

PRESS RELEASE

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2018 SPRING CONFERMENT OF DECORATION MR. JAMES F. HETTINGER

Detroit, MI – On April 29, 2018 (Japan Time), the Government of Japan announced the foreign recipients of the 2018 Spring Imperial Decorations. Mr. James F. Hettinger, former president and CEO of Battle Creek Unlimited is among this year's foreign recipients. Mr. Hettinger will receive the Order of the Rising Sun, Gold and Silver Rays in recognition of his contributions toward strengthening the relationship between Japan and the United States.

- **DECORATION:** The Order of the Rising Sun, Gold and Silver Rays
- **SERVICE:** Support to Japanese companies and promotion of mutual understanding and friendship between Japan and the United States
- **NAME:** James F. Hettinger (69)
- **MAJOR TITLE:** President/CEO, Battle Creek Unlimited, Inc.
- **ADDRESS (NATIONALITY):** Fennville, Michigan (USA)



SUMMARY OF CONTRIBUTIONS

As president of Battle Creek Unlimited from 1979 to 2009, Mr. James F. Hettinger made exceptional contributions to promoting understanding and friendship between Japan and the United States. He attracted Japanese businesses to Battle Creek at a time Michigan was still considered as the center of US-Japan trade friction. He worked diligently to cultivate strong relationships with company executives in Japan, develop an attractive and business-friendly environment for Japanese companies in Battle Creek and create a welcoming atmosphere throughout the community for Japanese families.

Mr. Hettinger authored a highly-acclaimed book on attracting Japanese investment to the US, and assisted also with the formation of the Battle Creek – Takasaki sister-city relationship, further contributing to friendship between Japan and the United States.

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