



For Immediate Release
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August 28, 2009

HETTEMA JOINS THE RENAISSANCE

Phil Hettema invited to join Renaissance Weekends

Hettema Group founder and creative executive Phil Hettema has been invited to join the elite Renaissance Weekends think-tank. The upcoming gathering is set for Monterey, California, over the Labor Day weekend.

Phil joins a select group of innovative leaders from across all disciplines vital to our contemporary society: business, finance, education, religion, law, medicine, government, media, science and technology, sports, non-profits, and the arts.

Founded in 1981 by Linda and Philip Lader, the former U.S. Ambassador to the Court of St. James's, Renaissance Weekends® transcend political, economic, and religious differences with equally distinguished participants at each—CEOs, venture capitalists and entrepreneurs, Nobel Laureates and Pulitzer Prize-winners, artists and scientists, astronauts and Olympians, judges, diplomats and work-at-home parents, Presidents, Prime Ministers, professors and priests, Republicans, Democrats and Independents.

Hettema is also a member of the Kellogg Innovation Network, the ULI's Entertainment Council, the Producers Guild of America and is a distinguished speaker who always brings a fresh twist on how to combine creativity and future-based technology to maximize the guest experience of any entertainment attraction.

NEWS FROM THE HETTEMA GROUP

67 Valley Street, Pasadena, California 91105. V:+1-626-683-9876

More about **The Hetteema Group**

The Hetteema Group specializes in uniquely creative design in the world of experiential entertainment for museums, visitor centers, theme parks, and resort developments. THG 's strong conceptual thinking results in breakthrough, out-of-the box solutions combined with top quality design for

- Destination Resorts & Parks
- Retail, Dining & Entertainment Lifestyle Destinations
- Museum and Exhibit Design
- Shows, Entertainment & Attractions.

Highly experienced in world-class experiential projects (from concept through production), THG provides innovative and original solutions that bring a fresh approach to all of its design work.

Each destination project begins with our in-depth master planning process by our team who's master planning success is on view at Disney Parks around the globe, Universal, and a host of other park operators and real estate developers.

Under the guidance of Phil Hetteema, who has been a leader in this industry for over 30 years, THG's team consists of experienced designers, illustrators, master planners, architects, engineers, project managers, and producers. The Hetteema Group provides full design services including program development, project analysis and feasibility, concept development, detailed design, and on-site design supervision.

Current and recent THG clients include the Royal Hashemite Court of Jordan, Harrah's Entertainment, Universal Studios (Hollywood and Orlando), Paramount Pictures, the Russian Jewish Museum (Moscow, Russia), Gallagher and Associates, (Bethesda, Maryland), the Museum of Science and Industry (Chicago, Illinois), ResortsWorld (Sentosa, Singapore), Samsung's Everland Corporation (Korea) MGM Location Based Entertainment, Busch Entertainment Corporation, AEG/Arts and Exhibitions International, and Dreamworks Animation SKG. The Hetteema Group's latest project "Beyond All Boundaries" an innovative 4-D theatrical film and experience opens at the National World War II Museum in New Orleans in early November 2009.

www.thehettemagroup.com

More about **Renaissance Weekends**

Renaissance Weekends® are about the transforming power of ideas and relationships.

Founded in 1981 by Linda and Philip Lader, the former U.S. Ambassador to the Court of St. James's, Renaissance Weekends® are private retreats for innovative leaders, and their accomplished families, in business and finance, education, religion, law and medicine, government, the media, science and technology, sports, non-profits and the arts.

The participants' widely divergent interests, backgrounds and views enliven panels and conversations in historic and scenic settings. Every Renaissance Weekend® fosters lively exchanges which transcend ideological, political, economic and religious differences.

This eclectic, non-partisan group - CEOs, venture capitalists and entrepreneurs, Nobel Laureates and Pulitzer Prize-winning authors, artists and scientists, admirals, astronauts and Olympic athletes, judges and journalists, volunteers, diplomats and work-at-home parents, Presidents, Prime Ministers, professors and priests, Republicans, Democrats and lots of Independents, innovators from across America and several nations - has become for many an "extended family."

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