

- ▶ UNDER THE TURKISH SUN
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“Here’s the proof:  
Hotelschool The Hague  
produces top talent! ”

Wim Dooge



“Yes you can! Yes you  
can drive 9,000 km with  
a twenty-two year old  
car from Amsterdam to  
Burkina Faso!”

Robert Jan Grasveld



**Hotello's celebrate Queen's day in  
Kuala Lumpur!**

# Waldorf Hysteria!

**Waldorf Hysteria by Fritz Gubler: hotel manners, misbehaviour & minibars**

Waldorf Hysteria is a book presented by Fritz Gubler, author of Great, Grand & Famous Hotels. It is a fascinating, hilarious and entertaining account of more than a century of funny hotel stories and anecdotes, hotel mishaps, outrageous requests, 'guests from hell', hotel etiquette, sex scandals and celebrity.

Hidden behind hotel doors, dramatic acts of love and deception, of pride, spite and rivalry, are played out. Lovers find refuge and famous personalities find a place to hide from the ever-chasing public and the relentless paparazzi.

Royals have been born, political opponents assassinated and famous personalities passed away in hotel rooms. Books have been written and state secrets passed between spies and undercover agents. Private parties for all occasions, hen and bucks' nights, birthday parties, anniversaries and successes of all kind are celebrated in hotel rooms. It is the boys night out that have traditionally generated the most noise complaints and been a real headache for any duty manager, but girls' nights out can give them a run for their money these days.

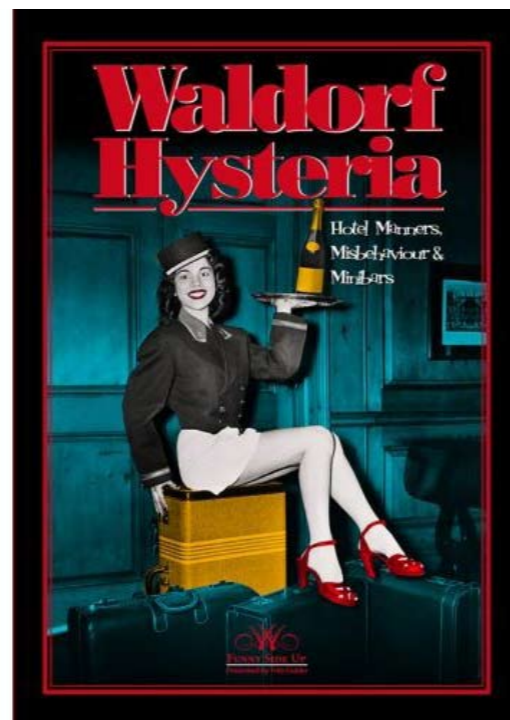
A recent study revealed that three million Britons have damaged property when visiting hotels. Hotel guests have broken more than 300,000 beds and four out of five have taken something as a memento of their stay.

Meanwhile the guests traveling incognito, the famous, the once famous and the secret lovers, try

desperately not to be seen, however their nervous, wandering eyes make them immediately noticeable, which makes them even more nervous and even more visible. The wannabes, desperate for fame, are the most difficult guests because they will do anything to stand out from the crowd. Their usual modus operandi is to make a scene at reception, complaining loudly about the service in a bid to be noticed.

In Waldorf Hysteria you will discover that some of the best stories come from the misadventures, the pratfalls, faux pas, the bad behaviour, eccentric guests, the prying paparazzi and the celebrities that are encountered in hotels.

With fascinating photographs from multiple photo library archives, hotel etiquette advice from long ago, and even a few cocktail recipes, this book is a celebration of the lighter side of hotels.



Former student celebrating our Queen's birthday in Kuala Lumpur:

From left to right: Henk Eising, Bart van Luijn, Sacha Hopmans, Jan Willem Smulders, Stephanie van Aken, Vincent van de Belt, Yvanka Vogels, Eric Posthuma and Merel Wijnands.

## May we remind you:

On 13 November 2009 a Jubilee congress will be organized in the Steigenberger Kurhaus hotel in Scheveningen. The Mayor of The Hague, Jozias van Aartsen, will be one of the keynote speakers. After the Jubilee congress, the traditional annual Reunion/Alumni Evening will start at 18.30 at the Brusselselaan.

Are you a member of the Alumni Association? You will have free admittance to this reunion.

Do you want to become a member? Please pay 25 euros (a yearly contribution) to post account number 361309 mentioning your name and 'Alumni'.

## Michelin Stars under the Turkish Sun

Gloria Hotels & Resorts - a Turkish group of 5-star hotels disposing of the only 45-holes golf course at the Mediterranean Sea - has invited 17 Dutch Michelin Star Chefs to come to Turkey and introduce the culinary Michelin kitchen.

➤ Each week, from 18 May to 20 September, a Dutch Michelin Chef will visit Gloria Hotels & Resorts and for a duration of 5 evenings will prepare, cook and serve a 7 course menu together with the Gloria Hotels & Resorts team, serving approximately 65 couverts per night. This ambitious project was the initiative of Gloria Hotels & Resorts in co-operation with the Dutch 'Gilden Academy'.

Our former student Yasemin Oruç (2007) is Business Development Manager at Gloria Hotels & Resorts and explains: "At the moment throughout the world cooking, gourmet and culinary interest is increasing, there are many cooking programs on TV with famous Chefs. Gloria Hotels & Resorts wishes to increase its image and brand recognition, especially focused on the Dutch market. If the project turns out to be successful it will be continued through other countries. Furthermore this will be of great educational value, because at the moment no Michelin Star restaurant or strategy exists in Turkey and Gloria Hotels & Resorts will be the first to be in touch with such a project.



The Dutch Michelin chefs who will take part in Glorida Hotel's project



Our former student Yasemin Oruc



## Proof: Hotelschool produces top talent!

Last week, the television final of 'Mijn Tent is Top' ('My Company is the Best') 2009 was won by our former Hotelschool students Annelie van den Bosch (2006) and Rianne Sleeuw, (2007) the owners of restaurant 'De Pastinaeck' in Amersfoort.

The Dutch viewers thought that these two were the best restaurant entrepreneurs of the programme, invented and presented by the famous Dutch chef Herman den Blijker.

This means that their Restaurant De Pastinaeck, in Amersfoort, won almost 230,000 euros. This was the amount that they had invested in their restaurant so they can immediately pay off their debts!

A wonderful proof that Hotelschool The Hague does indeed produce top talent!

In the recent 'Café' (supplement of Misset Horeca) there is a extensive portrait of our former student Karin Lindenhovius.

Together with her brother Frederik (2005) and Sjoerd Holders (2006), also graduates of our school, they opened a third 'Fred & Douwe' Brasserie, this time in Enschede. Karin also writes columns for Misset Horeca. Another top talent! It goes to show that it is not just the guys who are doing swell!

Our 80-year anniversary is fast approaching. We are working hard to organize several events. The theme of the Jubilee congress of 13 November will be 'The Hospitality Industry in 2029', the year in which Hotelschool The Hague will celebrate its centenary!

I sure hope that many of you will participate in this congress and will also visit our traditional Alumni Evening! Remember our 75<sup>th</sup> Anniversary Alumni Evening, where 750 former students were present?



Let's exceed this number of visitors on 13 November!

Wim Dooge

## Graduated from Hotelschool The Hague? Become a farmer!

In the centre of the Dutch 'green heart' country side, between the screaming black-tailed godwits and the calm grazing cows there is a place where cows have made room for people.

In 'De Boerinn' – recreation and meeting farm house – companies and parties enjoy themselves with all sorts of agricultural activities around the farm.

Especially people from the busy Western part of Holland gladly pay for a day full of 'polder sports' making cheese or for a conference.

"We guarantee you a unique day at the farm" says Tomas de Goeij (2008), "for what can be more wonderful than sitting in a canoe, looking through the cows teats and seeing the next village's little church tower!"

Ever since September 2008 the former President of La Confrerie is full time 'farmer' as he calls it. "It always takes a lot of words to explain what I do, so I like to keep it short. But in reality I am a manager of a fully grown company with 60 employees who yearly receives about 35.000 guests". Moving to the polder was not a complete surprise. "Almost 10 years ago, when this company was born, I started with stirring the soup and in all those years I have seen all the developments. With such a fast growing company I soon got the chance to grow as well".

The financial crisis is a blessing for the farm! "Large companies do still know where to find us. We only have a 1-star concept, but with our fantastic employees and a perfect atmosphere these large company groups forget all about their former visits to the luxurious hotels and party centres!"

De Boerinn, Recreation and Meeting Centre

[www.deboerinn.nl](http://www.deboerinn.nl)

Mijzijde 6

3471 GM KAMERIK

Tel: 0348-401200



Tomas de Goeij at work!



## Frustration, Satisfaction and the Renminbi

Recently I was in Budapest, conducting a selection day at the Inter.Continental interviewing a group of enthusiastic candidates. We were supported in a big way by the Dutch GM Mathieu van Alphen, who facilitated our stay and gave us his free Saturday to interview each candidate from an 'Industry' point of view.

On my way to Budapest I flew to Vienna (where I had an appointment at the Modul Hotelschool) then continued to Budapest by train. On the platform in Vienna, I helped an American couple to hoist their luggage aboard, when suddenly somebody bumped into us. Concentrated on handling the heavy bags I didn't pay further attention to the incident, until half an hour later, aboard the train, I wanted to pay for my coffee and sandwich: yes, you guessed correctly. Exactly twenty-five years after the first time (in Amsterdam) my wallet had been nicked once again. So there I was, money gone, cards gone, and on top of that, ID card gone. Fortunately a) I had some coins in my pocket, b) I was travelling to an excellent hotel, that did not mind paying my taxi etc., c) I was meeting up with a colleague in Budapest (thanks for using your cards, Angela) and d) the Dutch Embassy in Budapest was extremely helpful and friendly and provided me on the spot with temporary travel papers. Later, I understood I had been the victim of a professional 'gang' which brings me to the following warning: when travelling split up your documents and hide a travelling wallet under your shirt/blouse (total damage to me was approx. € 500 and 25 hours spent).

Anyway, on the way back I went (by bus and train) via Slovakia's capital Bratislava. My host there was Crowne Plaza GM Maarten Drenth (1990) who really enjoys the country after a long spell in the U.S. and Brazil. We brainstormed about how to find some really talented Slovaks for the school.

Later, in May, I could join my colleague Chantal de Groot (2001) on a very busy promotion trip to Beijing and Shanghai. Around twenty-five appointments in as many top hotels were ahead of us as well as two great get-togethers with trainees and alumni. Thanks again Jurrien Bongers (2006), Director of Restaurants at the J.W. Marriott Beijing and Nils Minken (2006), Barmanager at the Royal Meridien, Shanghai.

Thanks to the amazing goodwill of the school in the international hotels in China, it will (notwithstanding the crises) be possible to place around a dozen management trainees before the end of the year.

Seeing developments in China continue reinforced my opinion that there are (literally) once-in-a-lifetime opportunities for management trainees and young graduates to be part of this and accelerate their personal growth and their careers. On top of that, there are few people in the international financial world who do not agree that the days of the dollar as international standard will be finished in the near future.

Best chances in the replacement race: 1) the Chinese Renminbi (RMB); 2) a combination of the currency of Brazil, China and Russia. Is this a 'maybe'? No, experts (International Herald Tribune, 14 May 2009) consider it a certainty. Only remaining question: when?

My own statement: "Management placements in China are a better start for your professional career than those in the U.S."

Enjoy the sun, but cover up in time!

Arnoud C. van Delft, LL.M, [dft@hdh.nl](mailto:dft@hdh.nl)

## Driving from Amsterdam to Burkina Faso!

➤ **Friday 30 January 2009, Robert Jan Grasveld (a student from our Amsterdam branch) started the engine of his Nissan Patrol 1988 and drove all the way to the African Sahara! Why? He is part of a challenge organized by foundation M.O.E.T. (Dutch acronym for 'Opportunity to Education and Future').**

This foundation was established by an Amsterdam Student Association ASC/AVSV. In the last two years it has built a technical school in one of the biggest cities of Burkina Faso, Bobo-Dioulasso. Not just a school; it is the place where students really learn a trade. Most children in Africa get a basic education and have to find a job. At this technical school students are being educated to become a car mechanic or carpenter and learn how to set up their own company.

To celebrate the opening of the school and to collect money for this Foundation, Robert Jan, together with 18 other students from various universities, divided over nine cars, participated in this challenge. Robert Jan's car already showed 421.000 kilometers on its clock before even leaving Amsterdam!

Robert Jan: "After Marakesh things got tough: sleeping in the car, in a tent or underneath the bare sky, cooking on a gas burner and lots, lots of sand ahead! The first night in the Sahara was amazing!

The camp fire made a magnificent view over the minicamp. We woke up with the sun in our face and after breakfast started driving.

How can you find your way in the Sahara with nothing but sand around us? We used a GPS system, where you put co-ordinates in as a daily destination. The GPS just gave us the direction by an arrow: from destination to destination we drove.

At the border of Senegal we had to wait for five hours. They were slow with paper work and the office man demanded a lot of money. Propably they thought we were quite rich!

After long negotiation and a little payment, another problem occurred. The border officer obligated us to take 'security' to our camp. So we had to wait for the 'security-officer' It was in the middle of the night and very dark.



Robert Jan and one of his fellow travelers



Finally we ended up at a fantastic camping site, on a small island surrounded by palm trees and the Senegal river.

After two beautiful days at the city of Saint Louis, we drove to Mali and from there we finally crossed the border of Burkina Faso. At half past three in the night, we arrived in Bobo Dioulasso.

Conclusion: yes you can! Yes you can drive 9000 km in twenty-two days with nineteen students from Amsterdam to Burkina Faso to help and give



other students the possibility for future education.

Yes you can, across Holland, Belgium, France, Spain, Morocco, Mauritania, Senegal, Mali, Burkina Faso, the biggest sand pit of the world, gravel road and asphalt roads with a twenty-one year old car! Yes you can!

The opening of the school was a big event, with the Mayor, members of Parliament and the Dutch Ambassador. As from the moment that the ribbon of the front door was cut, many students could enter a

new world with great possibilities Within two months a lot of students with an age from 14 till 22 years will be taught how to become a mechanic, carpenter or learn another technical craft.

The trip was unforgettable, but the most important thing is: when you have dream, just let your dream come true; you can do it!"

Robert Jan Grasveld



The school in Burkina Faso



## I- CHLAR 2009 Conference at Hotelschool The Hague On 16<sup>th</sup> and 17<sup>th</sup> July 2009: International Conference on Hospitality & Leisure Applied Research

### “Creating value through a customer centered management”

An organization independently of its activity exists only to create value. Past attempts have largely looked internally within the organization to add value.

Driven by more demanding customers and global competition, the hospitality, leisure and tourism industry has reached a point where growth becomes a truly daunting task.

Searching for internal sources of value creation is insufficient.

As a result, value creation has become a matter of a total management system, where competitive advantage is achieved through customer oriented approaches.

I-CHLAR 2009 will examine the research which is currently being carried out and pass in review the industry practices in this field.

Guests Speakers of the Conference:

#### Russell Kett

Managing Director HVS London, leading global specialist hotel valuation, consulting and brokerage firm founded in 1980. He has some thirty years' specialist hotel consultancy, investment and real estate experience. He is a frequent speaker on the international hotel industry and on topics relating especially to the valuation of and investment in hotels, marketing, resorts and shared ownership, as well in the hospitality sector generally.

#### Anne Cheseaux

Anne Cheseaux studied at HEC Lausanne (management), Ecole Hôtelière de Lausanne & Swiss CPA. She started to work in Mövenpick in the internal audit department, in Switzerland and abroad, then worked as an account manager for credits with high risks at CREDIT SUISSE, as director at the Fiduciaire Suisse des Hôteliers, and at the Swiss Association for Hotel Financing, in charge of the consulting department. She is also Chairman of the board for the Swiss International Hotels, and President of the Association of CPAs for Zurich. She is been Managing Partner at CFB network Ltd since July 2005.

#### Walid el Abed

Dr. Walid el Abed is an expert in Data Governance, Data quality, Data conversion, Meta data and master data management. Up until mid 2008, he was leading the strategy for Nestlé group in the area of Data Excellence. Since august 2008, he has been acting as the strategic data excellence consultant to Schneider Electric group.

Beside these two unique experiences in the data excellence domain, he has more than 13 years of successful value generation experience in managing projects, teams, and initiatives related to business data excellence. CEO & Founder at Global Data Excellence Ltd.

I-CHLAR is jointly founded by the Departement of Recreation, Park, and Tourism studies at Indiana University and the Lausanne Hospitality Research.



The event is co-organized and hosted by Hotelschool The Hague and will take place the 16th-17th July 2009 at Hotelschool The Hague.

For Alumni of Hotelschool The Hague there is a special Alumni participation fee which includes the same package as a standard fee. This is an excellent opportunity to meet fellow Alumni from Hotelschool The Hague, Ecole Hoteliere Lausanne and Indiana University and to meet people from the industry, professors and students.

#### Who should attend?

Innovative, talented researchers (professors and students) and industry managers eager to share their applied research outcomes and current business practices in order to bridge the gap between the two communities searching for realistic solutions to real world challenges.

I-CHLAR is designed to concentrate on original content with a unique structure focusing on the following characteristics:

1. Provide a learning experience for both academia and professionals
2. Concentrate presentations' content exclusively on applied outcomes/research
3. Narrow the gap between academia and industry through knowledge transfer
4. Focus thoughts and discussions on concrete actions
5. Have a human-scale event facilitating close networking opportunities

The first edition of I-CHLAR attracted more then 80 participants from Europe, the United States and Asia.

For more detailed information concerning I-CHLAR 2009, how to participate, fees & registration, travel & accommodation and more, please visit [www.i-chlar.com](http://www.i-chlar.com)



# Things you want to know

## CLIMBING THE STAIRS

**Kuzey Esener**, Pressesprecher  
Konzernkommunikation, Politik & Stiftungen,  
Vodafone, Dusseldorf, Germany

**AnneKathrin Rhein** (2008), Convention Services  
Manager Hyatt Regency Trinidad, West Indies.

**Oivind Wigand** (1996), General Manager Radisson  
SAS Hotel Bryggen, Bergen, Norway

**Jan-Hein Breitschaft** (2007), Front Office Manager  
JW Marriott Resort & Spa Khao Lak, Thailand

**Heleen de Haas** (2004) and **Anton Obbens**  
(2004), Managers Hotel Au Bon Accueil, Venosc,  
France

**Andre van der Marck** (1994), Director of Product  
& Contracting, ICS Indochina Services, Bangkok,  
Thailand

**Friso van der Land** (2001), Owner Beachclub  
Offshore Bergen aan Zee

**Mirjam Baijens** (1992), Human Resources  
Director Masco Europe, Luxemburg. *After 8 years  
of working for Hewlett Packard, having spent  
the last 2 years in a global HR Director role at  
Headquarters Palo Alto, California, it was time for  
a change. As of February 2009 Mirjam has moved  
back to Europe, and started working for Masco as  
the HR Director for Europe. Masco is an American  
manufacturing company with 43,000 employees  
worldwide and market leader in the 'home  
improvement market'.*

**Hyke Zoon** (1994), Head Program Organization De  
Baak Management Centre, Driebergen

**Linda Marcelis** (2000), Manager Operations  
'Nationale Nederlanden' The Hague

## SEEN THE LIGHT OF LIFE:

Lieke, daughter of **Miranda van Onselen** (1996)  
and **Jouke Baaima** (1996)

Adriana, daughter of **Georgina Gonzalez** (1998)  
and **Manuel van Lijf** (1999)

Thijs, son of **Denise Smits** (2004)



Aodhan, son of **Hans Festen** (1989)



Olivier, son of **Gijs Vissers** (2003)



Feline, daughter of **Boudewijn van der Kroft**  
(2000)

## MARRIED

**Christine van Blitterswijk** (1999) and René Kuijer



**Werner Dubbeling** (2003) and Satu Suominen



**Hans Festen** (1989) and Siobhan MacDermott

**Michelle van der Valk** (2006) and **Paul Coolen**  
(2006)

**Inge Niekamp** (2001) and Johan Tisson

**Gijs Vissers** (2003) and Asmara Widowuwito





Rogier, son of **Martijn de Jonge** (1996)

### BY THE WAY:

**Rutger Verschuren** (1986), has been appointed Complex General Manager for the complex of Sheraton Tripoli Hotels and Four Points by Sheraton Tripoli.

*The Four Points by Sheraton Tripoli is scheduled to open early 2010 and Sheraton Tripoli 3Q 2010. Rutger joined Starwood mid 2008 as pre-opening Managing Director of the 4067 room Sheraton Macau Cotai Strip, a project which was later put 'on hold'. Prior to this, Rutger was Vice President of Operations for Dusit International in Thailand for over 7 years.*

**Marielle Sijgers** (1995) was awarded 'Hotello of the Year' by HotelloTop !

### PASSED AWAY

**Willem Anthonie (Pim) Dijkstra** (1959)

**Pieter van Onselen** (1946), grandfather of **Bengt Arne Hulleman** (2001)

**Ms Erna van Oversteeg**, 81 years old, for over 21 years Secretary of Hotelschool's Board of Directors

### SORRY, IN DUTCH ONLY!

### MINDZ.com nodigt jou uit!

MINDZ.com is een on-line ontmoetingsplek waar men zakelijk kan netwerken. Opgericht door oud student Ronald van den Hoff (1977).

Op 11 juni vindt er een 'MINDZ Summer Meetup' plaats in Utrecht. Dit is de ultieme netwerk-mogelijkheid in de zomer. Het centrale thema van deze MINDZ Summer Meetup is 'Mobiliteit'.

Volgens MINDZ.com worden klanten steeds mobiel.

Hoe bereik je je klanten nu als je ze bijvoorbeeld een hotelaanbieding wil doen?

Voldoet een mail of toch maar een mededeling per twitter of weblog?

Hoe presenteer je je organisatie nu op de diverse netwerken?

Hoe mobiel ben je zelf als je er nu wordt uitgezet en heb je dan wel een goed netwerk of personal brand? Hoe ga je nu met sociale media om om nu goede mensen aan te trekken, want blijkbaar is de arbeidsmarkt ook mobiel geworden.

Ben jij in staat om een spannende presentatie te geven over een van deze onderwerpen en ben je jonger dan 25 jaar? MINDZ.com roept jonge ondernemers en visionairs op zich aan te melden.

Een selectie van hen mag zich voor een volle zaal presenteren, waarbij elke spreker zijn betoog moet terugbrengen tot 20 slides die elk 20 seconden zichtbaar zijn.

Meer informatie: [www.mindz.com](http://www.mindz.com)

### REUNION 1957-1959

Five years ago, after our 45th Anniversary I wrote: 'We will be back!' And we are back!

On Friday 18 September the students of 1957-1959 will be celebrating their 50<sup>th</sup> Anniversary at the Rotterdam Hilton Hotel. Expected to attend are 22 'old timers'; 8 more are 'still thinking'.

A total of 40 will be enjoying a cocktail party, dinner dance and after dinner get together.

In 1959, 64 students graduated and received their certificate at 'Hotel de Wittebrug' in the Hague.

We kept in touch with each other, which I think is very remarkable and had several reunions over the last 50 years. Unfortunately we were unable to locate twelve students and six have passed away. Twelve of our fellow students have been working in foreign countries, are now retired and are spending wonderful days in the U.S.A., Australia, Israel, France, Portugal, Switzerland, Norway and England.



Max Gosselaar, Beate Vles-Reuder and Dok Gorter

I would like to thank my co-committee members Beate Vles-Reuder, Max Gosselaar and Hans Mol for their great assistance. After 18 September, I will report about this fantastic celebration.

Greetings,  
Dok Gorter, Anniversary and Reunion Co-ordinator 1957-1959

### TWO ALUMNI WIN 227,000 EURO'S!

After a nerve-racking final the Dutch restaurant game 'Mijn Tent is Top' was won by our former students Rianne Sleeuw (2007) and Lie van den Bos (2006) with 58% of the votes.

This means that their Restaurant De Pastinaeck, in Amersfoort, won almost 230,000 euros. This was



the amount that they invested in their restaurant so they can immediately pay off their debts!

The past months four restaurant-couples fought for a place in the final. Their battles were weekly to be seen on television. Lie and Rianne had a great start and soon made the best profit, but also received some devastating criticism from the harsh jury, presided by Dutch top chef Herman den Blijker. And that helped! In De Pastinaeck Lie and Rianne mainly serve seasonal dishes and work a lot with 'forgotten' vegetables like parsnip ('pastinaak' in Dutch), oyster plant, Jerusalem artichoke and parsley roots.

We wish Lie and Rianne lots of success and want them to know we are extremely proud of them!