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LOOKING BACK
AT A SUCCESSFUL
JUBILEE
CONFERENCE
AND REUNION!



... AND A WONDERFUL EVENING IT WAS!

80 Years Hotelschool: the Jubilee Conference

Hotelschool The Hague's 80th Jubilee was successfully celebrated with an international conference about the future of the hospitality industry.



Wim Dooge and Jozias van Aartsen, Mayor of The Hague

The Steigenberger Kurhaus Hotel was the location for the international Jubilee conference celebrating the 80th anniversary of Hotelschool The Hague on Friday 13 November. More than 300 guests were present at the conference, of which the theme was "The Hospitality Industry in 2029".

Many renowned entrepreneurs and managers from the international hospitality industry were present, several of them former students of the Hotelschool. They spoke about their vision for the future of the hospitality industry from different perspectives, approaching the theme from their own particular expertise. The emphasis was on hospitality from both a historical and a future perspective with the speakers examining current trends and expectations in the industry. In addition to the interesting speeches, the conference offered the participants a unique opportunity to meet with others from the national hotel business, from hotel management education and from the international hospitality sector.

The conference was opened by Wim Dooge, Chairman of the Board of Directors of Hotelschool The Hague. Frank Heemskerck, Minister of Foreign Trade was the first to take the stage with his presentation about "Leisure and business guests in Holland in 2029".

He is convinced that by the year 2029, the year of its 100th anniversary, Hotelschool The Hague, even more than now, will be a platform for innovative and highly qualified education.

The next speaker was Guido van Woerkom, Managing Director of the ANWB (the Dutch Automobile and Tourism Association) and also Chairman of Hotelschool The Hague's Board of Trustees. His presentation included an appeal, as part of the preparations for bidding for the Olympic Games in The Netherlands in 2028, to excel in the role of excellent hosts and surprise critics at home and abroad by the welcome they receive in the hospitality sector in The Netherlands.

Sir Rocco Forte, Chairman and CEO of the exclusive hotel chain 'The Rocco Forte Collection', made his first appearance in The Netherlands with his views for building luxury hotels for the next 20 years. Other speakers were Terri Eastaff (Vice President HR InterContinental Hotels Group), Sue Hale (Vice President Organizational Development Hilton) and Roeland Vos (1982, President EAME Starwood Hotels & Resorts Worldwide), Bartel Geleijnse (1988, Commercial Director Avenance Netherlands), James Mennekens and Paul Geraeds (1986, both from Center Parcs Europe), Caro van Eekelen (1987),



Ewout Cassee, Spiros Gropas and Roeland Vos



Sir Rocco Forte

Managing Director Accor the Netherlands) and Pieter Timmers (1983, Manager Van Der Valk Breukelen) and the Mayor of The Hague, Jozias van Aartsen.

Each of them foresaw a continuing growth in the dynamic hospitality sector and stressed the importance of good hotel management education in order to be able to continue to fulfill the increasing demand for well-educated managers.

They congratulated Hotelschool The Hague with its 80th anniversary and expressed their wish to continue their association with the school. The day ended with drinks and of course, networking!

THE JUBILEE EXHIBITION

On Wednesday 25 November 2009, the Jubilee Exhibition in Hotelschool The Hague was officially opened.

The exhibition, mainly consisting of old menus and other interesting properties of mr G. Geenemans, Jan Geeneman's (1968) father, was opened by Jan Geeneman's mother, Mrs N. Geenemans-Sommeling.

Mr G. Geenemans was a well-known figure within the hospitality industry.

The items that are to be admired in the school are all a gift to Hotelschool The Hague. Among other things there are recommendation letters, menus, photo's and diplomas.

In 2010 the exhibition items will be moved to Hotelschool's Amsterdam branch.



Mrs Geenemans opens the exhibition while her son Jan holds the ribbon



Hospitality Management Club turns 15!

With a smashing 3-day programme in September, Hotelschool's Hospitality Management Club celebrated its 15th anniversary.

Reason why also the partners were invited, which made the occasion even more festive.

The ritzy island of Terschelling was the destination of a lovely mixed group, including HMC award winners Lisette Rienstra (2006) and Cerieel Sinkeldam (2009).



The programme was varied, but the anchor was the fabulous Sandton Paal 8 'Hotel aan Zee' of our member Rogier Braakman (1999). Imagine the chef of this deluxe hotel welcoming our group for cocktails at sunset in the dunes near the hotel. My wife Naomi remarked it reminded her of a reception in the Dubai dessert she once experienced. Then another champagne reception in a penthouse suite with 360° view, followed by a four course anniversary dinner in restaurant De Grië.

A private bus was available to take the die-hards to Hoorn, for a live performance of popular Dutch singer Hessel. Everybody closed him and his daughter Tess in their hearts, while Sasha Jacobs (1976), Maudi van Ommen (1981) and Duco van Ommen (1980) completed the performance on stage.

The next day even more HMC members joined and the educative aspects, traditional for the HMC, were on the programme. We smoked fresh mackerel in an old oil drum, enjoyed forest mushroom soup in the open field, learned about the history of Terschelling cranberries, but not after our appetite was aroused by sea rafting and blo-karting.

Then another sunset gourmet barbecue at the beach, the return trip on our private yacht MS Petra, watching seals after a 36 knots ride on two high-speed survival vessels and HMC President Erik Muller (1977) and his 'side-kick' Marijn Neelen (1999) could proudly look back at a successful, action packed, sunny long weekend.

Life of an HMC member is great!

Lorens Keip



(Photo's by Sacha Jacobs)

Some things never change!

25 Years ago, Martin Voskamp (1980) and Marian Kouw (1981) got married.

Being General Manager with Hilton International, Martin took his wife and kids to all continents wherever Hilton needed him. The family lived in Australia, Ethiopia, Holland and Turkey and nowadays they live in Kenya, where Martin is General Manager of the Hilton Nairobi.

Despite the fact that they lived abroad most of their lives, the Voskamp family always kept in touch with their friends who very often, also live abroad. This Summer, when Marian and Martin decided to celebrate their 25th wedding anniversary in their Dutch garden in Capelle



Ardine Sijbers, Peer Sijbers (1982), Ronnie van der Wiel (1977), Erik Bary (1977), Marjan Voskamp (1981), Han Prins and Martin Voskamp (1980)

aan den IJssel, many of their friends came over to participate in this special day.

Apart from their contemporaries, there were lots of other former students of Hotelschool The Hague present that day: the catering was done by Antoine van den Oever (2002) and his wife Astrid van den Boogaardt (2004) who both run Van Den Oever Events and even the black brigade consisted mainly of Hotelschool students.

One of them even turned out to be the son of one of Martin's class mates!

It was a very nice day and a bit of a Hotelschool reunion!

Something we can all be proud of!

Last week, while parking my car near the school, a road worker asked me: 'Sir, what do I have to do to be admitted to this school?'

That was a moment I – again – realized how special our Institute is. An Institute that, by the way, is struggling through one of the hardest years in my time as President of the school. How come?

Because we are thoroughly renewing the curriculum, developing the 2nd Phase, still lecturing the old curriculum next to the new one, changing the study rhythm from five times eight weeks to four times ten weeks and streamlining the processes of the back office as well.

This is a great number of changes for a relatively small organization. The pressure on both students and members of staff has been huge in 2009.

But fortunately there is positive news: the second group of students that has now experienced the 1st Phase is considerably more satisfied than the guinea pigs who went through it the first time.

We expect that the trimester rhythm will bring much more peace in the organization. And the processes of streamlining the back office appear to have had a positive effect.

As soon as we have finished developing and implementing the new curriculum I am convinced that we will have one of the most revolutionary hotel management programmes in the world: an integrated approach to the hotel business, an inter-cultural view of the issues within the branch and a well thought-out melting pot of theoretical education and practical skills.

And isn't that something that we all can be very proud of!

It is my pleasure to wish you lovely Christmas Holidays and a sparkling 2010!



Wim Dooge
President Board of Directors

13 November 2009, Hotelschool Jubilee Alumni Evening: an impression!

On Friday Evening, 13 November 2009, directly following the Jubilee Conference in the Steigenberger Kurhaus, Hotelschool The Hague opened its doors for all former students. This traditional Alumni Evening turned out to be a very crowded one!

About 550 alumni celebrated their reunion with old friends and class mates.

Food and Beverage was extremely good: oysters, champagne, cheese, luxurious breads, all sorts of whisky, wines, liqueurs and - of course - lots of beer.



Marian Reuland, Ruud Reuland, Wim Dooge, Clemens Berendsen and Jaap Funnekotter



In memoriam:

Marja van Drimmelen- Versloot



We are deeply shocked and saddened by the sudden death of our esteemed colleague, **Marja van Drimmelen- Versloot**.

She passed away on 16 November 2009 at the age of 63.

On Friday evening, 13 November, only a few days before she died, she attended the Alumni Evening and enjoyed every minute of it!

Typically Marja, she recognized all former students present, immediately knew their names and could even mention details about their study period at Hotelschool The Hague.

Who could foresee that talking to her that evening was actually a farewell for ever.

Marja worked for Hotelschool The Hague since 15 August 1984 as lecturer of Financial Management. It was only recently that we celebrated her 25-year jubilee at our school.

She was known as an inspired, enthusiastic lecturer, who not only loved her profession, but who was especially fond of her students. We shall miss her enthusiasm and commitment tremendously.

During a special ceremony in a packed auditorium of Hotelschool the Hague, mr Clemens Berendsen read a poem, written by Charles Hendry Brent, American priest and poet from the 19th century.

The poem is printed on the right column of this page.

What is dying?

I am standing on the sea shore,
A ship sails in the morning breeze and starts for the ocean.

She is an object of beauty and I stand watching her
Till at last she fades on the horizon and someone at my side says:
"She is gone."

Gone! Where?

Gone from my sight - that is all.

She is just as large in the masts, hull and spars as she was when I saw her.
And just as able to bear her load of living freight to its destination.
The diminished size and total loss of sight is in me,
not in her.

And just at the moment when someone at my side says,

"She is gone",

There are others who are watching her coming, and other voices take up a glad shout:

"There she comes"

- and that is dying.

An horizon is just the limit of our sight.

IMPORTANT: A REQUEST FROM THE DUTCH MINISTRY OF ECONOMIC AFFAIRS:

Recently, the Dutch Ministry of Economic Affairs has developed the "Dutch Alumni and Business Society" (DABS).

The DABS wants to help Dutch alumni with their career abroad and also show future students that the various studies in the Netherlands can lead to many career opportunities abroad.

In order to be able to do this, the Ministry requests all alumni who live and work abroad (for either a shorter or longer period), to contact the local Dutch Embassy. The Dutch Embassy organises lots of business activities and therefore wishes to invite alumni as well.

So: are you working abroad? Visit the Dutch Embassy, register and take advantage of the opportunities the Embassy offers!

1957-1959 GOT TOGETHER AGAIN!

"Half a century ago, we all said farewell to Hotelschool The Hague. It was wonderful to celebrate this event, although it was not the first time that the class of 1957-1959 got reunited. The party was realized thanks to the support of Hotelschool The Hague and various companies that we worked with



in the past fifty years.

As soon as we meet again, the old well-known atmosphere is back. We celebrated our reunion with a lovely dinner at the Rotterdam Hilton. The dinner was served by students of Hotelschool The Hague. All present enjoyed it immensely and it was hard to say good bye at the end of the evening."

Max Gosselaar



Tough Times in 2009, Breaking News for 2010

All during 2009 the number of travellers dwindled and the ones who still came had less money in their pockets. In hotel terms – lower occupancy and lower rates, too. Across Europe it meant RevPar will be down approx. 28% with rates down 22%.

Last Thursday, in Berlin, I spent the night at the Holiday Inn Express in downtown Stresemannstrasse for 58 euros, including an excellent breakfast buffet. The rooms were just a couple of years old, roomy and comfortable. If you take VAT/BTW out and the breakfast, they must have a very minimal gross profit – if any.

During the next two days I was staying at the Grand Hyatt Berlin – a different kind of koek, as we Dutch say! I think it is the best business hotel in Germany and I was glad to hear from GM Fred Huerst (who is also overseeing the other German speaking Hyatts) that the hotel is doing relatively well.

So, what can you do in the sense of 'sticking your finger in the dike'?

'The main thing is to make the customer's stay as pleasant as possible and show our appreciation to every single guest', one Marketing Manager wrote.

A week earlier, in Sofia, Bulgaria's capital, I discovered by coincidence that the largest five-star hotel there, the Zografski Kempinski, is in the skilled hands of former student Stefan Schwind. He was on a business trip to Spain, but I hope we will meet in 2010.

As I still am teaching about cross-cultural differences to last-year students (mainly the Hofstede book), my eye was drawn to a column about one particular difference in a Bulgarian newspaper for foreigners. It described experiences of a guy coming back to Bulgaria after many years in the States. Pointing at several luxury SUV's, parked outside a nightclub in Sofia he said: "In America, if you drive such a car then you must be a housewife with at least two kids" – wondering what all these housewives were doing in the nightclub. To avoid further misunderstanding, it was quickly explained to him that in Bulgaria these cars were driven by people who want to flaunt their newly-acquired wealth (sounds familiar...).

Anyway, let me end 2009 and start 2010 by BREAKING NEWS!

The times of 'only one Hyatt room in the Netherlands' (at our own hotel in Zwolsestraat) will soon be over. A medium-sized Hyatt will be built starting next year by converting an existing building between two canals in Amsterdam! Dutch architect Marcel Wanders is involved (who finished work on a spectacular Bonn, Germany hotel this year) which means it will be different from any other hotel in Amsterdam. Hyatt will use its new 'Andaz' brand for the hotel – the second one in Europe after London.

For me, it means that, with such a project, at least some people see light at the end of the tunnel!



For those who celebrate with fireworks: careful with your fingers and all other extremities!
And for all of you: sunshine and happiness for 2010!

Arnoud C. van Delft, LL.M.
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The first Hospitality Open!

Machteld Korenhof (2002), Jurjan Braakhekke (2005) and Derk Rijntjes (2004) had talked about it for a long time: a golf tournament for Hotelschool alumni!

And after long hours of discussing, drinking and eating, the date was finally set: 17 October 2009.



Derk Rijntjes, Machteld Korenhof and Jurjan Braakhekke

Sharing a similar background and also a sport is a unique feeling. And on 17 October, 42 Hotelschool alumni came together at Golfcourse 'Sluispolder' in Alkmaar, where manager and alumna Renate Roeleveld (1997) welcomed them all. The weather was wonderful and the many sponsors graciously supplied the lovely prizes: driving a BMW for a weekend, spending a weekend in a hotel, dinner for two, 1,5 liter Bacardi and even a week at the Buddy Dive Resort in Bonaire!

It was a huge success and Machteld, Jurjan and Derk are determined to organize another tournament in 2010!

We will keep you informed!



Tim van Rijn, Machteld Korenhof, Esther Speijer, Derk Rijntjes, Ronald Schouten, Ramon Duijkers and Jasper Reijn

Things you want to know

CLIMBING THE STAIRS

Caro van Eekelen (1987), Managing Director Accor Hotels & Resorts, the Netherlands
Caro had several management positions with Golden Tulip International and Disneyland Resort Paris. In 2007 she became Director of Operations at Adagio in Paris, a joint venture of Accor and Pierre & Vacances. She succeeded Peter Verhoeven

Peter Verhoeven (1992), Managing Director Accor Hotels & Resorts
Peter started his career in operational positions at Goldne Tulip International in Africa and at Gran Dorado (nowadays Center Parcs) in the Netherlands. He became Director Business Solutions at Disneyland Resort in Paris and later went to the United Kingdom where he worked at Avis as Director of Sales for Europe, Africa, Middle East and Asia. In 2007 Peter became Managing Director Accor Hopsitality, the Netherlands

Mechteld Bergsma (1989), Communications Director Airbus Americas, U.S.A.

Thomas van der Blom (2008), Cost Controller Avila Beach Hotel, Curacao

Linda van Bielder (2005), Sales Manager Grand Hyatt Dubai

Alejandro Suarez Larrinaga (2002), Corporate Distribution Channels Manager, NH Hotels Headquarters, Madrid, Spain

Eyal Nathans (2008), Assistant Director F&B, Mamilla Hotel Jerusalem, Israel

Arun Venugopalan (2007), Four Seasons Resort, Langkawi, Malaysia

Marcel Schonenberg (1988), Manager 'Beurs van Berlage' Amsterdam

Mark van der Weide (2004), Manager Health and Care, Sodexo

Marlies van den Hout (2004), Director Operations Hilton Garden Inn, Atlanta, U.S.A.

Anka Jacobs (1993), Lecturer Export Marketing, Saxion IJsselland

Michiel de Kloet (2008), Welcome Desk Agent, W Barcelona, Spain

Bart Westerhout (1984), General Manager Swissôtel Talinn, Estland

Laura Olsthoorn (2004) and **Jeroen de Haard** (2004), Directors/Owners Restaurant Bij De Haard, Voorburg (see: www.bijdehaard.nl)

Jorrit Gerritsma (2003), Food and Beverage Director Six Senses Hideaway Zighy Bay, Oman. Six Senses Hideaway Zighy Bay is located on the northern Musandam Peninsula in the Sultanate of Oman. The setting of the indigenous village style accommodations and private marina is dramatic, with mountains on one side and a 1.6-kilometer sandy beach at Zighy Bay, on the other side.

Wendy de Jongh (1996), Owner Massage Centre "Lena".

After graduation, Wendy went to Scotland. But after four years, she felt there was more besides hospitality. Back in the Netherlands, she studied


Wendy de Jongh

Practical Philosophy and got into contact with Reiki. She passed her first grade Reiki and travelled through India for a while. Her affection for spirituality grew even more and after a course Ayurvedisch Massage and a course NLP (Neuro Linguistic Programming), she finally decides to start her own Massage Centre.

Olivier Smit (2002), Head Marketing & Communication Unicef The Netherlands. As Head of the Department, Olivier is responsible for the Marketing, Fund Raising, Sales and Communication of Unicef. Olivier has lots of experience in several positions at ABN AMRO, in The Netherlands and abroad. First as Direct Channel Marketing Manager, later as Corporate Sponsorship Manager at the Head office. Abroad, Olivier was Vice President Brand & Marketing Communications at LaSalle Bank in Chicago and Head of Sponsoring at the Royal Bank of Scotland.

Ricco de Blank (1992), CEO Hotel Division, Sun Hung Kai Properties, Hong Kong. Sun Hung Kai Properties was publicly listed in 1972 and is now one of the largest property companies in Hong Kong. It specializes in premium-quality residential and commercial projects for sale and investment. The Group employs more than 31,500 people; has in-house

expertise in land acquisition, architecture, construction, engineering and property management that allows it to maintain stringent cost controls, while still adhering to the highest standards of quality.

The Group's core business is the development of property for sale and investment. The Group also has complementary operations in the property related fields such as hotels, financial services, insurance and property management.

Jacob de Graaff (2000), Director/Owner 'Hotelvrijmibo' (network organization for everyone working in the hospitality industry), 'Hotelprofessional' (recruitment and selection within the hotel industry) and 'Hotelinmotion' (hotel consultancy/interim management).

Dave Overeem (2008), Centre Manager Regus Rotterdam City Centre

Onno Schreurs (2006) Director/Owner 'Schreurs and Bierman', www.diningcity.com for Shanghai

Rogier Cammaert (2006), Export Director Chevalier International Printers

Jeanet van Erp (2000), Senior Business Controller Delta Lloyd Group

Jeroen Quint (2001), Director Food & Beverage, The Palmyra Resort, Montego Bay, Jamaica

Ralph Melis (2005), Contracts Manager Destinations of the World (www.dotw.com) Dubai

Sarah Lamberth (2006), Account Manager Client Services Springer Miller Europe

Roderick Smith (2002), General Manager Park Inn Palace Southend-on-Sea, U.K. *Roderick joined Rezidor as Meeting & Events*

Coordinator at the Radisson SAS Amsterdam Airport and transferred to the Regional Office in U.K. in 2003 as Regional Sales Coordinator based at the Radisson SAS Manchester Airport. Beginning of 2004, he moved to the position of Sales Executive at the Radisson SAS Manchester Airport and was promoted to Sales Manager at the same property 9 months later.

In August 2006, Roderick took on the role of Director of Sales as well as Revenue Manager at the Park Inn Dundalk in Ireland and was appointed Executive Assistant Manager of this hotel a year later. In March 2008, Roderick was promoted to his first General Manager position at the Park Inn Shannon Airport in Ireland, which has been his most recent position.

Lara Regnault (1997), Head Sales and Operations 'Nederlands Scheepvaartmuseum' Amsterdam

Marteyne van Well (1987), General Manager of the Multi-award-winning Soneva Gili by Six Senses, Maldives.

In her new role, she will focus on the day to day operations of the resort and will report directly to the Managing Director of the Maldives.

Marteyne most recently held the position of Spa Director at Six Senses Spa at Sharq Village & Spa in Doha, Qatar. She brings an extensive knowledge of the hospitality industry to Six Senses, with two decades of hospitality experience in internationally acclaimed 5-star luxury hotels across locations including the French Alps, Marrakech, New York, the Bahamas, Los Angeles, Washington DC and London.

SEEN THE LIGHT OF LIFE

Erin, daughter of **Theo Ocks** (1997)



Mijntje, daughter of **Bardo Schutz** (1996)



Obbe, son of **Pauline de Jonquiere** (2001)

Emmi, daughter of **Marieke Penninga** (1991)



Micah, son of **Cynthia Boekee** (1998)



Teun, son of **Eva Jacobson** (1991)

Juliette, daughter of **Wendy Ritt** (1998) and **Remco Groen** (1997)

Sophia, daughter of **Willem Arend Both** (1993)



Thijn, son of **Eveline Rijntjes-de Jongh** (2004) and **Derk Rijntjes** (2004)

Lucas, son of **Caroline de Zwart** (2008)

Jet, daughter of **Barbara Zandbergen** (1996)



Enzo, son of **Gabor Fähmel** (2002)

Filippa, daughter of **Jannicke Henschien** (2000) and **Jeroen van der Berge** (2000)

Lulu, daughter of **Cyrille Carreon**



Pepijn, son of **Pom Zwart** (2000)



Santino, son of **Caroline de la Fuente** (2001) and **Jip Olierock** (2000)

Kick, son of **Nicole Vening-de Waal** (1996)



Merel, daughter of **Marlies Kromjong** (2001) and **Hendrik Wassenaar** (1995)

Rinse, son of **Barbar de Vries** (2001)

Leonore, daughter of **Cynthia Veerman** (2003) and **Guido de Jongh** (2002)

Gijs, son of **Astrid Donia** (2002) and **Merlijn Lammersen** (2003)



Froukje, daughter of **Karin Horree** (2006) and **Eduard Kelderhuis** (2004)

Emma, daughter of **Irene Schunselaar** (2005)



Floris, son of **Ralph Melis** (2005)



Joep and Janna, **Karlijn Waeijen's children** (2000)



PASSED AWAY

Sem Jessurum Lobo (born 1925), former lecturer Business Organization

Marja van Drimmelen, Senior Lecturer Financial Management

MARRIED

Marie Catrien Vermeer (2006) and **Paul Nagelkerken** (2006)



Irving Waas (2000) and **Yvette Hijmans**

Marcia Raijmakers (2003) and Menno Touber**Pieter Boot (2002) and Machella van Vliet****Caroline Schilt (2006) and Thomas Dinkla (2004)***Drinks and snacks in Jan Tabak***Nicolas Houwert (2001) and Ingrid Larsen**

On every 1st Friday of the month, alumni of Hotelschool The Hague, working and living in 't Gooi', come together for drinks and snacks. The initiator, **Gregor Christiaans (1993)**, emphasizes that it is only about drinks and snacks, and not about tours, lectures, speakers or any other activities! Without further notice, the venue is Jan Tabak in Bussum. And even if you do not live in 't Gooi, but just happen to be in the neighborhood: you are most welcome as from 19.30!