

Educational policy can improve business functions

Innovative recruitment and training programs and on-going educational objectives for employees and directors are very important.

Since there are many forces at work affecting the ability of each corporation's drive towards success, it is important to stress continuity and quality in the management of the company's internal controls and policies. At the foundation of every successful corporation, you will find innovative recruitment and training programs and on-going educational objectives for the directors and employees alike.

The direction of Ukpeagvik Inupiat Corporation is in a period of adjustment. This is due to rapid turnovers of the Board members in 1979. Some of the change was political, by the shareholder's vote, and some of the change came with the sudden resignation of directors for various reasons.

The current Directors are aware of the need to improve upon the Corporation's management procedure and so have set about to correct the attitude of the company to conform to not only shareholder interests, but to the established world of commerce. To do this, UIC is placing an increased effort in educational business programs and shareholder communications.

UIC's educational forum is for the purpose of improving the skills of the employees, shareholders, investors' understanding of the company goals and services, and for

the Directors. In business, current knowledge is an essential criteria for all of the management personnel. So, the Corporation must have and maintain a policy and plan for keeping the separate functions of the company at peak efficiency.

Recruitment and placement of qualified employees is probably the one most important duty of the Board of Directors and the management. Whenever a company can suffer from the loss or absence of a director, it is time for the company to adjust to less cumbersome procedure. This is precisely what the new UIC direction is all about, because of the turnover which has occurred.

We believe that communication between management and the shareholders is essential in order for the corporation to assert its posture in the business community at large. We consider the educational efforts within the corporations' structure to be a vital tool for its survival. By keeping closer contact with your company, you can avoid the expense of new directorships over and over again. We know that an informed majority can give intelligent consent for the company's diversified interests **ONLY** when they are abreast of the true financial standing and operating condition at each situation.

A strong factor for contention is the time frame of development that we are a party to. The Alaska Native Claims Settlement Act man-

dated our people to be profit oriented. The ways of Eskimo life were previously never dictated to in any such fashion. As a result, economic systems are clashing. We expect this to continue until such time that cash is totally understood and respected. Every time that our Nation exceeds its "capital quota", we will suffer a monetary loss. Our traditional, culturally ingrained subsistence system will continue to be eroded. This is something that we took into account, but could not deposit with the framers of the ANCSA.

In the meanwhile, Native business in Alaska will likely suffer and contribute to inflation, as they are falling into the same pitfalls encountered by our American counterparts in their 200 year development. The stability of our interests will improve as experience is gained. However, because of limited experience, being a political minority, and the fact that our best contacts are constantly overshadowed, your corporation will have to establish continuity in adhering to a plan which allows you to cope with the business schedule.

By the very nature and description of Alaskan Natives, it is essential to promote a balanced educational program for corporations. In fact, numerous agency type programs have been developed, but few are administered at the village level. Right now, the percentage of business oriented and

educated natives in most Alaskan communities is small. Also, these educated individuals are not necessarily engaged in directing the villages' business affairs. You are in a real and crucial test to determine the economic fate of future generations of your people.

Many of the leading investment bankers in the world predict that capitalism as we know it has only 15 to 20 years remaining. These professionals have a critical "doomsday eye." From our viewpoint, new trends are emerging, less susceptible to the political whims that spin the international economic base. The support for economic supremacy based on monopolized, dwindling resources, is retreating very fast. The primary influence for this revolutionary change is based in a strong instinct for survival. It appears cultural diversity is the controlling asset of the business world, not declining dollars.

So, the maintenance and protection of each Native culture will progress **ONLY** if we dedicate ourselves to understanding the conflicting values inherent in opposing economic systems. Through the educational process, and understanding of and establishment of the common denominator mandated to us will be achieved; "A birthright to capital, a new cultural respect for constitutional guarantees enabling solid standards of life."