Gene McKinley, Jr.	Sadie Eileen White
Brent Aldon Coutlee	James Anderson McKinley, Jr.	Theodore John White
Darlene DeMello	Arnold Serguis McLean	Emily V. Williams
Mary J. Fawcett	Timothy David Morgan	John Melvin Williams
Roberta Amelia Fawcett	Teresa Lynn Moses	David Earl Workman
Albert A. Garrison	Jamie Diane Moy	Michael P. Wright

## 2014 ISP Applications are Available Online!

With approximately 100 job openings each season, Icy Strait Point would like to let shareholders know that 2014 ISP applications are available online at [www.icystraitpoint.com](http://www.icystraitpoint.com). Upon completion, applications should be mailed to: P.O. Box 583, Hoonah, AK 99829 or faxed to (907) 789-1896. Please contact Human Resources at (907) 523-3679 for more information.

## February 2014 Settlement Trust Distribution

The Huna Totem Shareholder Settlement Trust Board of Trustees met on February 8, 2014 and in accordance with the Trust's distribution policy, declared a final 2013 dividend distribution amount of \$1,067,844 to shareholders or \$12.19/unit, with a record date of February 8, 2014.

The total amount distributed to shareholders from the 2013 Trust earnings is \$22.16, which is an 86% increase over the total 2012 Trust distribution of \$11.89. It is also the first time since 2007 that an individual distribution was made in excess of \$10/unit.

Checks were mailed and direct deposit accounts credited Friday, February 14, 2014. Shareholders not currently signed up for direct deposit may find the form on Huna Totem Corporation's website [www.hunatotem.com](http://www.hunatotem.com) or contact Amber Henderson, Shareholder Relations Manager, at the Huna Totem office to enroll before the next distribution.

## 2014 Education Assistance Recipients

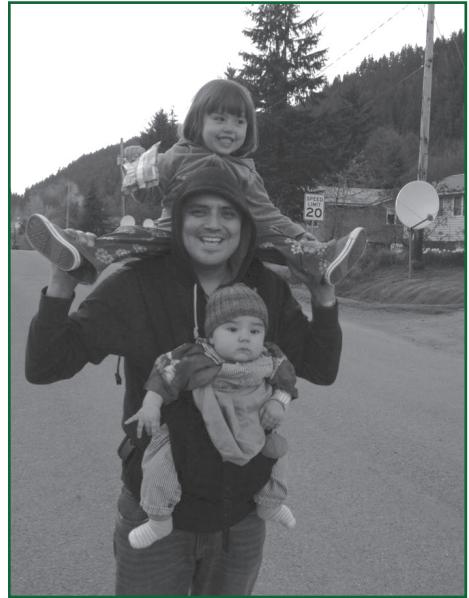
Huna Heritage Foundation is pleased to announce the recipients of the 2014 educational awards.

<b>Rae Dawn Austin</b>	Mesa Community College	<b>Tiffany Murphy</b>	University of Alaska Southeast
<b>Robert Bennett</b>	Truckee Meadows Community College	<b>David Russell-Jensen</b>	University of Alaska Southeast
<b>Natalie Bodziony</b>	Texas Chiropractic College	<b>David Sheakley</b>	University of Alaska Southeast
<b>Mitchell Boord</b>	Dixie State University	<b>Peter Shirley</b>	Clark College
<b>Miranda Cook</b>	University of Alaska Anchorage	<b>Donald Starbard</b>	Alaska Nautical School
<b>Paula Drake</b>	University of Alaska Anchorage	<b>Duane Usry</b>	Colorado Mountain College
<b>Morgan Fawcett</b>	Fort Lewis College	<b>Natalie Waldron</b>	Montana State University
<b>Mitchell Haldane</b>	Central Washington University	<b>Ryan Walker</b>	Georgia College & State University
<b>Ursula Hudson</b>	Fort Lewis College	<b>Talya Weldon</b>	Oregon Coast Community College
<b>Cybre Martin</b>	Seton Hall University	<b>Janessa Willard</b>	Fort Lewis College
<b>Mariah Martin</b>	University of Hawaii Hilo	<b>Nicole Wooten</b>	University of Alaska Anchorage
<b>Melissa Marvin</b>	University of Alaska Anchorage	<b>Lisa Young</b>	Washington State University
<b>Latisha McLean</b>	Northwest Indian College	<b>Michelle Young</b>	George Fox University

## Investing in the Next Generation

Looking for a better way to save for your children's education? A college savings plan allows you to save money, tax-free, for your children's future educational needs. In our continued effort to encourage continued education for shareholders and descendants, Huna Totem Corporation has partnered with the UA College Savings Plan to make this option available to shareholders.

Huna Totem Shareholders may choose to have a percentage or their entire annual dividend and Shareholder Settlement Trust distributions automatically deposited into their children's college savings plan. Alaska residents may also opt to have a percentage or all of their Permanent Fund Dividend and/or their child's Permanent Fund Dividend automatically deposited into the college savings plan as well. Other contributory options include payroll deductions, bank deductions, or lump sum deposits. The versatility of the UA College Savings Plan makes it easy to save for your children's future.



Anthony Lindoff, an HTC Board Member and shareholder, has opted to have his distributions deposited into his children's UA College Savings accounts. We hope more shareholders follow his lead, if not through HTC or the UA College Savings Plan, then through their own means, to invest in the next generation's future.

For more information about the UA College Savings Plan, visit their website, [www.uacollegesavings.com](http://www.uacollegesavings.com) or request an informational packet from Huna Totem Corporation's Shareholder Relations Manager. If you already have a college savings plan set up for your child and would like to have your distributions deposited into that plan, go to our website, [www.hunatotem.com](http://www.hunatotem.com) to print the college savings plan option form.

## Foraker Group Assists ANB/ANS

Last fall, the ANB Memorial Hall was closed to the public due to building conditions. Since then, most community events have been hosted at the Hoonah School or the new Salvation Army building. Hoonah ANB, Hoonah ANS, and Tlingit & Haida Community Council have been working together to re-open an ANB/ANS hall for the community.

An application was submitted to the Rasmuson Foundation for grant monies. The Rasmuson Foundation recommended the project to the Foraker Group, which assists with evaluation and predevelopment using grant money. Since the initial contact with the collaborative group, an architect has visited the site, and a structural engineer will be visiting in a few weeks to see how much of the Hall can be salvaged.

Hoonah ANB, Hoonah ANS, and Tlingit & Haida Community Council have met a few times to discuss actions, plans, timelines, and management of the project. After the predevelopment work is done, the next step will be fund raising in order to begin construction. As an exciting on-going project, look to future articles for progress reports!

## December Dividend Provides For Sustainable Future

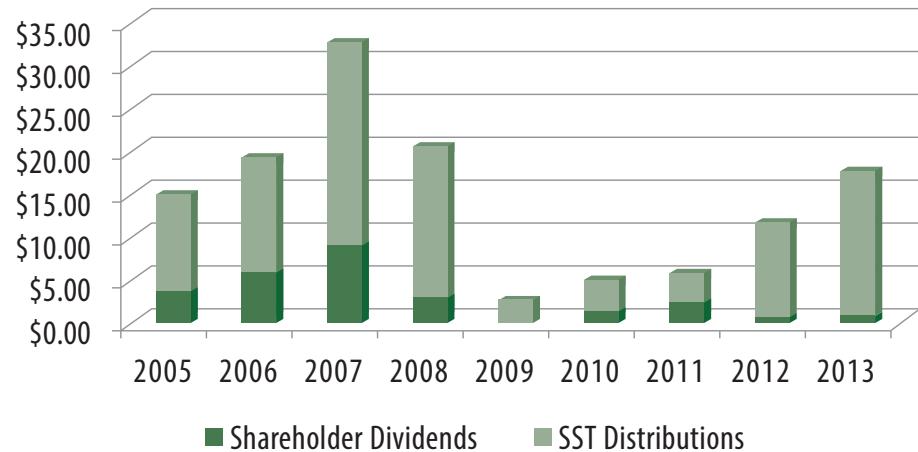
The Huna Totem Corporation Board of Directors declared a corporate dividend of \$0.84/share (\$84.00 per 100 shares) paid on December 20, 2013 to shareholders of record as of December 14, 2013. This represents a \$0.10/share or 13.5% increase over the 2012 dividend.

There were three regular distributions from the Huna Totem Corporation Shareholders Settlement Trust of \$17.08/unit paid in 2013. This brings total cash distributions to Huna Totem Corporation shareholders to \$17.92/share (\$1,792 per 100 shares) during 2013; an increase of \$6.22 or 53.2% over the \$11.70 distributed in 2012.

Financial results for 2013 were impacted by the unforeseen loss in August and September of five ship calls at Icy Strait Point resulting from mechanical issues on Celebrity Cruises' Millennium which reduced Huna Totem Corporation's revenues by \$724,230.

The December 2013 dividend was calculated in accordance with Huna Totem Corporation's current policy of distributing 25% of the Corporation's 3-year average net income. The policy was put in place to ensure the sustainable and responsible payout of dividends to shareholders. We are excited to see that this sustainable policy has allowed the corporation to pay off back debt, increase the Corporation's liquidity, and consider growth that was not possible before. We are moving toward an even brighter and greater corporation!

### 2013 Cash Distributions up 53%



## Authentic Brand is Smooth Sailin'

We have sent out our second quarterly mailing to members of the Salmon People's House. Members signed up while they were in port at Icy Strait Point this summer. They were eager to learn more about Alaska and stay connected with us beyond their one-day visit.

Since the continental United States has been colder than Alaska this winter, we shared something that has been warming Alaska fishermen's bones for decades, keeping them alert and warm while they harvest their catch - COFFEE! We explained the old cannery custom to Mug Up - grab a cup of coffee, a quick bite to eat, and get back to work! Our members are intrigued to learn about times without refrigeration when the cannery workers labored nonstop until all the fish were processed and canned. Coffee kept cannery workers and fishermen functioning during those long, arduous days.

We partnered with Heritage Coffee Roasters to make signature blends of coffee under our new Mug Up label, an ode to fishermen and cannery workers of years past. With this mailing, we debuted a medium-roast blend Smooth Sailin'. This season at ISP we will be releasing and brewing our other signature blends for our guests.

To quote my good friend, Johan Dybdahl, "*Nothing mixes better with a cup of coffee than the fresh salt air of the ocean.*"



## ISP Focuses on Training and Development

Icy Strait Point has been working on enhancing its employee retention, training, and advancement program. One of the first steps in this process was to evaluate ISP's pay compensation levels in relation to the industry and the region. Early last season, a salary consultation firm was brought in to conduct this study. The results of the study show that ISP's salary compensation range is in line with the industry and in some job categories, actually higher. Another step in the process was to sit down with all the employees, department by department, and interview them regarding what skills were required to perform their respective jobs.

The result of all of the above is a Job Skills & Qualifications document for every job at Icy Strait Point. This document outlines the pathway for advancement in any given job to a higher level of responsibility and a higher level of pay. The Company is dedicated to providing more training in order to give employees the tools and skills they need to make advancement within the organization more attainable by giving them tangible goals to work towards. This training will include knowledge on the economic, historic and cultural aspects of ISP and HTC. Once an employee has attained the skills and qualifications for a particular level within their job category, they may advance to a higher level with more skills and qualifications to be attained, and also a higher pay range level.

The training program will start at the end of March with a training session for all supervisors and managers which will give them enhanced skills and tools that they can then use to assist employees in their particular departments who want to enhance their own positions within the organization. Site-wide training for all employees will begin in mid-April. The focus of the year, overall, is training for all levels of employees to make sure we are giving ISP guests the best experience possible. Questions about this new structure may be directed to Linda Jackson, Human Resources Manager.

We are looking forward to another successful year at Icy Strait Point!



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## HTC Written History Project

As you know, 2013 marked Huna Totem Corporation's 40th Anniversary. In recognition of this momentous landmark, the Board of Directors has approved the production of a book documenting and recounting Huna Totem Corporation's history.

Peter Metcalfe from Metcalfe Communications has been contracted to research and compile our History. Peter has worked on many similar projects, including authoring books for both Goldbelt, Inc. and Shee Atika Inc., and SEARHC, and has been shown to be a trustworthy, honest, and reliable author of events and corporations. Peter is also a familiar friend of Huna Totem Corporation previously producing several of our Annual Reports.

Information or stories not used in the book may be shared prior to production on our website or blog, so stay connected to get glimpses of our history. We are looking at a March or April 2015 production date for the history book. Questions or comments may be directed to Amber Henderson, Shareholder Relations Manager.



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