

100
YEARS

The Netherland-America Foundation
**A CENTURY OF
BRIDGING WORLDS**



Under the Patronage of Her Royal Highness Princess Margriet of the Netherlands and Professor Pieter van Vollenhoven

naaf100

The Netherland-America Foundation

A CENTURY OF BRIDGING WORLDS

FOREWORD

A Letter from the Ambassador of the Kingdom of the Netherlands to the United States 4

A Letter from the Former Ambassador of the United States to the Kingdom of the Netherlands 5

Introduction from the Chair 6

CHAPTERS

1 The Role of the NAF and Exchange Between Two Countries 9

2 Stability, Expansion, and Building for the Future 15

3 NAF-Biz and Other Chapter Programs 31

4 Grant and Loan Programs for Education 41

5 Grant Programs for Culture 47

6 Funding 55

7 The NAF: Governance, Organization, and its Future 69

APPENDIX

Celebrating 90 Years: A Brief History by Professor Hendrik Edelman 74

NAF Timeline 82

NAF Award Winners 86

A LETTER FROM THE AMBASSADOR OF THE KINGDOM
OF THE NETHERLANDS TO THE UNITED STATES



Dear friends of The Netherland-America Foundation,

I am honored to present to you this booklet celebrating the centennial anniversary of The Netherland-America Foundation, one of the key organizations that support the strong bond between our two nations.

The world has changed a great deal since the NAF's founding in 1921. Few households had cars, refrigerators, or telephones back then, and radio was an exciting new and must-have technology for American families. Travel was limited, as the first transatlantic flight was still six years away. And while Europe was recovering from the Great War, the slow march to World War II, which shaped the world we know today, had begun.

But the bond between the United States and the Netherlands held fast through it all, due in part to our respect for one another, our belief in the shared values of freedom and tolerance, our common history that dates back more than 400 years, and the dedication of the people in the NAF.

Understanding the people and cultures from other nations is crucial to maintaining meaningful alliances and peaceful relations. The seeds of such understanding are sowed in the connection we have with one another, bearing fruit to nourish our nations.

I can think of no other independent organization that has done more to sow those seeds and increase the understanding and bond between our two nations. From the educational exchange programs to the personal and professional connections among Dutch and American constituents who promote cultural and economic exchanges, the NAF has proven itself to be a vital link between the United States and the Netherlands.

The pandemic has made this past year perhaps the most challenging in our lifetimes. But in these uncharted waters, nations must work harder to strengthen the bonds with allies and fight the urge of protectionism and isolationism. Our bilateral relationship spans sectors and industries from government, to education, to economics, to arts and culture, and security. Now is the time to double down, to reinforce our connections, and lean on one another.

I thank each of you for the work you have done to reinforce the connection and promote good relations between our two nations, and wish you another hundred years of success.

Sincerely,

André Haspels
*Ambassador of the Kingdom of the Netherlands
to the United States*

A LETTER FROM THE FORMER AMBASSADOR OF THE
UNITED STATES TO THE KINGDOM OF THE NETHERLANDS



Dear friends of the NAF,

Long before I was named Ambassador to the Netherlands, I served in the United States Congress. My relationship with the Netherland-America Foundation truly began after co-founding what is now known as the Congressional Caucus on the Kingdom of the Netherlands. From my office on Capitol Hill to the Embassy here in Wassenaar, I have had the pleasure of seeing the NAF and its members work tirelessly to deepen the ties between our two great countries through investment in culture, art, business, and educational exchanges.

As we look back at 100 years of NAF, we can trace back their roots to like-minded people on both sides of the Atlantic: journal editor Edward W. Bok, prominent banker Willem Westerman, and an attorney in New York by the name of Franklin Delano Roosevelt. But what makes the NAF's story even more special is not only where it has come from, but where it has gone.

From exhibiting the work of Dutch masters in 1920s New York to training thousands of young Dutch professionals in post-war America, the NAF has mentored entrepreneurs and artists on both sides of the Atlantic. As of today, NAF grants have funded over 500 fellowships, sponsored countless artists, and supported over 130 internships at American businesses through their Dutch2USA internship and Washington, D.C. scholarship programs. It's hard to imagine a part of society that NAF initiatives do not touch.

The NAF Ambassadors' Awards Dinner in Washington celebrates American and Dutch values and gives elected officials, diplomats, and business leaders a place to celebrate our collective accomplishments and set new goals.

As we look to the future and towards a global economic recovery, organizations like the NAF have the opportunity to play a significant role. Through programs like Holland on the Hill and the Netherlands-American Business Council, the NAF and its partners may spur innovation, restart trade and investment, and benefit commerce on both sides of the ocean. I encourage the members and leadership of the NAF to constructively carry on this legacy of Dutch-American friendship, of service to both countries, and of deepening these historic ties.

Sincerely,

Pete Hoekstra
*Ambassador (January 2018 - January 2021)
United States Embassy The Hague*



I am delighted to introduce this centennial history of the Netherland-America Foundation (NAF). Over the last 100 years, many NAF volunteers have made our organization a great success. Our mission is to support educational, cultural, and business exchanges between the Netherlands and the U.S. In doing so, we have been building bridges, improving relationships and thereby creating mutual understanding.

This book reflects a history of the last 100 years. As you will see, the NAF has an impressive track record, something to be proud of. The NAF has funded Fulbright Fellowships and interest-free loans for student exchanges. We have several internship exchanges underway like the Dutch2USA internship program and the Washington, D.C. scholarship program supporting close to 50 internships annually. The NAF is also promoting business, cultural, and social networking events, organized and supported throughout an increasing number of local chapters. In addition, we are supporting Dutch education and cultural institutions with their fundraising in the U.S., through our Friends Funds program. We have built a very vibrant community of members, organizations, and sponsors who see the value we bring to the bilateral relationship.

We are also a growing organization with many members, alumni, and chapters who are increasingly diverse and bring energy and creative thinking to our organization. The NAF reflects the Dutch and American societies we live and operate in, represented by a diverse constituency. Once an organization whose fellows were largely following courses of business and law, today the NAF's students are pursuing a broad spectrum of careers in the medical sciences, computer sciences, engineering, the environment, social sciences, history, the arts, and culture. Only ten years ago, the faces in our Annual Review were mainly white and male. Today, our organization consists of a multitude of ethnicities, religions, languages, and genders, better representing the societies of the two countries we represent.

This book opens with a reflection on the role of the NAF and the exchange between our two countries. Born in the period immediately following World War I, the NAF pursued the objective of helping to improve the reputation of the Netherlands in the United States, primarily by promoting business and trade between the two countries. After WWII, the NAF expanded its mission beyond business and trade to educational and cultural exchange between our two countries. The start of our major fundraisers like the Peter Stuyvesant Ball in the early 1980s provided the funding to expand the support of these exchanges and make the organization have more of an impact from a cultural and educational perspective. Adopting these three pillars for support have tremendously increased the impact we have had on bilateral relations. It is in this manner that the NAF is more than just the sum of its parts, and for which the foundation continues to forge with great enthusiasm into its second century.

We then pick up the thread of our more recent history, following closely the impactful terms of the previous two chairs. The geographic expansion of the NAF since 2004, coupled with a substantial growth in programs and strong fundraising, has brought the foundation to a new level. Our higher profile and increased programming have demanded changes in our staffing and the way we do business. We end with a brief overview of those changes, and lay out a clear vision for our future.

I want to express a special word of gratitude to our Patrons, Princess Margriet of the Netherlands and Professor Pieter van Vollenhoven, who have played such active roles in the NAF for over four decades. Their steadfast commitment to our mission, in particular, to our student programs, focuses attention on the importance of international education exchange, while also influencing generations of young people to seek out a broader educational experience and a more informed world view.

I would also like to thank the many volunteers and committees that have invested their personal time and resources to making the NAF a success. In addition, I thank our donors for making the dreams of the students and artists come through.

I finish this introduction by thanking the Klaassen Family Foundation for its generosity in underwriting this endeavour, and the people who have worked on this publication. First, Theodore H.M. Prudon who led the initiative of putting this publication together. Second, Angela Molenaar, who came out of retirement to help me lead the organization ad interim until we found a new executive director and took on several projects like this Centennial publication. Finally, the many Board members, alumni, and members of the NAF who have provided us guidance, write ups, art work, pictures, and interviews for this publication.

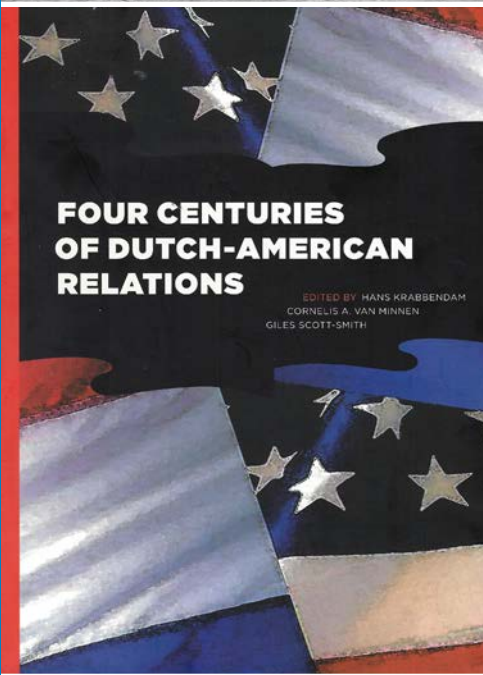
A substantial part of the history in this book was compiled and narrated by Hendrik Edelman, Professor Emeritus of Rutgers University, and past chairman of the NAF's Education Committee, and published in 2011 at our Ninetieth Anniversary. We have used his publication as a basis for this Centennial publication, and expanded on this by highlighting the accomplishments of the NAF over the last 10-15 years.

To our next centennial,

A handwritten signature in black ink that reads "Andy Bender". The signature is written in a cursive, flowing style.

Andy Bender
Chair, The Netherland-America Foundation





The Role of the NAF and Exchange between Two Countries

Building on the enduring heritage and values shared between the peoples of the Netherlands and the United States, the Netherland-America Foundation seeks to further strengthen the bonds between our two countries through exchanges in the arts, sciences, education, business, and public affairs.



A Public Relations Role

From its outset, the Netherland-America Foundation engaged in a public relations role, building bridges between the Netherlands and the United States during and after the First World War. To that end, student exchanges were developed, bringing talented young Dutch scholars to American universities—and vice-versa—where they made important academic connections. Exchanges of music, art, and literature were offered in the United States and the Netherlands, promoting an appreciation of the other nation's culture. Examples include the Garden Club of America's tour of famous Dutch gardens in 1924, publications initiated by NAF member Charles Scribner, including *Holland under Queen Wilhelmina* by Adriaan Barnouw, and several books on "great Hollanders", edited by Edward Bok.

Its immediate public relations objectives met, the foundation focused on a broader mission. Thus, for a full century, taking advantage of the many educational

grants, internships, and funding opportunities offered by the NAF, students immersed themselves in "once-in-a-lifetime" experiences in the U.S. and the Netherlands. The exchanges enabled the development of long-standing personal and professional relationships and an improved understanding of shared history and values. The result was a network of alumni "ambassadors", capable of representing their nations and successful in their chosen professions on the larger world stage.

Education and Cultural Exchange

The NAF has given over 500 fellowships since its founding and over 390 study loans since its inception. During the decade starting in 1955, the foundation supported over 2,000 young professionals from the Netherlands to pursue traineeships in American businesses and organizations. Many of those trainees continued their lives and built careers in the United States. More recently, the NAF has funded nearly



7 Stages, Youth Creates presentation, 2014 (Photo courtesy of 7 Stages)

130 opportunities for Dutch students and scholars to study and work in the U.S. through its Dutch2USA internship program and Washington, D.C. scholarship program. New initiatives such as the Elske Doets Young Lady Business Academy internship, the Heersink Global Health internship, and the NAF Essay Challenge are being launched this year. The NAF today draws applicants from an expanded

geographic area and increasingly diverse communities, providing nearly 80 students annually with scholarships, interest-free study loans, internships, and other opportunities.

In equal measure, through its cultural program, the Netherland-America Foundation has supported a wide array of artists, performers, designers,

Garden at Oostemeer, near Amsterdam (Photo credit: Ms. Mary Rutherford Jay)



The Netherland-America Foundation office, 1924 (Photo courtesy of the Netherland-America Foundation)



Gwendolyn Benshop, Dutch2USA Intern, 2017 (Photo courtesy of Gwendolyn Benshop)



Origin of the World, Anish Kapoor, 2010 (Photo credit: Smooth Structures)





Visitors viewing *Undergrowth with Two Figures*, Vincent van Gogh, 1890, oil on canvas, lent by the Cincinnati Art Museum. 2012 (Photo courtesy of the Denver Art Museum)

researchers, writers, and institutions. As early as 1921, the Cultural Committee allocated funds toward art publications, receptions, exhibitions, and catalogs, as well as the long-standing Queen Wilhelmina Chair of History, Language and Literature of the Netherlands at Columbia University. While the focus of the NAF's funding periodically tended back toward matters of business and trade, cultural funding has remained a pillar of the foundation. Since 2000, the NAF has made 630 cultural grants, and since its inception, the estimate is closer to 3,000.

If the aim of the foundation's earliest iteration was tied to improving foreign relations, banking, and trade, later this goal expanded in also supporting educational and cultural exchanges. As those exchanges multiplied over the years, they were leveraged into larger programming gains and deeper more connected foreign relationships. Through its work, the NAF re-emerged in the role of serving national and international needs and interests, all the while continuing to serve, one by one, individuals, organizations, and businesses.

Foreign Relations and The Role of Diplomacy

The annual Netherland-America Foundation Ambassadors' Awards Dinner showcases the role of diplomacy between the two countries. Established in 1991 and named after three former U.S.

Ambassadors to the Netherlands: Ambassador J. William Middendorf, II; Ambassador C. Howard Wilkins, Jr; and Ambassador K. Terry Dornbush, the three awards are bestowed upon individuals, Dutch or American, who have strengthened U.S.-Dutch relations through their contributions to the fields of commerce, banking, corporate leadership, government and diplomacy, arts and sciences, entertainment and sports, education, and philanthropy. Resumed in 2003 after a hiatus of five years, the dinners continue to be a highlight of the D.C. Dutch-American calendar with attendance by ambassadors, consuls, members of Congress, corporate leaders, and prominent members of the Dutch-American community.

The NAF over the years has maintained productive relationships with the diplomatic communities at the Dutch and American embassies, consulates, and business offices. Increasingly, Consulates-General and Honorary Consulates have supported the NAF's work, participated in its events, and co-produced programs. Highlights of the latter are exemplified by the fact that there is an increasingly closer working relationship and coordination of activities between the embassies in Washington, D.C. and The Hague and the NAF. Notably, the NAF is a non-political organization, balancing its non-political objectives in a sometimes polarized climate.

Congressional Relationships

Congressional relationships with allies across the Atlantic have played an important role in strengthening the ties between the two countries. In May 2006, two (now former) Congressmen, Dutch-born Peter Hoekstra (R-MI) and Chris Van Hollen (D-MD), also of Dutch descent, formed the bipartisan Congressional Caucus on the Netherlands to promote and enhance the existing relationships between the Netherlands and the United States. Originally a roster of 14 members of Congress, today the newly renamed Congressional Caucus on the Kingdom of the Netherlands (to include Aruba, Curacao, and St. Maarten) boasts over 30 such members. The current Caucus is co-chaired by

NAF Fact: Following the outbreak of war in Europe in 1914, the reputation of the Netherlands in the United States suffered. Anti-Dutch press in the U.K. and the U.S. brought relations between the two countries to a low point.

Derek Kilmer (D-WA) and Bill Huizenga (R-MI). The Netherland-America Foundation, the Netherlands Embassy to the United States, and Dutch corporate partners are key allies of the Caucus. Together they form the "Holland on the Hill" partnership to bring awareness—through programs and events—to the mutual importance of this bilateral relationship. Van Hollen served on the Caucus until his election as the junior U.S. Senator from Maryland on 3 January 2017.

Members of the Dutch Caucus regularly attend the Ambassadors' Awards Dinner in Washington, D.C. Its founding members have themselves been honored at the Dinner. Members of the Dutch Caucus also participate in the Holland on the Hill Heineken Award program of the Netherlands Embassy, offered in a joint-programming effort with the NAF Ambassadors' Awards Dinner. A rich exchange happens at these events, where Dutch-American values, goals, and accomplishments are celebrated.

Business Relationships

Business relationships are vital to the bilateral relationship. The Netherlands-American Business Council (NABC) represents the Dutch-American business and professional community in the United States. The network comprises independent Dutch-American chambers of commerce, business councils, and local chapters of the NAF (and its NAF-Biz network). Members represent Dutch companies operating in the United States, American companies with strong ties to the Netherlands, and Dutch-American professionals in the United States. NABC member associations are located in Atlanta, Boston, Chicago, Houston, Los Angeles, Miami, Ohio, San Francisco, New York, and Washington, D.C. (seven of which are NAF chapters).



The U.S. Ambassadors to the Netherlands after which NAF Awards are named: (1) Ambassador K. Terry Dornbush and Dr. Marilyn Dornbush, 2011 (2) From left: Ambassador J. William Middendorf, II with honorees Rose-Marie and Eijk van Otterloo, 2011 (3) Ambassador C. Howard Wilkins, Jr. and Rhonda (Wilkins) Fischer, 2007 (Photo credit: James R. Brantley Photography) Other former ambassadors and congressmen: (4) From left: Rep. Bill Huizenga with former Dutch Ambassador to the United States Henne Schuur, 2018 (5) From left: Rep. Derek Kilmer with David Hyman, Netflix, recipient of the Holland on the Hill Heineken Award, 2018 (Photos courtesy of the Netherlands Embassy) (6) Senator Chris Van Hollen, co-founder of the Dutch Caucus, Keynote, 2009 (7) Former U.S. Ambassador to the Netherlands Fay Hartog-Levin with Daniel Levin, 2012 (Photo credit: James R. Brantley Photography) (8) Former Dutch Ambassador to the United States Renée Jones-Bos with former U.S. Ambassador to the Netherlands, Pete Hoekstra, 2011 (Photo credit: Rider Photographics)



NABC launch event, installation, 2014
(Photo courtesy of the Netherland-America Foundation)



Nederlands Dance Theater (NDT 2), a NAF Friends Fund, presents at the Joyce Theater in New York City, 2015 (Photo credit: Rahi Rezvani)



Expanding the Footprint

Beginning in 2004, the NAF started its first chapter in Washington, D.C. Since then, eight more chapters have been established in Chicago, Northern California (San Francisco), Southern California (Los Angeles), Boston, New York City, Western Michigan (Holland), the Netherlands, and Houston. What began as a small northeastern-based organization suddenly found itself with a large footprint. The network is expected to expand over the next decades.

In recent years, the development of the NAF's Friends Fund Program has taken the NAF to a new level. With 38 Friends Funds now under its banner, the NAF's reach has increased dramatically. Friends of Dutch educational and charitable institutions now make their donations directly to the NAF. Those institutional relationships have created opportunities for cross-programming, donor development, and earned income.

Looking back, it becomes apparent the NAF's day-to-day work of supporting individual exchange serves its larger goal of strengthening bonds between the Netherlands and the United States. Connections happen on the individual level but filter slowly up through businesses, institutions, and governments. NAF alumni go on to leadership positions in their professions, oftentimes continuing relationships made in their universities. NAF grants propel artists to international careers. Institutional programs supported by the NAF reach wide audiences on both sides of the Atlantic. Networked with Congress, the diplomatic community, business, and education and cultural institutions, the NAF stands at the crossroads. The effect of its work is cumulative, foundational, and inspirational. Suffice it to say, this small organization, founded by luminaries, is still reaching for the stars.

The NAF makes connections and helps them to grow. A century of bridging worlds is a moment for both reflection and pride.

What will the next century bring?

DID YOU KNOW?

- On 12 September 2009, over 100 guests gathered at the Levin Institute in New York City and de Waag Society in Amsterdam to participate in the Transatlantic Dialogue, marking 400 Years of Dutch-American Friendship and the 60th Anniversary of the Fulbright Program in the Netherlands. The program was live-streamed in both directions.
- The Netherland-America Foundation supported American tours of the Amsterdam Concertgebouw Orchestra in 1954, 1960, and 1964, establishing an early connection to this renowned institution (Queen Beatrix conferred the title "Royal" to the Concertgebouw Orchestra in 1988). In 2014, that relationship was formalized in a collaboration agreement between the NAF and the Stichting Donateurs Koninklijk Concertgebouworkest, creating the "Royal Concertgebouw Orchestra Fund" at the NAF. American music lovers can now make tax-deductible donations directly to the NAF and recommend that their donations be used to support the orchestra.

Transatlantic Dialogue at the Levin Institute, New York City, 2009
(Photo credit: Melanie Einzig)

Stability, Expansion, and Building for the Future

Reflecting on the 100 years since its founding, the NAF has undergone a shift in priorities realized through the expansion of existing programming and development of new initiatives to engage an increasingly diverse community of individuals, corporate partners, and like-minded organizations. While the NAF continues its flagship programs in education and cultural exchange, the past two decades have seen remarkable growth in the number, type, and reach of its programs. The foundation's leadership, in particular, its Executive Committee and the other committees of the board, gave strong impetus and support to its growth.





NAF director and former chair of the NAF (2004-2012), Ennius Bergsma with Investment Committee member Johan de Voogd at NAF-Biz NY presentation with Wouter Bos, 2010 (Photo credit: Leigh Beckett)



Fred Peelen, NAF director (2001-2011) and chair of the Peter Stuyvesant Ball (2004-2011), 2009 (Photo credit: Melanie Einzig)



NAF director and former vice chair Paul Klaassen, at the Ambassadors' Awards Dinner, 2011 (Photo credit: James R. Brantley Photography)

THE NAF'S STRATEGIC PLAN (2004-2012)

New Leadership

In June 2004, Ennius Bergsma, the foundation's long-time treasurer and now Senior Managing Director, Brock Capital Group, LLC, was elected chairman, succeeding Lane Grijns. Jan J.H. Joosten, now General Counsel at Neogene Therapeutics, continued to serve as secretary and C. Jurjan Wouda Kuipers, then Partner, heading EY's Financial Services International Tax Desks in New York, became treasurer. John M. Palms, President Emeritus of the University of South Carolina, became chair of the Education Committee, taking over from Mary Reuchlin Rifkin of Mount Sinai Medical Center, while Theodore H.M. Prudon, adjunct professor in the Historic Preservation program at Columbia GSAPP and a partner of Prudon & Partners, continued as chair of the Cultural Committee. Fred G. Peelen, the retired president of InterContinental Hotels–Americas, who had started his very successful hotel management career as a foundation trainee, took over the chairmanship of the Peter Stuyvesant Ball Committee from Hans van den Houten.

Expanding the National Reach and Resources

The Executive Committee shortly afterward finalized a rigorous strategic planning process with the adoption of a plan to expand the national reach and resources of the foundation. Assets of \$4 million and continuing sponsorship of the American subsidiaries of prominent Dutch companies such as ABN AMRO, Heineken, ING, Unilever, and Philips formed a strong financial base.

A key aspect of the plan was "going national". After many years of discussions between the foundation and the Netherlands American Amity Trust (NAAT) in Washington, D.C., two directors who served on both organizations' boards, Jan Flinterman and Thomas Wismuller, set in motion a structured plan to help make the merger come about. Joosten, an experienced mergers and acquisitions lawyer, took a lead role in the negotiations. Accordingly, a contribution agreement was signed in December 2004. Under the agreement, the Trust transferred its assets to the foundation and then dissolved itself. Amity Trust board chairman and co-founder of Sunrise Senior Living, Paul J. Klaassen, had already become vice chairman, and together with William Tucker, director of the foundation in 2002. They were joined on the NAF board in 2004 by Amity Trust board members

NAF Fact: Two prominent Dutch-Americans lent their support to the founding of the NAF. Edward W. Bok, retired editor of the *Ladies Home Journal*, was elected as the first president of the foundation and Franklin D. Roosevelt, former Assistant Secretary of the Navy, was elected as vice-president in 1921.



Laureates of the Princess Christina Concours with former NAF director Dick van Hoeven, 2008 (Photo courtesy of Yvonne van Hoeven)



From left: NAF directors Merijn Boender and C. Jurjan Wouda Kuipers at the Peter Stuyvesant Ball, 2008 (Photo credit: Melanie Einzig)

Guy F. Jonckheer and C. Howard Wilkins, Jr. Wilkins subsequently succeeded Klaassen as vice chairman. One of the earliest activities was the resumption of an annual Awards Dinner in Washington, D.C., which had been suspended in 1998.

Thus, in accordance with its strategic plan, the foundation prioritized reaching out to other Dutch-American communities across the U.S. An agreement was reached in 2006 with the Dutch-American Heritage Foundation in Los Angeles to become the Southern California Chapter of the foundation. Dick van Hoeven, organizer of their Dutch American Heritage Day Gala, joined the NAF board. Van Hoeven and his wife Yvonne had for several years organized an annual concert of the laureates of the Princess Christina Concours for the Dutch-American community in Los Angeles. They were now able to bring this very successful event into the NAF, expanding it to include the Washington, D.C. chapter and the soon-to-be launched San Francisco chapter. The event remains highly popular to this day.

Prior to the establishment of a Boston chapter, Hans Gieskes, former Chairman & CEO of Houghton Mifflin Publishing, orchestrated the alignment of several partly overlapping Dutch-American organizations in the Boston area. Gieskes became the NAF Boston's eventual chair and member of the foundation's board. New chapters were started in Chicago, Northern

California, and Western Michigan. The Fellowship alumni committee now also included an active chapter in the Netherlands.

Building a Network and Support System

Becoming a national organization brought new complexity to the organization. How to integrate pre-existing business and social clubs into the more formal structure of the NAF; how to transfer club leadership to new roles in the foundation; how to build a "back-office" in New York to support the needs of the regional chapters vis-à-vis websites, event facilitation, and membership; how to handle finances? These and other questions required answers. August M. Vlak, President and CEO of The Eastern Company (with experience as a consultant in organization design) and Merijn Boender, NAF director and Head of Netherlands Depositary Bank at State Street Bank International GmbH Amsterdam Branch, volunteered to assist in structuring the transformation. The team systematically addressed aspects of operating a chapter network via their comprehensive "NAF Chapters-Rules of Engagement" adopted in 2007. It was later adapted in the "Operating Framework for Chapters of the Netherland-America Foundation" in 2010, and revised in 2020.



From left: Otto Naumann, Peter Sutton, and Stephanie Dickey (Queen's University) at Otto Naumann Ltd., 2013 (Photo courtesy of Historians of Netherlandish Art, Amy Golahny)



From left: Duisenberg School of Finance scholarship recipients Jarret Verga and Linda Demiraj with former chair of the NAF (2012-2020), Jan Joosten, 2011

One of the goals of establishing a chapter network was to conduct joint programming. An early example of this type of collaboration was the 2006 lecture tour of the renowned historian Geert Mak. By sharing costs for international and domestic travel, the foundation was able to organize a six-chapter, lecture tour for about a third the cost of conducting stand-alone events. Because of its resources, the NAF was able to attract a celebrated author and arrange a lecture series for chapter sites unable to do so on their own. In addition, the Cultural Committee became alert to funding opportunities in the NAF chapter cities, leveraging those grants into related member events.

The Stirrings of a New Program

During this period, a subcommittee of the Cultural Committee, the Friends of the Rembrandt Corpus, was formed with art historians Otto Naumann, senior vice president and client development director at Sotheby's, New York City and Peter C. Sutton, then executive director of The Bruce Museum in Greenwich, CT as members. The committee was formed to raise funds in the United States for the completion of the *Corpus of Rembrandt Paintings* by Ernst van de Wetering under the auspices of Rembrandt Research Project, a Dutch organization.

In order for donations to be tax-deductible in the U.S., they needed to be made to the NAF, a 501(c)(3) organization, not directly to the Rembrandt Research Project. With the pro-bono services of Hughes Hubbard & Reed, LLP, Joosten's former firm, a legal structure for receiving tax-deductible donations for the project was explored and put into place, actions that were the earliest stirrings of the NAF's Friends Funds program.

Financial Stability and Pulling Through the Economic Downturn

Corporate support was sought and received for additional special fellowships, such as Philips NAF-Fulbright Fellowships, the Water Management Fellowships at Delft University, the Fellowship at the Duisenberg School of Finance in Amsterdam, and continuing exchanges between Hofstra and Erasmus University. Among the many new chapter initiatives was a program of business networking meetings, the NAF-Biz Exchange, for sharing of viewpoints, expertise and ideas among members of the Dutch and American business communities. Over the course of 2010 alone, more than twenty of these programs were organized across chapters.

NAF Fact: In 1936, Thomas J. Watson, president of IBM, was elected as president of the foundation. Watson was close to then President Roosevelt and had a strong interest in the Netherlands. In the same year, an IBM office and factory were opened in Amsterdam.



Maarten van Hengel, chair of the NAF (1994-1998) (Photo credit: Matar Studio, 1987)

In 2007, Joan Kuyper retired and was succeeded as executive director by Angela Molenaar. Wouda Kuipers resigned as treasurer due to heavy travel obligations. He was succeeded in 2006 by Caroline van Scheltinga, Managing Director, Blocadi Capital, who in turn was succeeded in 2007 by Pauline Verheijen-Dop, Counsel at the Walt Disney Company, and a year later by Philip Takken, Audit Manager, KPMG Nederland. In 2009, Wouda Kuipers' travel demands declined and he reassumed the treasury. During this period, the foundation lost two of its strong supporters: Maarten van Hengel in 2006 and Maurits Edersheim in 2008. Van Hengel left a substantial legacy, which the board designated for three-year, interest-free Maarten van Hengel Study Loans for Dutch and American students to pursue their academic goals in the other country. Mark Pigott, chairman of United States based PACCAR Inc, the parent company of DAF trucks in the Netherlands, sponsor of the 2008 Peter Stuyvesant Ball, and a NAF Awards Dinner honoree in 2009, established the Mark Pigott Family Education Fund to provide supplemental study loans to NAF-Fulbright fellows.

When the economic downturn of 2008 occurred, the foundation's resources suffered a setback as well, but it was strong enough to withstand the shock and continue its programs, including extensive organizational and financial support of the programs and activities



Her Royal Highness Princess Margriet of the Netherlands with Mark C. Pigott, 2008 (Photo credit: Melanie Einzig)

of the Henry Hudson 1609-2009 celebrations. In 2011, Pete Hoekstra, having previously served as the U.S. Representative for Michigan's 2nd congressional district from 1993 to 2011, joined the NAF board and its Executive Committee as vice chair, representing the Western Michigan Chapter. Hoekstra stepped down from the NAF Board in 2016 in anticipation of his new role as U.S. Ambassador to the Netherlands.

Ending on a High Note

By the time the Netherland-America Foundation celebrated its ninetieth anniversary in 2011, it had been completely transformed as sketched and formulated in its strategic plan. The foundation looked towards the next decade with great pride and confidence. It was a mature organization with strong volunteer and professional leadership, a broad base of individual and corporate support, improved financial assets and continuing diverse programs in support of educational, cultural, and business exchanges between the two countries.

The NAF's Strategic Plan (2004-2012) was excerpted, in part, from The Netherland-America Foundation, 1921-2011: A History by Hendrik Edelman



Former NAF treasurer Pauline Verheijen-Dop at the Peter Stuyvesant Ball, 2011 (Photo credit: Melanie Einzig)

Former NAF treasurer Caroline van Scheltinga at the Peter Stuyvesant Ball, 2016 (Photo credit: Leigh Beckett)



From left: former President JFKIAT Alain Maca with Henk Guitjens, chair of the Peter Stuyvesant Ball, 2012 (Photo credit: Melanie Einzig)

CONTINUING EXPANSION (2012-2020)

In early 2012, Fred Peelen unexpectedly passed away. Preparations for the 2012 Ball were already underway. Bergsma needed to quickly name a successor with the stature and experience to chair the foundation's most important fundraiser. Fortunately, Henk J. Guitjens, a member of the Ball Organizing Committee and veteran international airline and airport industry professional, agreed to take up the mantle of the Ball, which he has successfully carried since that day.

Having solved the immediate issue, and nearing the end of his eight-year term, Bergsma set about a succession plan for the NAF chair. Under his leadership, the NAF had grown from a small, New York-based operation into a national organization. The goals of the NAF's strategic plan had been achieved. The organization was financially stable, had a strong governance structure, a growing national footprint, and a bright outlook for the future.

Leadership Changes in the Executive Committee

In June 2012, Jan Joosten was elected to step into the chairman's role. Having served for ten years as NAF

secretary, he was ready for the challenge. Supported by the NAF staff, Executive Committee, and board, Joosten set out an ambitious agenda to continue the expansion of the NAF.

Drawn from a pool of highly qualified Dutch attorneys practicing in New York, the NAF secretary is an integral member of the team whose duties extend beyond that of a corporate secretary. Helena Sprenger, then partner at Sprenger and Associates, served as NAF secretary from 2012-2014. She was succeeded by Eva Das, partner at Stibbe in New York, who filled the role until 2018. Das was followed by Amber Wessels-Yen, currently Assistant Attorney General at the Office of the New York State Attorney General. Their counsel was sought on numerous legal aspects of the foundation over the years.

The NAF treasurer is a similarly demanding post that encompasses overseeing the NAF's finances and reporting, participating in the Audit and Investment Committees, signing off on tax and other filings, and sending the NAF budget for approval to the board. Wouda Kuipers had resumed his role as NAF treasurer in 2010. During his tenure, the legal structure for the NAF's Friends Funds program was designed and put into place in a joint effort with Wouda Kuipers, Joosten, and Das. Michiel van Schaardenburg, independent financial executive, assumed the role of NAF treasurer in 2017 and has presided over the NAF finances ever since.

NAF Fact: When the German army invaded the Netherlands on 10 May 1940, a group of prominent Dutch-Americans met at the Holland House to launch the Queen Wilhelmina Fund to aid the Red Cross in the Netherlands.



Transatlantic Dialogue, 2009. From left: Ennius Bergsma, Judith McHale, former Undersecretary of State for Public Diplomacy and Public Affairs, Judith van Kranendonk, former Undersecretary and Director General for Culture and Media, Ministry of Education, Culture and Science (Photo credit: Melanie Einzig)

A figurehead in the Dutch-American community and vice-chairman of the NAF (2005-2014), former Ambassador C. Howard Wilkins, Jr., had a steadying presence on the Executive Committee. Ambassador Wilkins endowed the award offered annually in his name, an honor that has been bestowed upon 21 individuals since its inception in 1996. Ambassador Wilkins passed away in 2016.

Throughout the following years, other leadership positions were renewed. In 2015, William Tucker, chairman of the Organizing Committee for the NAF Ambassadors' Awards Dinner since 2003, stepped aside. Awards Dinner committee member James H. Dykstra, Principal at Edington Peel and Associates, was elected as a NAF director and took over the role. He has expanded the committee and grown the income for this important fundraiser for the NAF ever since.

As the Netherlands Chapter of the NAF began to evolve, NAF directors Merijn Boender and Jan Willem van Drimmelen, Head of North America TMF Group, and other Netherlands-based NAF directors started an event to raise funds for the foundation in the Netherlands. The Netherland-America Friendship Gala was first celebrated on 4 April 2019 at the Pieterskerk, Leiden. Boender was appointed to the NAF Executive Committee at the December board meeting the same year.



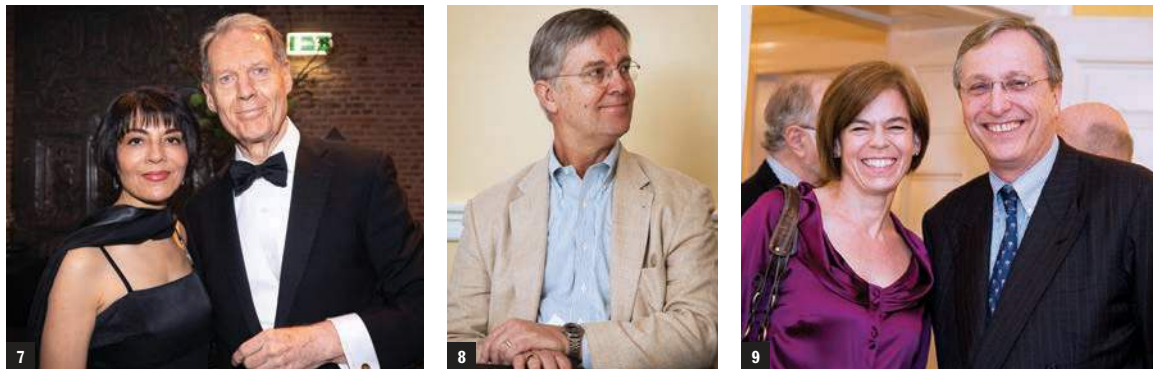
Jan Joosten addressing guests at the Peter Stuyvesant Ball, 2012 (Photo credit: Melanie Einzig)

In 2017, John Palms, chair of the NAF Education Committee since 2004, stepped down. He had been a successful fundraiser for the NAF-Fulbright and Study Loan programs. Stepping into the role was Manon M.J. Cox, former CEO of Protein Sciences Corporation and now CEO, AVM Biotechnology. Overseeing the portfolio of NAF Education programs and funding, the Education chair will be at the forefront of many new initiatives in the next century.

Finally, Theodore Prudon steadfastly continues in his role as chair of the NAF's Cultural Committee, which he has held since 2000. Under his leadership, the NAF organized and funded the popular Ernst van de Wetering lecture tour and many important exhibitions and performances of Dutch and American artists.

Leadership of the Committees of the Board

In 2013, Elizabeth van Schilfgaarde, Managing Director of NautaDutilh's New York Office, handed over the reins of the Nominating Committee—which she had held since 2009—to NAF director Hans Gieskes. Tasked with building a larger and more diverse Board, the Nominating Committee helped grow the number of NAF directors from 31 in 2011 to a total of 42 in 2021.



(1) Former NAF secretary Helena Sprenger at NAF-Biz NY presentation with Wouter Bos, 2010 (2) Former NAF secretary Eva Das at Peter Stuyvesant Ball, 2015 (3) NAF secretary Amber Wessels-Yen at NAF Heritage Society Luncheon, 2016 (4) NAF treasurer Michiel van Schaardenburg at the NAF-Biz NY Aviation Seminar with Pieter Bouw, 2019 (Photo credit: Leigh Beckett) (5) Former Education Committee chair John Palms with Norma Palms at the NAF Ambassadors' Awards Dinner, 2012 (Photo credit: James R. Brantley Photography) (6) From left: Education Committee chair Manon Cox with Dan Adams, NAF Essay Challenge sponsor and Andy Bender, current chair of the NAF, at the Peter Stuyvesant Seminar, 2019 (Photo credit: Leigh Beckett) (7) Cultural Committee chair Theodore Prudon with Shashi Caan at the Netherland-America Friendship Gala, 2019 (Photo credit: Monique Shaw) (8) Nominating Committee chair Hans Gieskes at Heritage Society Luncheon, 2014 (9) NAF director Elizabeth van Schilffgaarde with Ennius Bergsma at Heritage Society Luncheon, 2012 (Photo credit: Leigh Beckett)

NAF Fact: In 1944, Thomas Watson organized a dinner for Princess Juliana during her visit to New York. Eleanor Roosevelt presented the foundation's first award for eminent services in the field of Dutch-American friendship to the Princess.



From left: Investment Committee chair Maarten van Hengel with Hendrik Edelman, former chair of the Education Committee at NAF Heritage Society Luncheon, 2014 (Photo credit: Leigh Beckett) From left: former chair of the NAF (1998-2004) Lane Grijns with Ottho Heldring, chair of the NAF Audit Committee (2004-2014) at NAF Heritage Society Luncheon, 2013 (Photo credit: Leigh Beckett) Audit Committee chair Iwan van der Vinne, 2021 (Photo courtesy of the Netherland-America Foundation)

Maarten R. van Hengel, Senior Advisor at Brown Advisory and chair of the NAF's Investment Committee, has served in the role since 2010. The NAF has revised its Investment Policy periodically to reflect current needs and changing conditions. The NAF's portfolio comprises a number of program restricted funds as well as unrestricted funds.

Ottho Heldring, director at Lek Securities, served as chair of the NAF's Audit Committee since 2004. He was succeeded by Iwan van der Vinne, managing director in EY's Transaction Advisory Services practice in 2014. Annually, the Audit Committee oversees an independent audit of the foundation, the summary statement of which is presented in the NAF Annual Review. Over the course of the decade, the Audit Committee assisted in the development of new policies and protocols for record retention, data security, separation of duties, human resources, and office management, helping the NAF to align itself with best practices in the industry.

All of these dedicated leaders, along with the board of directors and staff, committee members, donors and NAF members, helped to shape the new initiatives leading up to its centenary celebration. In almost the same moment as the NAF reaches 100 years, a new chair, Andy Bender, NAF-Fulbright alumnus, NAF director, and founder at Northstar Global Investment, took to the helm. He inherits a growing organization during a time of significant change in our society.

NEW PROGRAMS

As an outgrowth of its Strategic Plan of 2004-05, the NAF moved from being (primarily) a grant-giving institution to an organization that also actively plans and executes programs and events. Formerly, the NAF staff focused on the administration of the grant programs. By 2006-07, the board and staff became generators of new content and information via a variety of programs, lecture tours, NAF-Biz meetings, private tours, and alumni programs conceived, planned, and conducted by the NAF.

Washington, D.C. Scholarships

Funded by the proceeds of the NAF Ambassadors' Awards Dinner, the Washington, D.C. scholarship program was launched in 2012. As of the end of 2020, 39 students have been awarded scholarships to attend one of four summer institutes at George Mason University and participate in internships on Capitol Hill, at NGOs, non-profit organizations, and businesses. Through these internships, students gain practical experience that prepares them for their careers. The program is integrated with activities organized by the Netherlands and D.C. chapters of the NAF, including send-off luncheons in both directions and invitations to NAF-Biz and cultural programs.



The Concertgebouw in Amsterdam performs at a 1,5 meter distance in an empty Concertgebouw during Covid times, 2020 (Photo courtesy of The Royal Concertgebouw Orchestra, Gianandrea Noseda)

Samuel Freeman Charitable Trust Study Loans

The NAF board, donors, and members have furthered the call to action through the expansion of study loan programs. Previously established funds, i.e., the Maarten van Hengel Memorial Study Loan Fund (est. 2008), the Mark Pigott Family Study Loan Fund (est. 2010), and the NAF Study Loan Fund were supplemented, starting in 2012, by the Samuel Freeman Charitable Trust Fund. With the newest student loan program in place, the total assets of the NAF Study Loan Program are well in excess of \$600,000.

NAF Friends Funds

Many Netherlands-based cultural, educational, and charitable institutions seek to raise funds in the United States to support their mission. A major obstacle to such fundraising is that any gifts made by U.S. taxpayers directly to Dutch institutions are not deductible for U.S. tax purposes. To address this hurdle, the NAF established the Friends Funds Program, a legal structure facilitating cost-effective and tax-efficient cooperation in fundraising between the NAF and Dutch institutions. The program allows Dutch nonprofits to raise money in the United States without having to start their own 501(c)(3) organizations. At the same time it gives U.S. donors the advantage of a U.S. income and gift tax deduction for their donations to these Dutch institutions. Since its inception, the NAF has established 38 Friends Funds supporting

a variety of programs in Dutch universities, medical centers, museums, performing arts centers, health foundations, and more.

In the period 2013-2020, approximately \$14.1M was raised by the Friends Funds and \$13.5M was granted by the NAF for programs of exchange between the U.S. and the Netherlands.

Originally conceived as a vehicle to help Dutch institutions expand their fundraising in the U.S., the program also offers those same institutions and the NAF opportunities to conduct joint programming, share resources, build new audiences, and be introduced to new friends and colleagues in both countries. The NAF today touches many more persons, institutions, and projects than ever before. The project of raising funds has built a network of new bridges.

Dutch2USA Internships

The NAF is committed to positive change by growing efforts to reach underrepresented or previously marginalized groups. In 2017, at the initiative of the donors, the Jacob Gelt Dekker and John Padget Dutch-U.S. Internship Fund was established. Funded by the Golden Fleece Foundation (formerly known as the Kura Hulanda Foundation), the Fund supports exchange between the Netherlands and the United States, in particular by supporting deserving Dutch students who wish to pursue an internship in the United States but lack the financial means. These



From left: Salma Rassi and Ranya Jairo, Dekker-Padget Dutch2USA interns, 2018 (Photo courtesy of Ranya Jairo)

internships make the international work experience—and the knowledge, connections, and advantages that come with it—more accessible by offsetting financial obstacles like travel, visa fees, health insurance, housing, and food. At the end of 2020, its third year of operation, the Dekker-Padget Dutch2USA program has awarded over 85 grants to deserving applicants. Student numbers were lower than expected in 2020 due to restrictions on student travel during the Covid-19 pandemic. Regardless, the program is extremely popular and so successful that a similar program, bringing minority and economically challenged American students to the Netherlands, is currently under design.

Jacob Gelt Dekker passed away in 2019.

J-1 Visa Program

In 2018, the NAF entered into a Cooperation Agreement with the CIEE International, a designated sponsor of the J-1 Intern and Trainee programs, part of the U.S. government-regulated Exchange Visitor Program administered by the U.S. Department of State. The program provides foreign students, recent graduates, and young professionals the opportunity to receive practical training in U.S.-based companies while experiencing life in the United States. By this agreement, the NAF is able to market internship programs, such as the aforementioned Dutch2USA program, to students in the Netherlands for which it receives an allotment of J-1 intern visas. Visas are



We started this initiative because there was no alternative for lower-income Dutch university students to experience the world. I am a farmboy and Jacob was also from a lower-income situation, so neither of us was born with a silver spoon. We've always been interested in projects where we could help lower-income people advance and explore the world. Our educational programs both in America and in Holland are focused on this target group.

JOHN PADGET
CO-FOUNDER OF DEKKER-PADGET DUTCH2USA
INTERNSHIP PROGRAM

After interning for three months, I can honestly say that I learned a lot about who I want to be and what I want to be like as a leader. I feel like I learned how to operate quickly between teams, how to identify new business opportunities, and how to go about creating a strategy and execute it.

RAINA JAIRI
DEKKER-PADGET DUTCH2USA
INTERNSHIP PROGRAM 2018

My company Doets Reizen is primarily focused on the USA. America is my second home, so there is alignment. I really like the focus of America—the land of opportunity. I give opportunities to these young ladies with no limitations. This is a perfect partnership [with the NAF].

ELSKE DOETS
OWNER AND PRESIDENT OF DOETS REIZEN



The Ocean Cleanup project in the San Francisco Bay, 2019 (Photo credit: The Ocean Cleanup)
 Founded in 2013 by Boyan Slat, in Delft, Netherlands, The Ocean Cleanup develops and deploys technologies to rid the oceans of plastic.

procured at a nominal cost from CIEE on a case-by-case basis. Each internship application must include a written program that meets the U.S. State Department requirements for international student exchange. Internship programs are rigorous and include learning objectives and evaluation protocols.

Heersink Family Global Health Internships

Founded in 2019 by Marnix and Mary Heersink, the Heersink Family Global Health Internship program enables Masters level graduates of Maastricht University to participate in internship opportunities in the United States. Such internships are critical to graduates as most employment opportunities in the field are competitive and require working experience. The program provides funding for two students annually. Internship opportunities are facilitated by the donors.

Elske Doets Young Lady Business Academy Internships

Other programs like the Elske Doets Young Lady Business Academy Internship, a collaborative partnership founded in 2019 with the Elske Doets Young Lady Business Academy in the Netherlands, empower the next generation of women to become leaders in their fields. The program provides young women, between the ages of 15 and 24, the opportunity to partake in a three-month internship in the U.S.

NAF Essay Challenge

Daniel Adams, former CEO and Executive Chairman at Protein Sciences, co-founder of NextWaveBio, and one of the founding members of the Biotech industry, funded the NAF Essay Challenge in 2019. This challenge seeks to elevate the voices of a new generation of young thinkers and leaders in assessing the complex problems facing the world and to shine a light on creative solutions. Because the next generation will inherit societies with problems more complex than ever, Adams envisions a new generation of young thinkers and leaders at the forefront to address these problems. The Challenge seeks essays responding to the question: "What global problem worries you the most and how would you propose it be resolved?" One example is the coronavirus outbreak, which demonstrates that complex events require a united approach from players with different cultural, educational, and geopolitical backgrounds. Other examples of global issues are other novel viruses, climate change, nuclear waste, underemployment, and income inequality.

NAF Fact: On 19 May 1945, as a result of an exchange agreement with the U.S. based on the Fulbright legislation, the United States Educational Foundation in the Netherlands was created. In 1950/51, scholarships were issued to 25 students through the NAF's sister organization, the Nederland America Instituut.



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(1) From left: Former Prime Minister Jan Peter Balkenende with Dutch2USA sponsor John Padget, NAF Awards Dinner, 2012
 (2) From left: Dutch2USA sponsor Jacob Gelt Dekker with former U.S. Ambassador to the Netherlands Fay Hartog-Levin and Daniel Levin, NAF Awards Dinner, 2011 (Photo credit: James R. Brantley Photography)
 (3) From right: Mary and Marnix Heersink, with their son Marius Heersink at the Peter Stuyvesant Ball, 2019 (Photo credit: Leigh Beckett)
 (4) From left: NAF director and Education chair, Manon Cox and NAF Challenge sponsor, Dan Adams, Netherland-America Friendship Gala, 2019 (Photo credit: Monique Shaw)

SPECIAL PROJECTS

Book and Lecture Tours

In the 2000s, the NAF established a series of book and lecture tours featuring such notables as historian Geert Mak, Rembrandt authority Ernst van de Wetering, and Roosevelt Institute historians Hans Krabbendam and Giles Scott-Smith. The tours were organized on a chapter circuit, supported by local funds and organizers. NAF lecture tours continued into the next decade and featured historian Peter Ester, *New York Times* journalist and author Russell Shorto, human rights advocate Boris Dittrich, NAF alumna and journalist Nina Siegel, award-winning poet Ilya Leonard Pfeiffer, supermarket executive Hank Meijer, cookbook author and NAF SoCal chair

Jeff Keasberry, and journalist and author Arnon Grunberg. The tours are highly popular networking events. With the advent of stay-at-home orders, such events have gone online. A recent event, organized by the University of Amsterdam Alumni committees in New York, Washington, D.C., and San Francisco in cooperation with the NAF, demonstrated the power and flexibility of digital media to reach global audiences.

Dutch Academics in the U.S.

The Boston Seminar: Reaching out to Dutch Academics in the Northeast of the U.S. took place on 8-9 April 2011 at the Harvard Faculty Club. The seminar examined the Dutch and U.S. academic worlds and what makes them different. One of the presentations,



(1) The University of Amsterdam Alumni presentation: Nanne Dekking-The impact of Covid 19 on the Art World, 2020 (Photo credit: The University of Amsterdam) (2) Former Roosevelt Study Center Director Cornelis A. van Minnen presenting Four Centuries of Dutch-American Relations to Her Royal Highness Princess Margriet of the Netherlands and to Scott M. Roosevelt, great grandson of FDR and Eleanor Roosevelt, 2009 (Photo credit: The Roosevelt Study Center) (3) NAF alumnus Nina Siegal, author of The Anatomy Lesson presents in New York City, 2014 (Photo credit: Leigh Beckett) (4) Russell Shorto book signing event for Amsterdam, A History of the World's Most Liberal City, 2013, with former NAF director Ruurd Weulen Kranenburg (Photo credit: Leigh Beckett) (5) NAF SoCal Chair Jeff Keasberry at a book event for Indo Dutch Kitchen Secrets, 2016 (Photo credit: Leigh Beckett) (6) Rembrandt expert Ernst van de Wetering presentation at the Cleveland Museum of Art, 2000 (Photo courtesy of the Cleveland Institute of Art) (7) The Boston Seminar, The Harvard Club, 2011 (Photo credit: Consulate General of the Netherlands in New York) (8) Geke van Velzen addressing participants of the seminar Cooperation in the Field of Knowledge/Education between the USA and the Netherlands at the Consulate General of the Netherlands in New York, 2017 (Photo credit: Consulate General of the Netherlands in New York)

NAF Fact: The most innovative activity of the foundation was the initiation in 1955 of a trainee program for young Dutch professionals to gain field experience in America. Over the next decade, some 2,000 young Netherlanders participated, making it the most visible and successful program of the NAF.

“Developing a Dutch Academic Network in the U.S.,” inspired the creation of a database of Dutch academics. The Boston Seminar was an initiative of the Netherlands Consulate General in New York in association with the Dutch Ministry of Education, Culture and Science, and the NAF Boston Chapter, including Hans Gieskes, Carla Suijkerbuijk, and Jos Scheffelaar who helped to organize and produce the event.

At the initiative of the Royal Netherlands Embassy, Department of Innovation, Technology and Science, and premised on the extraordinarily large numbers of Dutch academics practicing in the U.S., the NAF entered into an agreement with the Embassy in 2016 to help build and maintain a database of Dutch academics in the U.S. The network was built out through 2018, and today includes the names and contact information of over 1,000 Dutch academics working in the U.S. It is an important resource for the Dutch government and the Embassy for outreach and improving the cooperation and networks between the U.S. and the Netherlands.

The NAF Archives

By 2015, the lease for the foundation's office at 82 Wall Street in lower Manhattan had expired, and the NAF moved to 505 8th Avenue in midtown Manhattan. The NAF records and files had been meticulously organized by Hendrik Edelman over the prior decade. In an agreement with the New York Historical Society, and as part of transitioning the NAF office, the records were moved to the Historical Society premises for archival and safekeeping purposes.

Standard Operating Procedures for NAF Study Loans

In 2016, upon the initiative of Andy Bender, the NAF undertook an intensive examination of its Study Loan program. Over the years, the portfolio of available funds for the NAF's three-year, no-interest study loan program had grown considerably. With assistance from an attorney at Polaris Solutions, the technology

firm Bender founded and was then leading, and the NAF lawyers and staff, a comprehensive “Policy and Standard Operating Procedures for NAF Study Loans” was developed. The SOP greatly tightened up the program, standardized procedures, increased repayment of loans, and saved staff time after it was put into practice.

Internationalization of Education

Initiated and partially funded in 2017 by the NAF, the Netherlands organization for internationalization in education (Nuffic) and the Consulate General of the Netherlands in New York presented a discussion on the opportunities for stimulating the cooperation between the Netherlands and the educational partners in the greater New York area, with a focus on higher education. Geke van Velzen, then a senior advisor on Higher Education and Internationalization, presented the report, “Strengthening ties with the U.S. on Education”.

Staff Changes

In 2018, Angela Molenaar resigned as executive director and Yvonne Simons stepped into the role. The organization was growing and the two-person NAF office needed to expand as well. Erin Walsh was hired in 2018 to assist in numerous administrative tasks of the foundation, eventually taking over management of its membership program. Nina Glorie, having served since 2013 as program manager, resigned in 2019, with Laura Kroh taking over her duties. Jean Tesoriero, the NAF accountant since 2009, remained steady in her role, with a new accounting assistant, Carolina Meza, hired in 2020 to handle the overflow. By the end of that year, Simons had stepped down and Willemijn Keizer was hired as the new executive director. After a decade of rapid expansion, increased revenues, exciting new programs, and bolstered by additional staff, the foundation stood on the brink of its second century.

Bridging Worlds

In 2020, the Centenary Committee of the NAF was formed to organize special programs and events to celebrate the NAF's 100 year history. This momentous occasion provides an opportunity to broaden the outreach of the NAF, expand its programming and strengthen its funding base. The central theme of the celebration is "Bridging Worlds". The call to action is to accelerate the exchange of connections and ideas, bringing people and projects together—bridging worlds.

DID YOU KNOW?



Netherlands Carillon: From the People of the Netherlands to the People of the United States

The Netherlands Carillon in Arlington, VA, was gifted to the U.S. as a symbol of friendship and gratitude for aid received during and after World War II. Dedicated in 1960, the tower was constructed by Dutch architect Joost W.C. Boks, two bronze lions were designed by sculptor Paul Koning, and 49 bells were added with inscriptions by poet Ben van Eyssselsteijn.

Each bell carries special significance: on the larger bells are emblems representing groups within Dutch society while the smallest bells represent the youth of the Netherlands. A 50th bell was dedicated on 5 May 1995, the 50th anniversary of the liberation of the Netherlands. Visitors to the Carillon enjoy daily automated concerts and live concerts in the summer.

Through the Netherland Carillon Fund, the NAF has helped to secure funding for restoration and modernization, including repair of the bells and tower, and installation of a new playing console.

Photo credit: Library of Congress, Prints and Photographs Division



NAF-Biz and Other Chapter Programs

The NAF has grown its reach, programming, and membership by building chapters throughout the United States and the Netherlands. To date, the NAF has nine regional chapters reflecting the diversity of the NAF's Dutch-American network: Boston, Chicago, Houston, the Netherlands, Northern California (San Francisco), Southern California (Los Angeles), New York City, Western Michigan, and Washington, D.C.

The NAF Chapter Model

The NAF chapters were established in urban settings across the U.S. where the Dutch and Dutch-Americans were interested in maintaining active ties to the Netherlands. With more than 8 million persons in the United States who can claim Dutch ancestry, there is ample opportunity to develop new chapters and members of the NAF. The majority of Dutch-Americans live in just ten states: California, New York, Michigan, Pennsylvania, Ohio, Texas, Illinois, Florida, Washington, and Iowa. The NAF has chapters in seven of these states (two in California), plus one in the Netherlands.

New chapters are drawn to join the NAF because of its large network, opportunity for shared programming, and access to the shared services, resources, and contacts of a professional international organization. The NAF offers chapters ownership in a balanced portfolio of programs in the sciences and arts, education, business, and public affairs. Chapters "give back" through their membership in the NAF and by creating engaging and viable new programs and events—activity the New York office would be challenged to develop and sustain on its own.

Examples include a robust schedule of guest lectures, dinners, private tours of museums and exhibitions, meetings and special events like the annual Indonesian dinner in Boston, the Princess Christina Concours concerts in Los Angeles and San Francisco, and local fundraising events resulting in over 125 distinct events annually. Chapters also support education initiatives. The Washington, D.C. scholarship program, which brings Dutch students to the Capitol area for academic and work experience, is a prime example.

Events and programs are designed to be self-funding. Nominal fees for entry offset costs. Each chapter is responsible for developing and adhering to its own annual budget which is folded into the larger organizational budget.

Chapters are driven by volunteer boards and encouraged to develop programs that meet the needs of their constituents, fulfill the NAF mission, and contribute to its brand. NAF business exchange (NAF-Biz) has been one of the most substantial areas of program development in recent years. NAF-Biz was created for the exchange of international business knowledge, experience, and ideas between the United States and the Netherlands. Since its formation in the New York chapter in 2009, over 350 NAF-Biz events have been held nationwide and in the Netherlands. The typical program format includes a presentation by a high-profile speaker, with ample time for networking both before and after the presentation. Past presenters have included ambassadors, academics, along with a wide range of industry presidents and professionals.

Chapters are also encouraged to participate in shared programming such as the popular NAF lecture tours organized by the New York office.

Under the NAF Chapter model, the New York office provides centralized services for websites, membership, databases, budgeting and finances, legal and regulatory filings, and chapter governance. This "back office" support frees the chapters to focus on developing programs and events that showcase their areas of expertise and represent their regions.

NAF Fact: The foundation suffered financial shortages in the 60s and early 70s. When the Dutch Consulate in New York appointed a consul for cultural affairs, the need for the foundation diminished. The unpopular Vietnam War damaged the image of the U.S. overseas, and economic conditions made it difficult to find sponsors.



The NAF Washington, D.C. (1) Windmills Across America: The Dutch in America since 1624, moderated by Robert Ottenhoff, NAF director, 2021 (Photo courtesy of The NAF Washington, D.C.) (2) American Enterprise Institute, Dutch Elections, 2017. From left: Frank Heemskerck, World Bank; Yascha Mounk, Harvard University; Timothy Broas, NAF director and former U.S. Ambassador to the Netherlands; Kathleen R. McNamara, Georgetown University and Stan Veuger, AEI and Chair of the NAF Washington, D.C. (Photo credit: Hao-Kai Pai, AEI) (3) Dutch Student Luncheon, 2017. From left: Mary Stankus, The Fund for American Studies; Jetske Maria Klein, scholarship recipient; James H. Dykstra, NAF director; Daan de Leeuw, scholarship recipient; Stan Veuger; Robert Ottenhoff, NAF director; Iris de Graaf, member, NAF WDC Committee; Barbara Roggeveen and Rosa Linde Rupert, scholarship recipients; Vincent Storimans, Deputy Consul General of the Netherlands in San Francisco; Mallie Woodfin, Fund for American Studies (Photo courtesy of The NAF Washington, D.C.) (4) Arthur K. Wheelock, Jr., former curator, Northern European Art, National Gallery of Art, conducting a private tour of the Dutch and Flemish Galleries for the Washington, D.C. chapter, 2014 (Photo courtesy of the Netherland-America Foundation)

THE NAF CHAPTERS

Washington D.C., established 2004

The NAF Washington, D.C. serves Washington, D.C., Virginia, and Maryland. The chapter works closely with the Embassy of the Kingdom of the Netherlands and its Holland on the Hill initiative, the Congressional Caucus on the Kingdom of the Netherlands. It also collaborates with the Netherlands American Business Council, De Nederlandse Vereniging / DC Dutch, and the Netherlands America Chamber of Commerce for the Washington Metro area.

The chapter arose from the pre-existing D.C.-based Netherlands American Amity Trust (NAAT), founded

in 1980, which established the first annual Ambassador's Award carrying the name of J. William Middendorf in 1991. This award was suspended in 1998. In anticipation of the merger of the NAAT and the foundation in 2004, the Awards Dinner resumed in 2003 with two additional awards, the C. Howard Wilkins, Jr. and the K. Terry Dornbush awards.

The chapter is currently chaired by Stan Veuger, a resident scholar at the American Enterprise Institute.

Primary Events: The chapter sponsors regular events including happy hours, concerts, lectures, and the annual Netherland-America Foundation Ambassadors' Awards Dinner.

Contact: thenaf.org/naf-washington-dc-home



The NAF Chicago
(top) Peter Ester Lecture Tour, 2013. From left: Professors Jacob Nyenhuis and Peter Ester, former Consul General of the Netherlands in Chicago Klaas van der Tempel, former U.S. Ambassador to the Netherlands Fay Hartog-Levin
(bottom) The Michiel Borstlap Trio performing at the Fine Arts Building in Chicago, 2008
 (Photos courtesy of The NAF Chicago)



Chicago, established 2005

The NAF Chicago is one of the oldest chapters, founded in 2005 with the help of the Consulate General of the Kingdom of the Netherlands in Chicago, the Netherlands Club of Chicago, and the Netherlands Foreign Investment Agency. Led successfully for many years by former Board member Andrew Enschedé, shareholder at Greenberg Traurig LLP, the focus of the chapter had been primarily on promoting business exchange via a lively calendar of meetings and other events. As a result of the economic downturn in 2008, the Dutch banking and business community in Chicago was decimated and the activities of the chapter were similarly impacted. After a number of quiet years, members in the Chicago area have indicated an interest in developing a new program for the NAF Chicago Chapter in 2021.

Primary Events: Business networking meetings
Contact: thenaf.org/naf-chicago-home

Northern California, established 2006

The NAF Northern California (NorCal) is the local San Francisco-based chapter of the foundation. Professor of Dutch Studies at UC Berkeley and author Inez Hollander chaired the chapter from its inception until 2009 when Pauline Schrooyen, a marketing, implementation, and business compliance specialist took over. Edith de Jong, an international education specialist and program manager followed Schrooyen in 2015 until 2018, when she returned to the Netherlands. Schrooyen took over again for a year. The chapter is currently chaired by Pui San Tam, a project manager at EIT Digital.

The NorCal chapter has taken over the management of the very popular annual San Francisco King's Day event, with a separate committee dedicated to that project chaired by Marjolein Daas.

Primary Events: San Francisco Dutch King's Day, Princess Christina Concours concert, Silicon Valley-related technology and cultural events
Contact: thenaf.org/naf-norcal-home



The NAF NorCal
(top) Screening of new Dutch-American web series Amsterdam Ave., 2021. From left: Pui San Tam, NAF NorCal chair, and Pooja Tripathi, actor and filmmaker
(bottom) Rina Mae Acosta book presentation, Happiest Kids in the World, 2017. From left: Ottilie Cools, Marije Kentie, Marjan Essen, Rina Mae Acosta, former NorCal Chapter chair Edith de Jong, Roslyn Acosta
 (Photos courtesy of The NAF NorCal)



The NAF-Biz SoCal
(1) Event with former Ambassador Henne Schuwer, 2017
(2) NAF SoCal presenting grant check to USC Norris Comprehensive Cancer Center, 2018
(3) Event: e-mobility, 2018
(4) Laureates of the Princess Christina Concours competition performing in Los Angeles, 2019
 (Photos courtesy of The NAF SoCal)

Southern California, established 2006

The Southern California chapter (SoCal) was formed in 2006 with the support and input of the Consulate of the Kingdom of the Netherlands in Los Angeles. Its forerunner organization, the Dutch American Heritage Foundation, was formed in 1991. The chapter boasts the Dutch American Heritage Hall of Fame and honors an outstanding Dutch-American at its annual black-tie gala dinner dance. The chapter also organizes the popular Princess Christina Concours concert tour for classical music fans.

Former NAF board member Dick van Hoepen chaired the chapter from 2006 until 2009 when Guido Keijzers, VP of Sales at Del West USA, succeeded him. Keijzers was instrumental in developing the NAF-Biz networking events of the chapter. Jeff Keasberry, an

entrepreneur and author, succeeded Keijzers in 2015. Keasberry continues to build the popular annual gala. He collaborates with high-tech, real estate, and entertainment sectors, and the Netherlands Business Support Office to produce valuable networking events. Keasberry also builds chapter connections to the local Holland Festival, Sinterklaas, and Dutch King's Day celebrations.

Primary Events: Dutch American Heritage Day Gala and Dinner Dance; Princess Christina Concours concert tour, currently organized by Ron Smit, of Chrysalis America; NAF-Biz networking events
Additional: Contributes to Dutch Studies at UCLA, Norris Comprehensive Cancer Center at USC, as well as Dutch School LA, which provides language instruction to local kids
Contact: thenaf.org/naf-socal-home

Boston, established 2007

Organized as a social and business community in 1944, the NAF Boston joined the foundation in 2007 under the direction of its first chair, NAF director Hans Gieskes. Gieskes grew the chapter until 2011 when NAF member and international entrepreneur, advisor, and lecturer Jos Scheffelaar took to the helm. The NAF Boston serves the New England area through its events, newsletters, and social media channels. Through its special relationship with the Museum of Fine Arts, Boston, with its recently established Center for Netherlandish Art, the NAF Boston conducts substantial programming around Dutch art and culture.

Primary Events: Sinterklaas party; traditional Dutch lunches hosted in private homes; the Boston Dinner Club, a fundraising dinner for NAF educational programs; private tours with curators from the Museum of Fine Arts, Boston; joint events with other international business groups in Boston including the annual International Business Forum & Networking Evening, annual New England Life Sciences Panorama, and Euro Networking Cocktails
Contact: thenaf.org/naf-boston



The NAF Boston (1) Traditional Dutch Lunch, 2017 (2) King's Day, 2017 (3) Indonesian dinner, 2016 (4) Celeste Brusati, professor of Art History at the University of Michigan discusses the artist's self portrait, 1647, in the seminar: What Rembrandt's Students Knew: Insights into Dutch Art and Culture from the Pen and Palette of 17th-Century Artist-Author Samuel van Hoogstraten, 2020 (Photo courtesy of The NAF Boston)

NAF Fact: A merger of the Netherland Benevolent Society and the foundation was approved by the directors in October 1978. On May 29, 1979, the Netherland America Community Foundation was founded to continue the programs of both organizations. Princess Juliana became Patron.



The NAF-Biz New York (1) Virtual welcome lunch with Herman Quarles van Ufford, 2020 (2) How to stand out in New York, 2020 (3) 100 Years KLM: The Netherlands and The United States with guest speaker Pieter Bouw, former President and CEO KLM Royal Dutch Airlines (4) and moderator and NAF alumna Raha Hakimdavar, 2019 (Photo credit: Leigh Beckett)

New York, established 2009

New York City hosts the NAF headquarters as well as a separate local chapter that develops and plans new programming, including NAF-Biz New York. Chaired by Jacob Willemsen, founder of TABS, NAF-Biz New York organizes networking events conducted in cooperation with the Consulate General of the Netherlands in New York. Participants are residents of New York and the surrounding tri-state area.

Primary Events: Business networking events, 8-12 annually. Alumni events, three to four annually, including the cross-disciplinary "brainiac" seminar and the NAF-Connection. The NAF office also organizes events around NAF-funded cultural projects. The NAF's annual fundraiser, The NAF Ball, is conducted under the auspices of the New York office.

Contact: thenaf.org/new-york-about-us

The New York NAF Alumni Committee conducts local programming under its co-chairs, NAF-Fulbright alumna and musical artist Vivienne Aerts, and actor and performer Annemarie Hagens.



The NAF Western Michigan
Ambassador Henne Schuur with students from Calvin College, Dutch Embassy staff, and NAF delegation in Grand Rapids (Photo courtesy of the Netherland-America Foundation)



The NAF Netherlands
Alumni tour of Graffiti-New York Meets the Dam exhibition at the Amsterdam Museum, 2015 (Photo credit: Victoria Lynford)



The NAF Houston
King's Day event, 2019 (Photo courtesy of The NAF Houston)

Western Michigan, established 2009

The NAF Western Michigan chapter was first established in 2009, under the leadership of (now) retired mayor of Zeeland, Lester Hoogland. Former Ambassador of the Kingdom of The Netherlands to the United States Renée Jones-Bos was instrumental in its formation, along with community leader and former NAF director J.C. Huizenga. In the past, rather than competing with already active local programming, the NAF brought unique events to the chapter, such as the Geert Mak and Ernst van de Wetering lecture tours.

In 2019, the chapter was re-launched under the direction of Michael Van Denend, Executive Director of the World Affairs Council of Western Michigan. Programming began in 2020 with a Zoom dialogue featuring André Haspels, current Ambassador of the Kingdom of The Netherlands to the United States and was followed by a conversation with Mary Tuuk, the president of the Grand Rapids Symphony, on resilience in the arts during the pandemic. The region is known as one of the largest and most vibrant U.S. Dutch-influenced parts of the country.

Primary Events: Business and community events
Contact: thenaf.org/naf-western-michigan-home

The Netherlands, established 2015

Evolving from an active NAF alumni community in 2015, the NAF Netherlands Chapter organizes a host of events in the Netherlands throughout the year. The chapter is chaired by NAF director Merijn Boender, who leads a committee of current and former NAF directors residing in the Netherlands. The work of the chapter encompasses that of the NAF Netherlands Alumni Committee, chaired by NAF alumna and Company Secretary and Director Legal at Amsterdam Trade Bank, Khadija el Ayoubi.

Primary Events: The NAF Connection dinner honoring students in the NAF's education programs (held simultaneously with the same event in New York), other alumni events, NAF-Biz networking meetings. The chapter organizes and conducts an annual gala, the Netherland-America Friendship Gala. In 2020, it was produced as an online event, "NAF Live TV".

Contact: thenaf.org/naf-netherlands-home

Houston, established 2018

The NAF Houston chapter was established in 2018, evolving from the previously established Netherlands American Chamber of Commerce–Texas Chapter (NACCTX), which itself had evolved from the existing activities of the Netherlands Texas Business Association (NTBA) and the diplomatic mission of the Netherlands in the United States in Houston. Led by global business and operations manager Sjoerd Hoekstra, the chapter engages on cultural, educational, and business issues in the greater Houston area with its newly formed board and sub-committees. Historically, the chapter has worked closely with local chambers of commerce and other government agencies that promote business opportunities in Texas. The chapter maintains outstanding contacts in the Netherlands with private and government entities to create a platform with maximum exposure on both sides of the ocean for members.

Primary Events: New Year's reception, King's Day celebration, annual fundraising gala, business networking events

Contact: thenaf.org/naf-houston-home

Although West Michigan is home to many Dutch-related organizations, colleges, and institutions, the NAF Western Michigan leadership team sees new opportunities for education, insight, and connection through NAF-sponsored programs. We look forward to future collaborations with NAF leaders and celebrations of Dutch influence and culture in the U.S.

MICHAEL VAN DENEND
CHAIR, NAF WESTERN MICHIGAN

The Netherlands Chapter of the NAF was born of the realization among some 'repatriated' board members and alumni that the "N"-side of the NAF had great potential. The premise in 2015 was that a community committed to Dutch-American relations could be mobilized, just like the growing number of chapters across the U.S. had demonstrated. Proof came in 2019 when we successfully hosted the first Netherland-American Friendship Gala in Leiden with over 250 guests. Momentum has only been increasing since. In spite of COVID, we put together NAF Live TV in September 2020, and are hoping to host the second NAF Gala in the fall.

MERIJN BOENDER
CHAIR, NAF NETHERLANDS

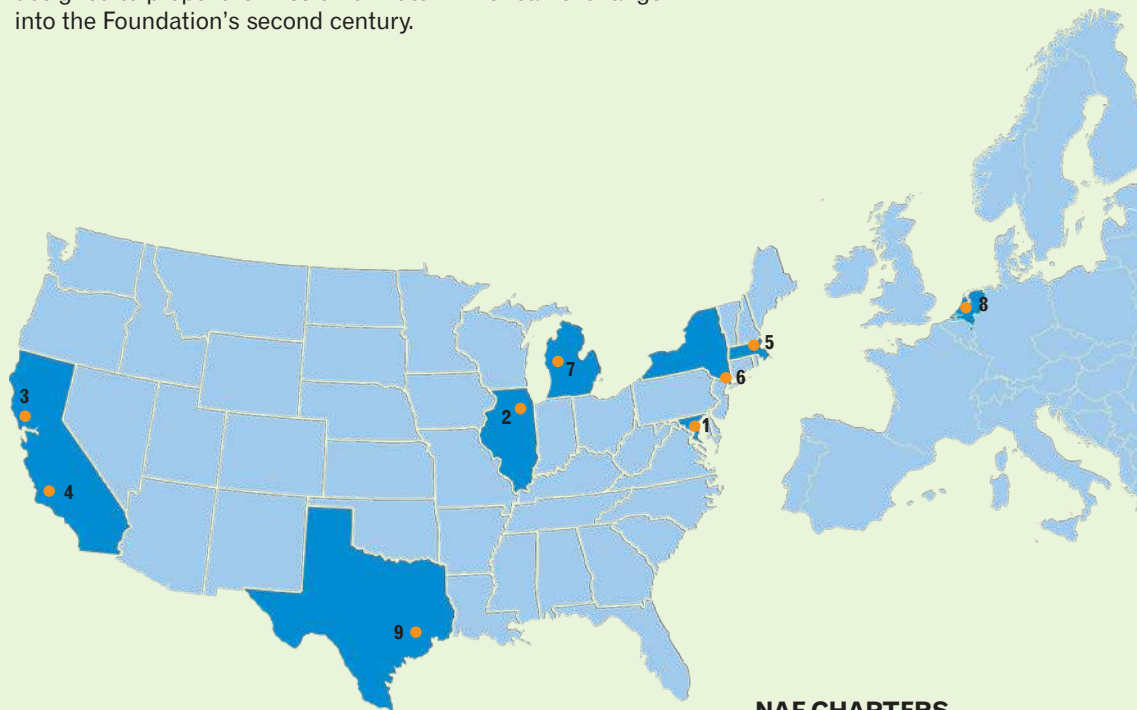
Known for its Oil business—now the Energy Capital of the world—and most recently the center of Energy Transition, Houston provides opportunities for exchange programs of any kind. As the fourth largest U.S. city and over 145 spoken languages, it is not only a welcoming city but an import gateway for Dutch-American relationships. Our team is enthused about being part of the NAF and poised to make its contribution to the next 100 years of the Netherland-America Foundation history.

SJOERD HOEKSTRA
CHAIR, NAF HOUSTON

RALF VAN DER VEN
NAF DIRECTOR

DID YOU KNOW?

During its Centenary year, the NAF and its nine chapters will present special webinars, events, and other initiatives designed to propel the mission of Dutch-American exchange into the Foundation's second century.



NAF CHAPTERS

- 1 Washington, D.C., est. 2004
- 2 Chicago, ILL, est. 2005
- 3 Northern California, est. 2006
- 4 Southern California, est. 2006
- 5 Boston, MA, est. 2007
- 6 New York, NY, est. 2009
- 7 West Michigan, est. 2009
- 8 Netherlands, est. 2015
- 9 Houston, TX, est. 2018



Grant and Loan Programs for Education

Educational programming and support have been an essential part of the NAF since its founding. Chaired by NAF director Manon Cox from 2017 to 2021, the Education Committee oversees a full suite of educational exchange programs and initiatives. In addition, the committee actively selects students for participation in the NAF's Fulbright and Study Loan programs and cultivates opportunities for donor support.

In the past decade alone, 145 Fulbright grants, 108 Study Loans, 39 Washington, D.C. scholarships, and 85 Dutch2USA grants were made possible. These opportunities are realized, in part, through funds raised at the NAF benefits and galas and through the generous support of major donors.

NAF-Fulbright Fellowships

The Netherland-America Foundation has supported Graduate Scholarship exchanges since 1921 but its affiliation with the Fulbright program is more recent. The NAF-Fulbright program supporting Dutch scholars was established in 1990 with funding from the estate of Wilhelmina and Leendert Reuvers at the directive of Maarten van Hengel. The program was strengthened in 1995 when the board decided to apply some of the proceeds of the Peter Stuyvesant Ball to it, granting access for Americans to study at Dutch universities.

Today the program is supported by corporate sponsors, individual donors, foundations, and named funds, including the Wilhelmina and Leendert Reuvers Educational Fund, Van Hengel Family Fellowship Fund, Loet and Edith Velmans Fellowship Fund, and the NAF/KiKa Fund.

NAF-Fulbright Fellowships help support graduate students, Dutch and American, for an academic year of study and/or research in the other country. Established in 1946 under legislation introduced by then-Senator J. William Fulbright of Arkansas, the Fulbright program is sponsored by the U.S. Department of State's Bureau of Educational and Cultural Affairs. The Fulbright is one of the most widely recognized and prestigious international exchange programs in the world that grants support for graduate study and research in 140 countries.

The NAF works closely with the Fulbright Commission in the Netherlands (Amsterdam) (previously known as the Fulbright Center) and the Institute for International Education in New York on the administration of the program. Students are screened by those institutions, then selected via an intensive review process undertaken by the NAF's Education Committee. The NAF currently provides up to 15 Open Study/Research awards, one specialized award each in Pediatric Cancer Research, Flood Management, and International Communications.

Initial fields of study were limited to media studies and business administration. Today, recipients represent a wide range of fields including Architecture, Journalism, Physics, Environmental Sciences, Zoology, and Art History. Students share a mutual ambition of bridging the Netherlands and the United States to fulfill their educational goals.

NAF Study Loan Program

In addition to Fulbright Grants, the NAF provides three-year interest-free study loans to qualifying Dutch or American students through four programs:

- **Maarten van Hengel Memorial Fund Loans**
- **Mark Pigott Family Education Fund Loans** (to supplement NAF-Fulbright fellowships)
- **Samuel Freeman Charitable Trust Loans**
- **NAF Study Fund Loans**

This competitive loan program helps to alleviate part of the burden of securing the required funding that could otherwise prohibit some graduate students from studying internationally. On average, 10-12 students are awarded loans up to \$20,000 annually.

NAF Fact: 85 students have been awarded in internships with 37+ institutions in 18+ cities through the Dekker-Padget Dutch2USA Internship Program.

(1) The NAF-Fulbright Ceremony, 1996 (2) US NAF-Fulbright fellow Syed Adil, 2016 (3) Dutch2USA intern Ji Young Jeon, 2020 (4) US NAF-Fulbright fellow Saumya Kasliwal, 2020 (5) Dutch2USA intern Ibrahim Tahtah, 2019 (6) Dutch2USA intern Galil Chiboub, 2020 (7) NAF-Fulbright Fellow Roohi Dalal, 2018-2019 (8) Washington, D.C. scholarship recipients, 2019 (9) Dutch NAF-Fulbright recipients, 2017 (10) Washington, D.C. scholarship recipients with Dutch Ambassador Henne Schuur, 2019 (11) 2010-2011 NAF-Fulbright Fellows attend a NAF Connection event, 2012 (Photos courtesy of the Netherland-America Foundation)



(1) US Fulbright scholar Jason Bennett, 2020 (2) Dutch2USA intern Sophie van't Hof, 2019 (3) NAF-Fulbright fellows in Prospect Park, 2018 (4) NAF fellows attend a NAF Connection event, 2008 (5) Dutch NAF-Fulbright fellow Juliette van Haren, 2018 (6) DekkerPadget Scholarship recipient Thijs Nassi, 2020 (7) NAF Fulbright fellows attend a NAF Connection event, 2009 (8) US NAF-Fulbright fellow Greg Risser, 2020 (9) Dutch NAF-Fulbright fellows at NAF Connection New York, 2015 (10) Dutch NAF-Fulbright fellow Hanne van den Berg, 2017 (11) Dutch2USA intern Vera van Melis, 2020 (12) US NAF-Fulbright fellow Trey Nation, 2020 (13) Dutch2USA intern Narjiss Ben Ali, 2019 (Photos courtesy of the Netherland-America Foundation)



The NAF Alumni Committee

The NAF Alumni Committee organizes the annual NAF Connection and other events that bring together current and past NAF fellowship, study loan, internship, and scholarship recipients and NAF directors, members, and friends. Chaired in the U.S. by NAF-Fulbright alumna and musical by artist Vivienne Aerts (Performance and Jazz Voice, Berklee College of Music, 2012-2014), and actor and performer Annemarie Hagenaaers, and in the Netherlands by alumna Khadija el Ayoubi (Master of Laws, UCLA, 2013-2014), the committee strives to build an alumni network in the U.S. and the Netherlands that will help strengthen the NAF's community, contribute to its growth and provide relevant programming. The annual "Brainiac" event is a cross-disciplinary presentation of topics, typically viewed from the lenses of art, science, and business.

NAF Internship and Scholarship Programs

The NAF has expanded its support for a diverse set of educational initiatives significantly in the past 10 years, allowing it to engage with students who hold unique and varied interests. The Dekker-Padget Dutch2USA, Elske Doets, and Heersink Global Health internships, and Washington, D.C. scholarship program serve as examples. Described in the previous section, these programs have selection committees that operate independently of the Education Committee.

My Fulbright year provided an unrivaled chance to explore the world. I was able to visit more places in that year than most people are able to in a lifetime, and I made lifelong friends along the way. In line with the Fulbright mission, through this truly immersive year, I was fortunate to broaden my perspective—not only in my chosen field of medicine but also as a global citizen.

SYED ADIL
AMERICAN NAF-FULBRIGHT RECIPIENT
FOR PEDIATRIC BRAIN CANCER RESEARCH
2016-2017

I learned a lot about my identity as a Dutch-Moroccan guy. Being in a country that's neither the Netherlands nor Morocco forces you to think about your identity which has led to me being very confident about my identity. I now feel comfortable exploring an international career.

IBRAHIM TAHTAH
DEKKER-PADGET DUTCH2USA
INTERNSHIP PROGRAM 2019

I interned with the IRC in Atlanta for a period of five months. I worked closely with refugees in their resettlement so I had the opportunity to do grant research, fundraising, and help them with their donations. I gained a lot of new friends and new relationships, I had the opportunity to taste new food and learn more about American history. It was a great time. The internship was a good beginning for my career... I think it helped me have more confidence.

GWENDOLYN BENSCHOP
DEKKER-PADGET DUTCH2USA
INTERNSHIP PROGRAM 2018

DID YOU KNOW?

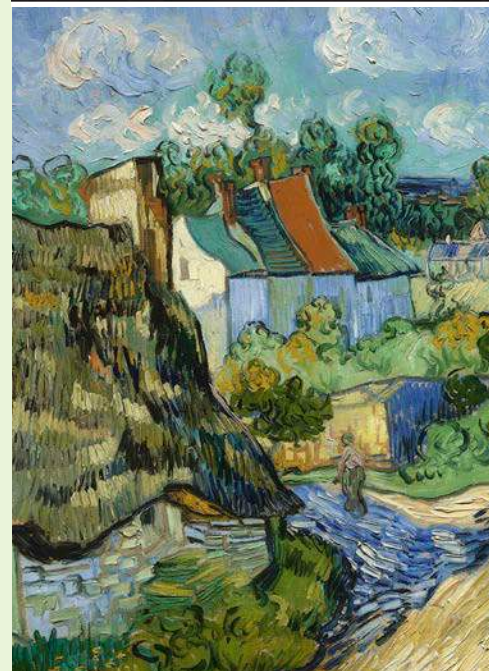
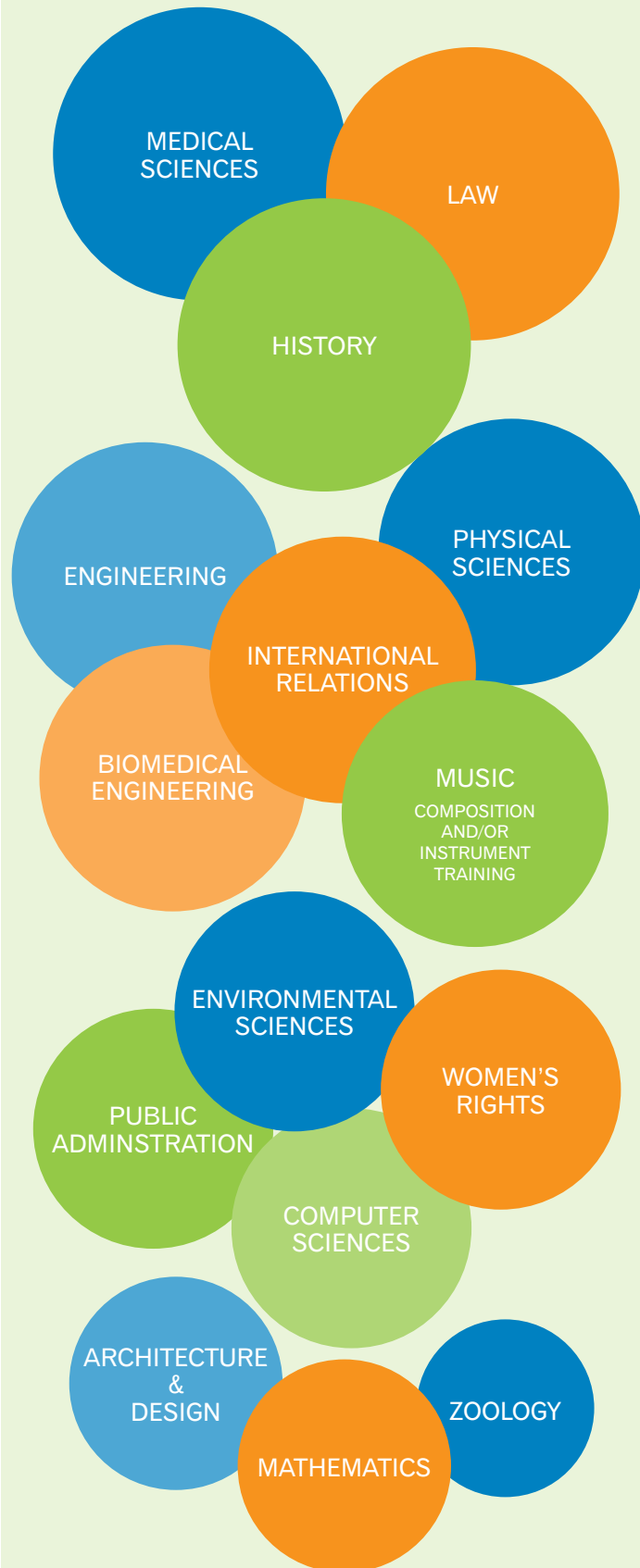
In the past 10 years alone, nearly

145 students have received NAF-Fulbright Scholarships to study **127** unique fields at over **50** institutions in the United States and the Netherlands.

Below is a partial listing of institutions:

- Amsterdam Conservatory
- Brown University
- California Institute of the Arts
- Carnegie Mellon University
- City University of New York
- Columbia University
- Delft University of Technology
- Duisenberg school of finance
- Eindhoven University of Technology
- Erasmus University Rotterdam
- Frances-Marie Uitti and Anner Bijlsma, Amsterdam
- George Washington University
- Georgetown University
- Harvard University
- Hult International Business School
- Johns Hopkins University
- Leiden University
- Maastricht University
- Massachusetts Institute of Technology
- Merce Cunningham Studio
- Museum Boijmans van Beuningen
- NASA Jet Propulsion Lab
- New School University
- New York University
- Princess Maxima Center for Pediatric Oncology
- Radboud University
- Royal Conservatory of The Hague
- Smith College
- Stanford University
- State University of New York, Buffalo
- Tilburg University
- Tufts University
- University of Amsterdam
- University of California San Francisco
- University of California, Berkeley
- University of California, Los Angeles
- University of Chicago
- University of Gronigen
- University of Hawaii
- University of North Carolina
- University of Pennsylvania
- University of Virginia
- University of Washington
- Utrecht University
- Wageningen University and Research
- Windesheim University of Applied Sciences
- Yale University

Popular fields of study over the past 10 years



Grant Programs for Culture

Through the Cultural Committee, the NAF funds innovative cultural and artistic programs from institutions and by individuals in the Netherlands and the United States that fit within the mission of the foundation. A little over ten percent of the NAF's total revenue, exclusive of Friends Funds income, supports Cultural Committee initiatives resulting in funding for approximately 30 projects annually. NAF Cultural Grants promote a broad and high level of artistic and intellectual exchange between the two countries, bridging communities and expanding audiences.

Overview and Focus

The NAF's Cultural Committee was formally established in 1980 to fund artistic initiatives and was chaired by New York University art historian Egbert Haverkamp-Begemann until 2000. Under the current Committee chair, Theodore H.M. Prudon, the Committee has expanded its support for a wide range of initiatives between the United States and the Netherlands that promote scientific and academic exchange. In this context, culture is seen as any kind of activity from research to performance that reflects the life and lifestyle of the U.S. and the Netherlands, both past and present. As societies adapt and adjust, the NAF is committed to fostering and supporting new ideas and creative pursuits that reflect the two countries' diverse and in-depth history, heritage, and communities. This includes book tours, music, dance performances, theater, exhibitions, lectures, architectural research, restoration projects, historical research, and more.

As the Committee looks to the future, and in alignment with organizational priorities and endeavours, there is an increased focus on collaboration, thematic and targeted programming, and balanced distribution of resources to encourage active and participatory community programs. The adaptive capacity to reach audiences virtually through online events has greatly expanded the reach of the projects the NAF funds.



Cultural Committee chair Theodore Prudon with Richard Kilberg, Dialogue Media Group, 2009 (Photo credit: Melanie Einzig)

The Cultural Committee and Recent Projects

The committee is composed of professionals in various fields of art and design who seek to award a diverse selection of eligible applicants at the forefront of artistic and creative innovation in the Netherlands and the United States. Emerging artists as well as established organizations are eligible for funding, with attention to diversity, inclusion, and equitable opportunities for underfunded or underrepresented sectors. The committee meets four times per year to discuss applicants and select awardees. Recent projects have sought to highlight current and historic social, political, and cultural issues and encourage educational programs like *Van Gogh for All Family Day* held at the Springfield Museums in 2019. The program included docent-led gallery talks, two Van Gogh family program days with live artist demonstrations, a museum school course, interactive activities held throughout the museum campus, as well as a closing lecture. The program provided events for all age groups with special emphasis on family and youth arts to reach the next generation. Additionally, funding has been awarded to support programs including:

- The New York premiere of the 2019 play *A Kid Like Rishi* produced by Spotlight Projects of the Netherlands. Written by Dutch playwright Kees Roorda,



The Springfield Museums' Van Gogh for All Family Day, 2019 (Photo credit: Springfield Museums)

NAF Fact: In recognition of the 2009 Henry Hudson celebrations, the Cultural Committee provided critical start-up funding for several multi-year projects. While the goal was to celebrate the Henry Hudson Quadricentennial, other initiatives also included publications and ongoing educational components.



Daan Roosegaarde's Waterlicht NYC, 2019 (Photo credit: Eileen Barroso, Columbia University)

the play examined the police shooting of a black teenager. The play is based on a true story that took place in the Netherlands in 2012. It was inspired by the police report and interviews with eyewitnesses, reconstructing a fateful night, and examining how different truths collide.

- A 2019 installation of Dutch artist Daan Roosegaarde's public artwork *Waterlicht*. The light installation was presented over three evenings on Columbia University's new Manhattanville campus. The event was part of Columbia's School of the Arts' *Year of Water*, highlighting issues related to water. Through this immersive experience, *Waterlicht* focused on raising awareness on rising global sea levels.

- Stichting Metro54 project *Sit for a Spell: a Work in the Spirit of Science Fiction*, a collaboration between the urban art platform Metro54 in Amsterdam and Black Constellation, an art collective with members in the U.S. and Canada whose work is often in response to, or in reflection of, race and equity issues. The work was presented at the Rotterdam Film Festival in January 2018, and at the Other Futures Festival in Amsterdam in February 2018.

The NAF's Cultural Committee is dedicated to providing support for cross-cultural programs. The following pages illustrate a diverse sampling of recent grant recipients.



1



2



3



4

(1) Dutch lighting designer Katinka Marac worked with Nora Gibson Contemporary Ballet on the production *Ephemeral*, 2016 (Photo credit: Nora Gibson Contemporary Ballet)
 (2) NY Philharmonic, Jaap van Zweden conducted a program of Stravinsky and the world premiere of Dutch composer Louis Andriessen's *Agamemnon*, 2018 (Photo credit: NY Philharmonic)
 (3) *Last Touch First*, performed by former dancers of the Nederlands Dans Theater and choreographed by Jiri Kylian and Michael Schumaker for the Holland Dance Festival at The Joyce Theater in New York, 2012 (Photo credit: Robert Benschop)
 (4) Conny Janssen Danst performing at Jacob's Pillow Dance Festival, 2008 (Photo credit: Ben Rudick, courtesy Jacob's Pillow)



5

(5) Perez Art Museum exhibition *Caribbean: Crossroads of the World* featured Rigaud Benoit's "Carnaval des Fleurs", 1973, oil on canvas, 36 x 24", and works by other artists from Dutch-speaking Caribbean and Latin American countries, and the U.S., 2014 (Photo credit: Milwaukee Art Museum)
 (6) Brooklyn Academy of Music presented the award winning production *Glimpse* by Amsterdam-based company Oorkaan, as part of its annual BAMkids series, 2019 (Photo credit: Brooklyn Academy of Music)
 (7) Hudson Valley Center for Contemporary Art (Peekskill, NY) exhibition *Double Dutch*, featured installations by 16 contemporary Dutch-born or Dutch-based artists, including "Time Sharing" by Daan Padmos, 12 x 12 x 8', in 3-16 Corten Steel, 2009 (Photo credit: Hudson Valley Center for Contemporary Art)



6



7

The NAF places a high value on supporting a broad cross-section of projects, especially projects that may otherwise go unfunded, with a geographic distribution in both countries. Through grants awarded by the Cultural Committee, we sponsor both traditional and contemporary exhibitions, publications, performances, and residencies for artists that promote artistic and intellectual exchange between the United States and the Netherlands.

THEODORE H.M. PRUDON
 NAF CULTURAL COMMITTEE CHAIR

A residency with Marac allowed us to go deeper into our research and invited a convergence of voices on this treatment of Nature and Time.

NORA GIBSON
 CHOREOGRAPHER,
 NORA GIBSON CONTEMPORARY
 BALLET,
 ARTIST-IN-RESIDENCE 2015

The NAF cultural grant gave us the opportunity and support to bring in a fabulous show from the Netherlands called *Glimpse* from the company Oorkaan. We were able to provide eight public performances, many to first-time BAM attendees, and four student matinees that were coupled with student workshops led by our teaching artists. Without the cultural grant we wouldn't have been able to make this possible.

BROOKLYN ACADEMY OF MUSIC
 NEW YORK, NY,
 CULTURAL GRANT 2018

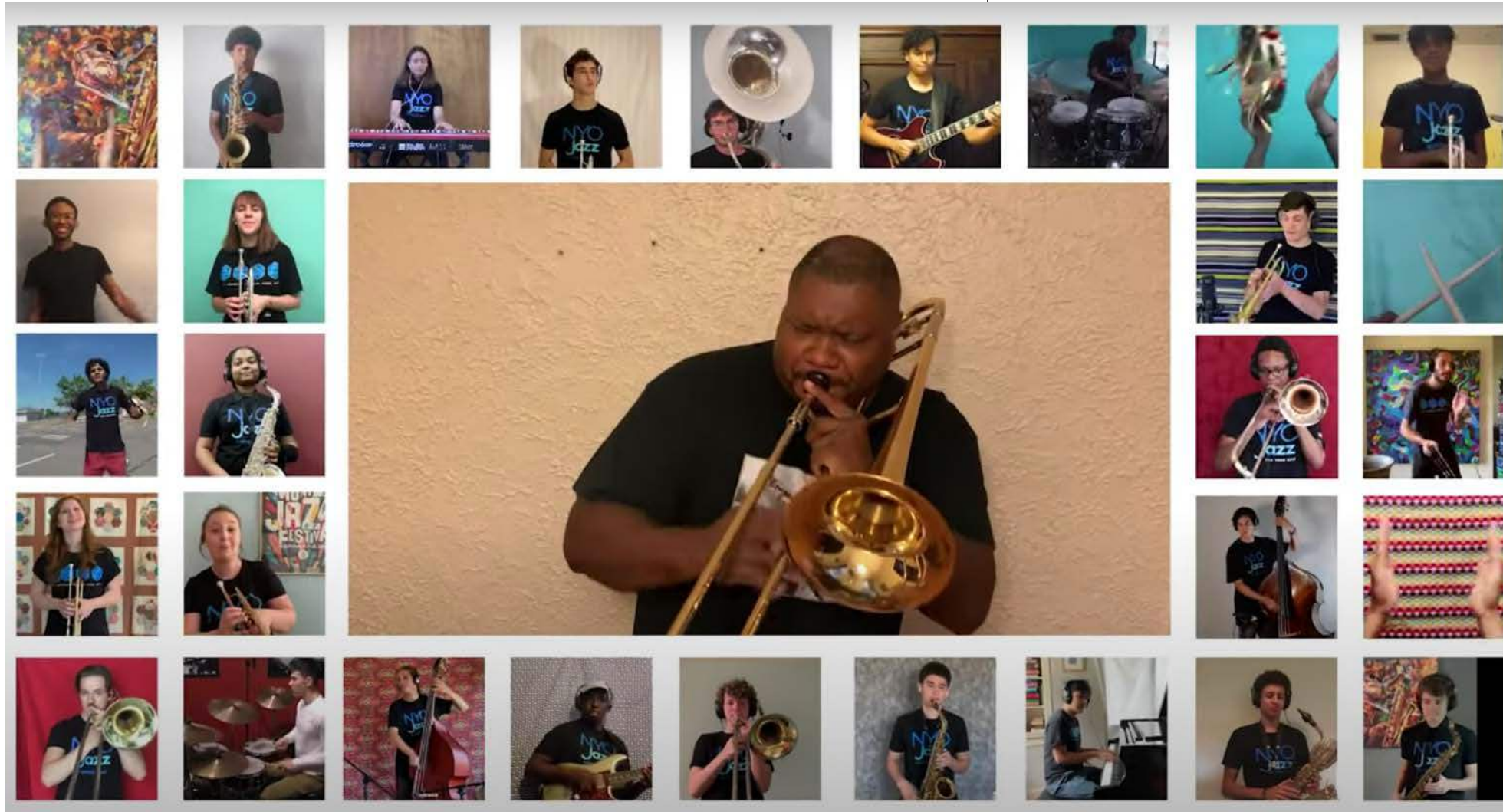


The NAF supported New York City Center's 15th Anniversary Fall for Dance Festival featuring the dance company Introdans (Arnhem, Netherlands), 2018
(Photo credit: Stephanie Berger)

The NAF supported a performance by Carnegie Hall's National Youth Jazz Orchestra (NYO Jazz) at the Royal Concertgebouw in Amsterdam, 2018
(Photo credit: Carnegie Hall)



The NAF supported the World Monuments Fund/Knoll Modernism Prize ceremony and lecture at the Museum of Modern Art, NYC, awarding Bierman Henket Architecten and Wessel de Jonge Architecten for their restoration of Sanatorium Zoonstraal (Hilversum), 2010
(Photo credit: architectureguide.nl)

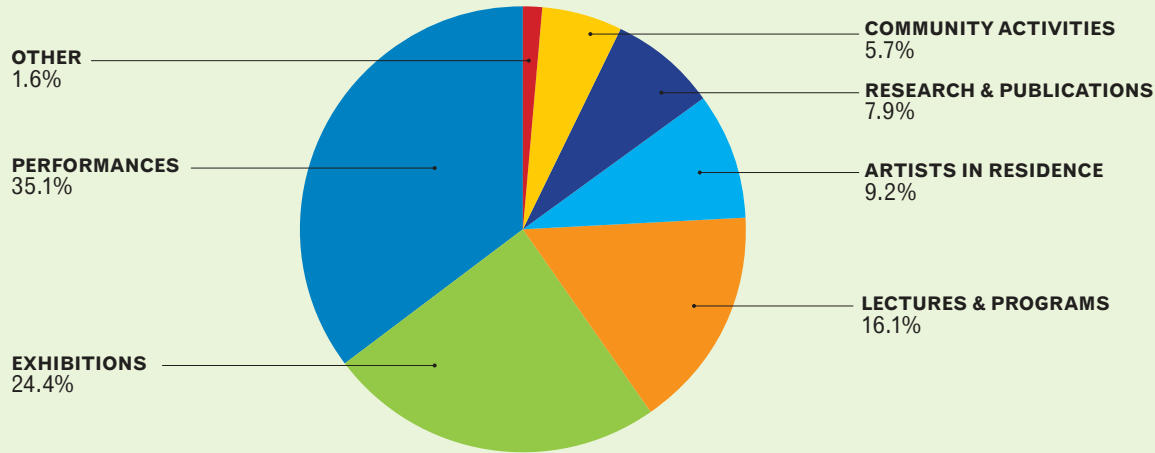


(top) The NAF supported New York City's La Mama Experimental Theater Club's performance of *Bach & Bleach*, performed and conducted by Esther Apituley, and directed by Erwin Maas, 2018 (Photo courtesy of Esther Apituley)
(bottom) The NAF supported American artist Jacob Tonksi to participate in Today'sArt Festival in The Hague, with his work *Balance from Within*, presented in the Royal Theatre/Koninklijke Schouwburg, 2017
(Photo courtesy of Jacob Tonksi)

DID YOU KNOW?

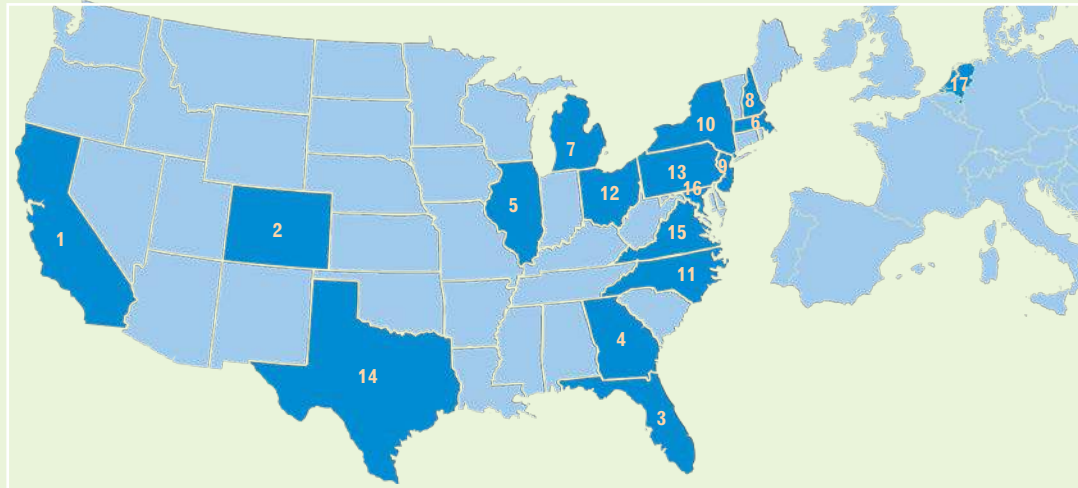
Over the past 10 years, the Netherland-America Foundation has allocated over **\$1.4M** toward **292** Cultural Grants

for projects that support community activities, cultural heritage, research, publications, artists, lectures and programming, exhibitions, and performances. Through funding a diverse array of artists and projects, the NAF exposes audiences of thousands to these culturally-significant and impactful works.



Who the NAF Funds—Distribution of Cultural Grants (2010-2020)

Established organizations, individual artists, and small organizations to which a grant of \$1-5K grants make a difference in a project's realization. The Cultural Committee awards individuals and organizations with a broad disciplinary and geographic distribution in both countries, including:



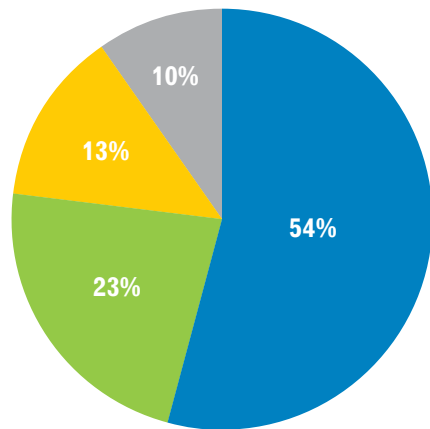
- | | | | |
|---|---|--|---|
| 1 CALIFORNIA
Los Angeles
San Francisco | 6 MASSACHUSETTS
Boston
Hanover
Springfield | 11 NORTH CAROLINA
Charlotte | 17 NETHERLANDS
Amsterdam
Delft
Haarlem
Leiden
Nijmegen
Rotterdam
The Hague
Utrecht |
| 2 COLORADO
Denver | 7 MICHIGAN
Holland | 12 OHIO
Columbus | |
| 3 FLORIDA
Miami | 8 NEW HAMPSHIRE
Chosen Vale | 13 PENNSYLVANIA
Philadelphia | |
| 4 GEORGIA
Atlanta | 9 NEW JERSEY
Gillette | 14 TEXAS
Houston | |
| 5 ILLINOIS
Chicago | 10 NEW YORK
Brooklyn
New Paltz
New York City
Peekskill | 15 VIRGINIA
Arlington | |
| | | 16 WASHINGTON, D.C. | |



Funding

The NAF derives its funding from a variety of private sources including board contributions, individual members, corporate sponsors, fundraising events, major donors, annual fund contributors, passive income (via investments, dividends, and interest), earned income through the Friends Funds and networking events, as well as grants from other foundations.

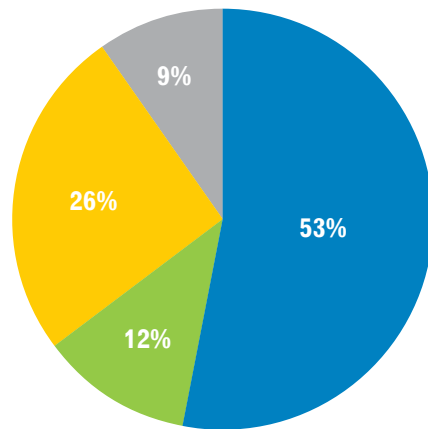
REVENUE 2010-2020



- **GALAS:** \$4.7M
- **MEMBERSHIP:** \$1.96M
- **MAJOR DONORS:** \$1.15M
- **OTHER:** \$833K

Total Revenue 2010-2020:
\$8,642,743

REVENUE 2019

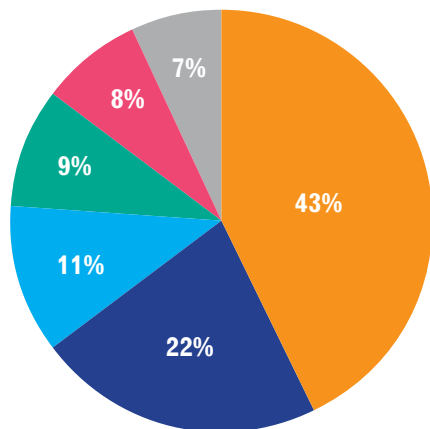


- **GALAS:** \$696K
- **MEMBERSHIP:** \$155K
- **MAJOR DONORS:** \$335K
- **OTHER:** \$125K

Total Revenue 2019:
\$1,310,966

Data is net of Investment revenue and Friends Funds revenue/expense.

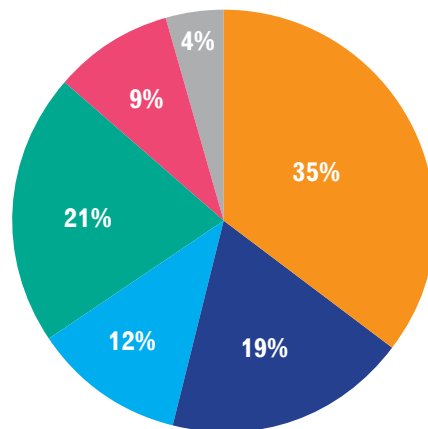
PROGRAM RELATED EXPENSES 2010-2020



- **NAF FELLOWSHIPS:** \$2.76M
- **CULTURAL GRANTS:** \$1.42M
- **CHAPTER PROGRAMS:** \$731K
- **DEKKER PADGET:** \$603K
- **WDC INTERNSHIP GRANTS:** \$490K
- **OTHER:** \$444K

Total Program Related Expenses 2010-2020:
\$6,446,369

PROGRAM RELATED EXPENSES 2019



- **NAF FELLOWSHIPS:** \$286K
- **CULTURAL GRANTS:** \$157K
- **CHAPTER PROGRAMS:** \$93K
- **DUTCH2USA INTERNSHIPS:** \$168K
- **WDC SCHOLARSHIPS:** \$74K
- **OTHER:** \$35K

Total Program Related Expenses 2019:
\$813,238

A New Revenue Stream: The NAF Friends Funds

Initiated in 2013, the NAF Friends Funds program has made a large impact on the NAF's revenues as well as on its grant making capacity. Contributions of over \$14M from Friends Fund donors (over the eight year period, 2013-2020) were matched with grant expenses of the same, less a small administrative fee to the NAF.

As of 2020, the NAF had established 38 Friends Funds plus several Donor Advised Funds.

- Anne Frank House Fund *in Amsterdam*
- American Friends of the Museum De Lakenhal Fund *in Leiden* (through the Lucas van Leyden Mecenaat)
- Beautiful Distress Fund *in Amsterdam*
- Bontius Fund (Leiden University Medical Center)
- Carnegie Fund *in The Hague*
- Figura Nova Fund *in Amsterdam*
- Frans Hals Museum Fund *in Haarlem*
- Fulbright Center Fund *in Amsterdam*
- Free A Girl Fund *in Haarlem*
- Health(e) Fund *in Amsterdam*
- Henry Hudson 500 Fund *in Amsterdam*
- International Advertising and Design Database *in Laren*
- International Documentary Filmfestival Amsterdam
- International Statistical Institute Fund *in The Hague*
- Jewish Heritage Network Fund *in Amsterdam*
- John Adams Institute Fund *in Amsterdam*
- Leiden University Fund
- Leo Smit Fund *in Amsterdam*
- National Museum of Antiquities (RMO) Fund *in Leiden*
- Naturalis Biodiversity Center Fund *in Leiden*
- Nederlands Dans Theater Fund *in The Hague*
- Netherlands Bach Society Fund *in Naarden*
- Netherlands Carillon Fund *in Arlington, VA* (through the Embassy of the Netherlands in Washington, D.C.)
- The Ocean Cleanup Fund *in Delft*
- PLN Genetic Heart Disease Fund *in Middenmeer*
- Rembrandt Association Fund *in The Hague*
- Royal Concertgebouw Orchestra Fund *in Amsterdam*
- Royal Conservatoire Fund *in The Hague*
- San Francisco King's Day Fund (through the Netherlands Consulate General in San Francisco)
- String Quartet Biennale Amsterdam Fund
- Sheltersuit Fund *in Enschede*
- Students to Space Fund *in Delft*
- Teylers Museum Fund *in Haarlem*
- University of Amsterdam Fund
- Ubbo Emmius/University of Groningen Fund
- University of Twente Fund *in Enschede*
- Viola Viola Fund *in Amsterdam*
- Windy Miller Fund *in Zaandam*
- Donor-Advised Funds for Scholars and Artists

THE NAF FUNDRAISERS

Historically, the NAF's fundraising dinners and galas have been its largest source of revenue. Excluding the effect of the investments and the Friends Funds, this category yields 54 percent of the foundation's total revenue as averaged over the past ten years. The NAF's reliance on the galas as its major source of revenue has been challenged repeatedly. The galas were adversely impacted by the financial crisis of 2007-08 in the U.S., the volcanic eruption in Iceland in 2010, the events of 11 September 2001, the destruction by Hurricane Sandy in New York in 2012. In 2020, the in-person event model was even more severely tested when the Covid-19 pandemic swept the world. This time the foundation had technology on its side. Instead of planning the traditional in-person dinners and galas, the NAF organized a series of virtual fundraising events. While revenues from all these events understandably fell below that of prior years, moderately substantial results demonstrated the ability of the NAF to quickly adapt, innovate, and operate in a changing world.

The NAF's fundraising dinners and galas support NAF-Fulbright fellows, the Washington, D.C. scholarship recipients, other education programs, grants for culture, and alumni programs. Taken together, this spending represents approximately 67 percent of the total program related expenditures over the period. The dinners and galas are also a source of unrestricted funds that help to cover general and administrative expenses. This category of revenue is extremely critical to the NAF. It is at the same time very vulnerable.

The Netherland-America Friendship Gala The Netherlands

The Netherland-America Friendship Gala, created and produced by the Netherlands Chapter, brings to the Netherlands the long-standing tradition inspired by the annual Peter Stuyvesant Ball in New York and the Washington D.C. Ambassadors' Awards. Established in 2019, and like its sister events in the U.S., this event celebrates the historic Dutch-American partnership. The event was instigated by board members Merijn Boender and Jan Willem van Drimmelen. They are supported by a committee of other NAF directors and volunteers, and by Renée Hofman, the event director. The gala funds key programs, including NAF-Fulbright fellowships, cultural grants, and other programs between the Netherlands and the United States in the arts, sciences, education, business, and public affairs.

In 2020, after postponing the event for months in hopes of the coronavirus subsiding, organizers realized the inevitable. With the professional support and creativity of Herjo Guitjens, Partner, Zcene Moving Media and Erik Huizinga, Owner, rtv- & filmproducties, the NAF Netherlands Chapter wrote and produced (on 9 September) *NAF Live TV*, a compilation of student interviews, online bidding, sponsor presentations, and more. The online talk show aired live from a special studio at the Scheepvaartmuseum in Amsterdam with celebrity host, Humberto Tan, and international business development leader, Lauren Zahringer presenting the event.



Netherland-America Friendship Gala, 2019

(1) From left: Her Royal Highness Princess Margriet of the Netherlands with then NAF chair Jan Joosten (2) From left: NAF directors Marc van Gelder and Merijn Boender, with Shin Boender (3) From left: NAF-Fulbright fellows Laura Schumacher and Kuukua Wilson (4) From left: NAF D.C. scholarship alumnus Boudewijn van Werven, NAF-Fulbright fellows Roohi Daalal, Alissa Albrecht, Grace Melino and Dutch2USA alumna Gwendolyn Benschop (Photo credit: Monique Shaw)

NAF Fact: The foundation celebrated its 75th anniversary in May 1996 with a dinner at the Century Club in New York. Its finances were on the rebound, income from the Ball increased year by year and the future looked bright. Annual Dutch American Heritage Day celebrations were held in various locations across the U.S.



NAF Live TV at the Scheepvaartmuseum, Amsterdam, 2020 (1) Studio shot at the Scheepvaartmuseum (2) Glennis Grace, winner of the 2019 Adams Van Berckel Award with a live performance (Photo credit: Melanie Dalebout) **Netherland-America Friendship Gala, 2019** (3) Pieterskerk interior (Photo credit: Monique Shaw)



Ambassadors' Awards Dinner, Washington, D.C., 2019 (1) Ballroom at the Willard InterContinental, Washington, D.C. (2) From top: NAF-Fulbright Alumna Raha Hakimdavar with Nancy Voorhees, member of Ambassadors' Awards Organizing Committee (3) Former U.S. ambassador to the Netherlands, Fay Hartog-Levin (4) From left: Awards Dinner chair Jim Dykstra with (then) NAF chair Jan Joosten presenting award to writer and journalist Russell Shorto (Photo credit: Rider Photographics)

NAF Fact: In 2004, after many years of negotiations between the foundation and the Netherlands American Amity Trust, the Trust transferred its assets to the NAF. As a result, the annual Awards Dinner in Washington, D.C. (last held in 1998) was resumed.



Ambassadors' Awards Dinner, multiple locations and online, 2020 (1) From left: Rep. Paul Tonko (D-NY); honoree Almar Latour, CEO, Dow Jones & Co., Publisher, The Wall Street Journal; André Haspels, Dutch Ambassador General to the U.S.; honoree Michelle H. Browdy, Senior VP, Legal and Regulatory Affairs and General Counsel, IBM; Rep. John Moolenaar (R-MI); Jim Dykstra, NAF director and chair of the Organizing Committee (Photo credit: Rider Photographics) (2) From left: Julia Koppius and Case Dykstra (Photo credit: Greg Dykstra) (3) From left: NAF director and MC for the evening, Kurt Dykstra with Leah Dykstra; Deputy Consul General in Chicago, Jeroen Beekman with Selma Penseel (Photo courtesy of Trinity College)

The Netherland-America Foundation Ambassadors' Awards Dinner Washington, D.C.

The Netherland-America Foundation Ambassadors' Awards Dinner has been chaired by NAF director Jim Dykstra since 2016. Dykstra, along with event director Age B. Diedrick, leads an organizing committee of members of the Washington, D.C. chapter, including representatives from the Netherlands Embassy. The Awards Dinner supports chapter activities and raises funds for the foundation's educational exchange programs, including the Washington, D.C. scholarship program. In 2020, the Awards Dinner was held as a virtual hybrid event due to the pandemic, with the lead dinner hosted by Dutch Ambassador André Haspels at his residence. Live segments

were filmed at the Ambassador's residence, the Netherlands Embassy in Washington D.C., Trinity College in Chicago, and at a private residence in New York, complemented with pre-recorded sessions. Kurt Dykstra, a NAF director and president of Trinity College, was the Master of Ceremonies, as he has been for many years. He segued between live and previously recorded presentations and drew attention to the silent auction. Beyond raising substantial funds, both the Live TV event held the previous week in the Netherlands and the Awards Dinner demonstrated how technology can help to reach larger audiences and deliver digitally enhanced content. By the time the Houston, Southern California, and New York galas were in planning, the online model was road-tested and ready for prime time. Attendance in these virtual events is a multiple of the live events, with some virtual events increasing attendance five-fold.

Dutch American Heritage Day Gala Los Angeles, CA

First celebrated in 1991, and organized by the (then) Dutch America Heritage Foundation (DAHEF) of Los Angeles, the annual Dutch American Heritage Day Gala honors an individual of Dutch nationality or ancestry, or an organization which has markedly contributed to the scientific, cultural, economic, or political growth and well-being of the United States. Since 2006, when the DAHEF merged with the NAF, the event has been organized by the

Southern California Chapter currently under the leadership of the chapter chair, Jeff Keasberry, along with an energetic organizing committee. Members and friends of the Dutch-American community in Southern California gather for the event on or near 16 November—Dutch American Heritage Day—each year. Proceeds from the Gala support cancer research by Dutch interns at the Norris Comprehensive Cancer Center at the University of Southern California, the Dutch laureates of the Princess Christina Concours, and fellows in the NAF-Fulbright program. Due to the pandemic, the event went online in 2020.



Dutch American Heritage Day Gala, Los Angeles, CA, 2019
(1) Table with the former Consul General of the Netherlands in San Francisco, Gerbert Kunst, and four nominees (and partners) for the inaugural Holland in the Valley Award **(2)** Former chair of the NAF SoCal, Guido Keijzers with Monica Keijzers **(3)** From left: Jeff Keasberry, chair NAF SoCal chapter; Air France-KLM, Senior VP for North America, Bas Gerresen; current Honorary Consul and NAF director, Johannes Van Tilburg
Dutch American Heritage Day Gala, online, 2020
(4) Martin Kast, Professor of Microbiology & Immunology and Obstetrics & Gynecology, USC Norris Comprehensive Cancer Center
(5) Consul General of the Netherlands in San Francisco, Dirk Janssen, addresses the guests

Texas-Style Gala Dinner Houston, TX

The NAF's newest chapter, Houston, conducted its first fundraiser in 2020, in a safe and socially distanced setting, outdoors, at a popular steakhouse. The Texas-Style Gala Dinner included dinner, music, a silent auction, and an exceptionally clear vision to support the NAF's ongoing commitment to furthering ties between the Netherlands and the United States through high-impact educational, cultural, and business exchanges. The dinner was spearheaded by NAF Houston Chapter chair Sjoerd Hoekstra and NAF director Ralf van der Ven with the help of an enthusiastic organizing committee.



Texas-Style Gala Dinner, 2020 **(1)** NAF director Ralf van der Ven in a video presentation **(2)** NAF Houston chair Sjoerd Hoekstra addresses guests **(3)** From left: Marilena Hoekstra and Anna Bogdanova **(4)** From left: Ralf van der Ven; Tom Janssens, VP at Westlake; Lori Muratta, General Counsel, Shell Midstream Partners **(5)** Guests at the gala dinner (Photos courtesy of The NAF Houston)

The NAF Ball New York, NY

The festive NAF Ball (formerly known as the Peter Stuyvesant Ball) has been the largest fundraising event of the NAF, and the single largest revenue generator for the organization. Attended by influential leaders and friends of the Dutch-American community from both the U.S. and the Netherlands, this annual, black-tie event supports NAF-Fulbright fellowships, cultural programs, and other exchanges in the fields of education, science, and culture. The success of the Ball, in no small part, has been due to the support and attendance of the NAF's royal patrons, Princess Margriet of The Netherlands and Professor Pieter van Vollenhoven. From the very first Ball in 1981, they have attended the event virtually every year the Ball has been held. The Ball has been chaired since 2012 by NAF director Henk Guitjens and directed since 1990 by development professional Age Diedrick. Both work with a large committee of volunteers from the Dutch-American community in New York. In 2020, due to the pandemic, the Ball was brought online with a series of pre-recorded and live segments including student interviews, donor presentations, entertainment, and a live auction. Kurt Dykstra was the Master of Ceremonies, again in his role of encouraging NAF members and donors to bid on the many interesting and exciting items offered by businesses and individuals for the silent auction.



The NAF Ball, New York City, 2019

(1) From left: Henk Guitjens, chair of the Ball; Bas Gerresen, Senior VP North America, Air France-KLM; KLM Royal Dutch Airlines Sustainability & Innovation Award recipient and NAF-Fulbright alumna Rutu Dave; Pieter Elbers, CEO, KLM Royal Dutch Airlines (2) From left: Faith Ottenhoff with NAF director Robert Ottenhoff (3) From left: NAF director Ton Gardeniens with daughter Frances Madden Gardeniens (4) Her Royal Highness Princess Margriet of the Netherlands and Professor Pieter van Vollenhoven (Photo credit: Leigh Beckett)

NAF Fact: In 2001, the NAF moved from ABN AMRO's office on 500 Park Avenue to 82 Wall Street. Tragically, terrorist attacks on the World Trade Center and the Pentagon on 11 September 2001 disrupted the life of the nation and affected the foundation as well.



The NAF Ball, New York City, 2019 (1) View of The Plaza ballroom

The NAF Ball, multiple venues and online, 2020 (2) Professor Pieter van Vollenhoven addresses the participants (3) From left: participants André Haspels, Dutch Ambassador to the U.S. with his wife, Bernie Grootenboer (4) From left: NAF chair Andy Bender, NAF executive director Willemijn Keizer (5) From left: NAF-Fulbright fellow Aydan Figaroa, NAF-Fulbright alumna Jet Vonk (Photos courtesy of the Netherland-America Foundation)

The NAF Boston Dinner Club Boston, MA and environs

The NAF Boston Dinner Club, organized by NAF director Hans Gieskes, brings together 12-15 guests in an intimate restaurant setting with a featured guest. The event is held once or twice a year in various dining venues in and around Boston, and funds the NAF's education programs. In 2019, the event was held at the Inn at Hastings Park in Lexington, MA. During the pandemic, the Dinner Club has been suspended.



The 2019 Dinner guests From left: Executive director of the Laspau organization at Harvard University Angelica Natera, NAF Boston chair Jos Scheffelaar, guest of honor Eric Mazur (Balkanski professor of Physics and Applied Physics, Harvard University), NAF director Hans Gieskes, NAF-Fulbright recipient Machteld van Egmond, Gerard Kolenbrander (Photo courtesy of The NAF Boston)

OTHER CATEGORIES OF INCOME

Investments

The NAF investments hold both restricted and unrestricted funds. While most of the NAF's investments are being held for the long term, certain assets, such as the Wilhelmina and Leendert Reuvers Fund (a restricted endowment established in 1989) disburses eight percent of the value of the fund (as averaged quarterly over the three prior years) to cover the cost of the Dutch NAF-Fulbright fellowships and their administration. Other restricted funds, subject to their own disbursement guidelines, fund NAF Study Loans, Dutch2USA internships, and other programs of the NAF.

Members

The Netherland-America Foundation was incorporated in 1944 pursuant to the Membership Corporations Law of New York State. As such, members have the power to shape the organization because they elect the organization's Board of Directors at the NAF's Annual Meeting. The members also help fund the organization through their annual membership dues. Membership (corporate and individual) provided approximately 23 percent of the NAF's annual budget over the past ten years. While members play an important role in the governance and funding of the organization, the real focus is on building community. Understanding the interests and goals of members helps the NAF to direct resources towards national and regional programming, networking, and educational opportunities.

Membership dollars are unrestricted and, along with the dinners and galas, help fund additional students, program development, new initiatives, and operating expenses. The new development team at the NAF is focused on improving the member experience and finding new members.

NAF Fact: Although the economic downturn of 2008 caused a setback of the foundation's resources, the foundation was now strong enough to recover and continue its expansion, including strong support for the Henry Hudson 1609 celebrations in 2009.

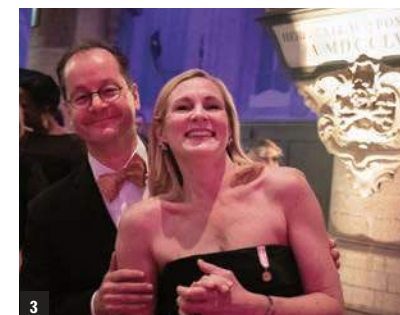
Major Donors

As the healthy revenues once experienced by the organization from its fundraisers have been impacted, the role of major donors is becoming more central to the NAF's fundraising. NAF major donors (exclusive of Friends Funds donors) represent approximately 13 percent of the NAF's annual income, as averaged over the past ten years. With a new development director at the NAF, the focus will be on building relationships with individual major donors who may have interest to provide general support or fund a special program.

Recognizing the need for individual donor development, the NAF in 2011 established its first annual Heritage Society Luncheon. Participating in the luncheon are longstanding NAF board and committee members and other friends of the NAF. Since its inception, several members of the NAF Heritage Society have made substantial gifts through their wills and estate planning.

The largest donors are those whose generosity has given birth to new programs. The Wilhelmina and Leendert Reuvers bequest of 1989 created an endowment for the new Reuvers Fellowships, bringing new generations of Dutch scholars to the U.S. Maarten van Hengel, a banker and the NAF chair from 1994-1998, helped to arrange the bequest. He later directed substantial personal funds toward the organization to strengthen its administration and fundraising. Upon his death, the Van Hengel family established the Maarten van Hengel Memorial Fund to support student loans.

Donors Jacob Gelt Dekker and John Padget endowed the NAF's largest program (by number of participants), the popular Dekker-Padget Dutch2USA Internship program through the Golden Fleece Foundation.



(1) Edith and Loet Velmans, donors of the Loet and Edith Fellowship in International Communications, at NAF event, 2013 (Photo credit: Leigh Becket)
 (2) From left: Netherland-America Friendship Gala sponsors Karina Lord and Paul Klaassen with Jan Willem van Drimmelen, 2019 (Photo credit: Monique Shaw)
 (3) Netherland-America Friendship Gala sponsors and fellowship donors Andy and Priscilla Bender, 2019 (Photo credit: Monique Shaw)
 (4) Peter Stuyvesant Ball sponsors and fellowship donors Claudia and Maarten van Hengel, 2019 (Photo credit: Leigh Becket)

Mark Pigott, a sponsor of the Peter Stuyvesant Ball in 2008, created an endowment for the Mark Pigott Family Education Fund, providing supplemental study loans to NAF-Fulbright scholars. The Samuel Freeman Charitable Trust provides further study loans for the same.

Mary and Marnix Heersink have created a fund for the new Heersink Family Global Health internships. Dan Adams has funded another new program, the NAF Challenge.

Donors Priscilla and Andy Bender, Manon Cox, Leslie and Henry Berghoef, Fay Hartog-Levin and Daniel Levin, The Klaassen Family, Lucendi Foundation, Ernst A. Nijkerk, Sylvia Tóth Charity Foundation, the family of Drusilla and Maarten van Hengel, the family of Edith and Loet Velmans, The Harry and Jeanette Weinberg Foundation, anonymous donors, and corporates such as Aegon Transamerica, AON Holdings, Atlantic Investment Management, HEINEKEN USA, ING Capital, KLM Royal Dutch Airlines, and Rabobank have funded fellowships or other programs over the past several years.

Other Income

The remaining ten percent of the NAF's income results from small events happening in the chapters, special events, Friends Funds transactions and administrative fees, and student loan interest. Though events are planned to break-even, higher than expected registration, cost-savings, and corporate donations often help events to become net positive.

Partnerships

The NAF partners with like-minded organizations to strengthen and support specific programming with common goals. While not a direct source of funds, cost-sharing of programs enables partner organizations to do more with less. Many regional inter-organizational partnerships have developed into chapters and maintain strong membership bases.

DID YOU KNOW?

NAF-KIKA Fellowships for Research in Childhood Cancer

In connection with the 2009 Henry Hudson Quadricentennial, a special fundraising opportunity was seized. NAF director Bas NieuweWeme and Gaius Voûte organized a team to run in the ING New York City Marathon, in collaboration with the Foundation KIKA in the Netherlands. The team raised approximately \$130,000 for NAF fellowships for research in childhood cancer over the course of five years.



Bas NieuweWeme and son Thijs, ING New York City Marathon, 2009 (Photo credit: The New York Times)



The NAF: Organization, Governance and its Future

The organization and governance of the NAF has evolved over the last hundred years in response to changes in society and in the relationship between the Netherlands and the United States. In preparation for the future, the NAF has embarked on an ambitious program to better align its mission, programs, and organizational structure with the opportunities and challenges it faces.

Governance

The NAF is a volunteer organization that is managed by and for its members. The NAF is successful because of the many volunteers who are passionate about the mission and willing to invest their time. In a typical year, the NAF organizes more than 125 social and business events, sponsors 40 to 50 internships and funds an average of 25 students. To make this happen, more than 25 committees and chapters help manage the organization and promote the NAF's mission through grant activities, providing oversight and support to the day-to-day organization.

In addition, the NAF has nine chapters that are the backbone of the organization, providing local access to members across the United States and the Netherlands. The chapters organize local events for members.

The committees and activities are currently supported by a staff of six in the New York office. The team is headed by the executive director (ED). To support these activities in an efficient manner, over the last year the NAF redefined its organizational structure, and updated the various job descriptions, roles, responsibilities, and objectives for the staff, board, and volunteers. To support the NAF's team, best practices for charitable organizations were followed by investing in a robust technology infrastructure to make processes more efficient and scalable. The future direction of the NAF was charted in a strategic plan prepared this year.

In 2021, an Advisory Committee was formed capturing the broad spectrum of NAF's constituencies and consisting of representatives from students, interns, alumni, chapters, and various program initiatives. The purpose is to give a voice to younger members in the continuing development of the strategic vision. This allows the next generation to have a stake in the NAF's future, nurture talent for future leadership positions, and increase membership engagement.



Organization

The organization is managed by a board of independent directors drawn from business, professional, and charitable communities in both the U.S. and the Netherlands. The board oversees the activities of the organization. The Executive Committee (EC) handles the oversight of the day to day management implemented by the ED. The EC consists of the chairs of the fundraising event committees, the chairs of the Education and Cultural committees, and the secretary, treasurer, and chair of the NAF. The ED participates in the EC meetings and reports on status and progress. While the board currently meets twice a year, the EC meets regularly throughout the year. The chair of the NAF presides over the EC and reports to the board at its meetings.

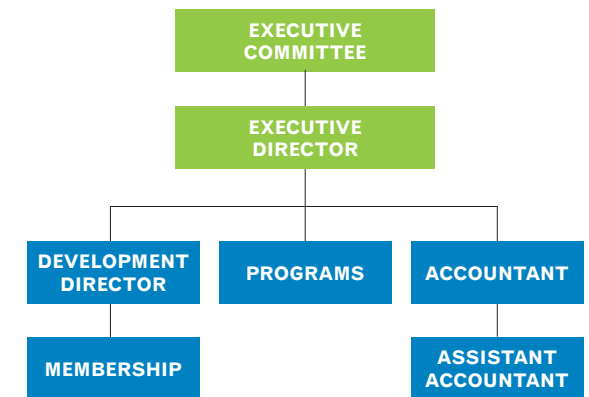
The ED is responsible for implementing the overall strategy of the NAF set by the EC and board and manages the organization and its day-to-day operations. Annually, the ED is expected to update the strategic plan, prepare the budget, set objectives for the staff, report on the effectiveness in the execution, and make adjustments where needed. The ED reports to the chair of the NAF.

The position of development director was recently added, bringing back a role that existed in the NAF's organization chart until about 10 years ago. The position was reinstated in 2020 with an eye towards growing membership, deepening relations with donors, and strengthening the financial reserves. The board believes that this addition will result in a stronger and more engaged membership and donor base.

The development director has been, and will continue to be conducting surveys and interviews to have a better understanding of what members, corporate, and individual donors expect from the NAF. Based on the outcomes of these studies, the NAF will develop new programming to enable more and better opportunities for networking and information exchange, and to be able to launch new initiatives.



Willemijn Keizer,
Executive Director
of the NAF
(Photo credit:
Valerie Downes)



The program manager supports the more than 125 cultural, business, and social events the NAF organizes annually. The manager is also responsible for supporting the chapters. With the large increase in activities this has become a full-time position. To support the program manager in the financial management execution of all these programs, it was necessary to add a part-time assistant accountant, reporting to the accountant.

The NAF's staff is ready for the next decades but the organization will always be open to transition. As the environment changes, programs will change, and, therefore, the organization will need to adapt to stay relevant and be effective.

Looking Ahead: The Future of the NAF

During its 2020 December meeting the Board of the NAF approved a new strategic plan titled "Building Bridges to the Future". The strategic plan clearly charts the path forward to accomplish its mission, while building on the NAF's past achievements and rich history.

The strategic plan presents a vision for the future and reconfirms the NAF's mission: continue to strengthen the bonds between our two countries through exchanges in the arts and sciences, education, business, and public affairs. It also provides a detailed roadmap for growing our membership and donor base and expanding our constituent base. In addition, the plan focuses on attracting a younger generation and a greater diversity of members. Lastly, the plan has action items to make the NAF more efficient in delivering its mission.

The strategic plan identifies four key areas:

1. **ENGAGEMENT OF CONSTITUENTS.** The goal is to increase the engagement of constituents—members, volunteers, sponsors and supporters, chapters, alumni, and Friends Funds, and to grow membership by listening to the needs of constituents. To accomplish this, the plan provides actions for improving communication, networking opportunities, and programming. In addition, the plan calls for an active engagement and expansion of the chapters.

2. **PROGRAMMING AND EVENTS.** The NAF Centennial offers a unique opportunity to expand relevant programming and events. The Centennial Committee has planned a year-long calendar of presentations, workshops, and other celebratory experiences. In addition, the NAF will expand and build on existing programs in the years ahead—highlighting the strengths of Dutch and American exchanges in the arts, business, and education.

3. **FUNDRAISING AND FINANCE.** To continue growth in programming and to adequately address the needs of members and sponsors, the NAF needs a strong fundraising function. Donors and sponsors have been requesting coordination of appeals, and the possibility of donating in alternative ways. The NAF is reinstating the fundraising function to the organizational structure and developing additional, tax-advantageous ways to give.

4. **GOVERNANCE AND ORGANIZATION.** To allow the organization to operate in an efficient and scalable manner, it needs the right tools and organizational structure. To that end, processes, roles, and responsibilities have been redefined and investments in software tools have been made. All of this will help redirect staff from administrative activities to those that benefit members and constituents.

Parallel to this, the foundation is making the organization more diverse by attracting board members and staff with backgrounds that better reflect society. Recently, the Executive Committee decided to install an Advisory Committee of younger members that will advise the executive director and the board on the strategic priorities.

These activities seek to prepare the NAF for the next century. The organization must be open to self-examination to ensure that it continues to serve the

mission. As the environment and constituents change, so must the NAF's strategy, organization, and processes. This will be an ongoing, never-ending effort.

In light of challenges our societies face, the mission has become more relevant than ever. By facilitating exchanges of culture, business, and education, the NAF is bridging worlds. The NAF is committed to being a catalyst, creating awareness and understanding by bringing a richer perspective of ideas to the relationship, thereby, strengthening the ties between the United States and the Netherlands.

APPENDIX

Celebrating 90 Years: A Brief History

by Professor Hendrik Edelman

When the Netherland-America Foundation was founded in New York in 1921, each country's representatives had quite different objectives. The Dutch, and especially its American based business community, had a need to substantially improve its public image in the United States. When President Woodrow Wilson declared war on Germany in April of 1917, the relationship between the United States and the Netherlands quickly deteriorated.

Woodrow Wilson declares war on Germany, April 1917 (Photo credit: Bettmann/CORBIS)



THE FOUNDING

The Dutch, and their American-based business community, had an urgent need to improve public relations. In 1918, at a conference of Dutch bankers and representatives of trading and shipping companies, a proposal was put forth to set up an institute for general cultural, education, and economic exchange. Similar institutes had been founded by other neutral countries such as Spain, Sweden, and Norway. It was, however, an American, who took the initiative—Hamilton Holt (1872-1951)—a political activist and the editor of the *Independent Magazine*, a weekly publication taking strong positions on America's role in public affairs. Holt approached two prominent Dutch-Americans to seek their support, Edward W. Bok (1863-1930) and Franklin D. Roosevelt (1882-1945). Bok was the recently retired editor of the *Ladies Home Journal* in Philadelphia. Roosevelt had successfully served since 1912 as Assistant Secretary of the Navy and, in 1921, was in private law practice in New York.

On 10 May 1921, Hamilton Holt hosted a luncheon at the Century Club in New York to discuss the prospects for a Netherlands America Foundation. Likely guests were Edward Bok, Adriaan J. Barnouw, and Stephen

Dr. Holt at Work, ca. 1940
(Photo credit: Rollins College Archives)



Edward William Bok in the frontispiece to his autobiography, *The Americanization of Edward Bok*, 1920

Duggan, director of the Institute of International Education in New York. The first meeting of the board was held on 1 December 1921. Bok was elected president. Holt, Roosevelt, and William Gorham Rice became vice-presidents to which rank Willem van Doorn, manager of the Holland America Line was also elected.

Encouraged by Bok, a group of prominent Dutch men and women met in The Hague on 29 October 1921 and formed the *Nederlandsch Amerikaansche Fundatie*, as sister organization to the foundation in the U.S. under the chairmanship Willem Westerman, who headed the New York office of a prominent Dutch bank. The symmetry was complete.

ORGANIZATIONAL STRUGGLES

Bok urged Roosevelt to call a meeting of the Executive Committee to initiate ideas to build membership. The Netherlands Chamber of Commerce had meanwhile appointed as president William C. Redfield (1858-1932), a successful manufacturing executive from New York. Roosevelt invited Redfield to become a member of the foundation and to consider how the two organizations could work together. Redfield proposed a merger. However, both organizations in the end wanted to retain their own identities.

But change was coming. At the meeting of the foundation board on 23 February 1923, Adriaan Barnouw, who had been serving as executive vice president, having succeeded Roosevelt since the fall of 1922, announced his resignation. In his place, William Redfield was appointed. Still president of the Chamber, Redfield's attention was shifting to the foundation. Bok remained as president, while Rice, Roosevelt and van Doorn continued as vice presidents.



William Redfield (Photo credit: This image is available from the United States Library of Congress' Prints and Photograph division under the digital ID cph.3c15535)

NEW LEADERSHIP

On more solid footing, the foundation became active, raising funds for a memorial of the Dutch jurist Hugo Grotius in the Nieuwe Kerk in Delft, sponsoring (in cooperation with the Fundatie) Dutch students for study in the U.S. and arranging for Americans to study at University of Leiden in 1924/25. In 1924, Adriaan Barnouw began to write a *Monthly Letter* on a variety of literary, historical and artistic subjects, including book reviews. It would become the public face of the foundation for many years.

Also in 1924, Redfield was elected president and chairman of the board. Committees were established, including education, publication, art, music,

drama, and social relations. The foundation provided funding for several Dutch scholars, including physicist and 1902 Nobel Prize winner Pieter Zeeman. Redfield retired in 1925. He was succeeded by a prominent New Yorker, Irving T. Bush (1869-1948), under whose leadership the foundation continued to grow. Among the many activities organized by the foundation was the erection of a flagpole in Battery Park on 5 December 1925, in celebration of the 300th anniversary of the Dutch founding of New York.

Bush was succeeded in March 1927 by William Van Wyck, another prominent New Yorker. The foundation moved to 551 Fifth Avenue, the so-called French Building. The cooperation with the Fundatie in Amsterdam continued. In 1929, eight Dutch students were supported in the U.S. The Dutch branch, meanwhile, had begun to issue travel grants to American and Dutch scholars. Many promising scholars were awarded, amongst which were biologist Nicolaas Tinbergen (later Nobel prize winner) and the historian Johannes C. Westermann.

Grotius Memorial, Nieuwe Kerk, Delft
(Photo credit: Ludovic Hirlimann/Wikimedia Commons, CC-BY-SA-3.0)





Thomas J. Watson, Sr.



Dorus van Itallie, President, The Netherland Benevolent Society of New York, 1967

DEPRESSION AND REVIVAL

The Great Depression, and the passing away of Bok and Redfield, took a toll on the foundation. Roosevelt's election to the U.S. presidency meant the loss of yet another vice-president. In 1936, William Van Wyck retired. The foundation's new president would be Thomas J. Watson, president of IBM. Watson was close to Roosevelt and had a strong interest in the Netherlands. In the same year, an IBM office and factory were opened in Amsterdam. Forthcoming activities were announced in the *Herald Tribune*, including plans for a statue of Peter Stuyvesant, governor of New Netherlands

(1647-64) at Stuyvesant Square. In 1938, the foundation organized a reception at the Cosmopolitan Club, unveiling plans for the establishment of a Holland House at 10 Rockefeller Center. Opening in 1939, the new center housed offices of the foundation, the Chamber, Consulate, Netherland Club, an art gallery and the Holland House Tavern.

A change of the guard also took place in the Netherlands. Willem Westerman was succeeded in the presidency of the Fundatie in 1935 by Dirk Hudig. The program to support Dutch students and scholars on their visits to the United States continued.

Holland House, 10 Rockefeller Plaza, New York City. Lounge to south. Van Der Gracht & Kilham, architect, Gottscho-Schleisner, Inc., photographer, 1940



WORLD WAR II

When the German army invaded the Netherlands on 10 May 1940, a group of prominent Dutch-Americans met at the Holland House to launch the Queen Wilhelmina Fund to aid the Red Cross in the Netherlands. The immediate goals of the foundation were submerged amidst this activity. In July 1943, Dorus van Itallie, secretary of the Netherland Benevolent Society, took over the leadership of the Queen Wilhelmina Fund.

In early 1944, Thomas Watson organized a dinner for Princess Juliana during her visit to New York. Eleanor Roosevelt was the guest of honor and presented the foundation's first annual award for eminent services in the field of Netherland American friendship to the Princess. Watson wanted to expand the foundation's reach on a national scale. Offers for honorary membership were issued to Queen Wilhelmina and President Roosevelt, who both accepted as did the Dutch and American ambassadors. Several chapters were founded or re-activated, including Boston, Buffalo and Washington, D.C.

Late in 1944, Watson resigned his foundation presidency. He was succeeded in January 1945 by Peter Grimm, a prominent New York real estate broker, who had been instrumental in completing the financing for the building of the Holland House at Rockefeller Center.

OTHER INITIATIVES, RENEWAL AND DECLINE

Meanwhile, the Fundatie was being resurrected with help of the Dutch government. In Amsterdam in 1945, the Netherland Amerika Instituut was founded, merging with the Fundatie in 1948. On 19 May 1949, as a result of the formal exchange agreement with the U.S. based on the Fulbright legislation, the United States Educational Foundation (USEF) in the Netherlands was created. Soon, the Instituut took



Princess Juliana receiving award, 1944. From left: Thomas J. Watson, President of the foundation and President of IBM; Princess Juliana, Eleanor Roosevelt and Dr. Joseph R. Sizoo (Photo credit: Bettmann/CORBIS)

on the screening of Dutch Fulbright candidates. During the year 1950/51, scholarships were issued to 25 Dutch students.

By that time, however, the American side suffered from lack of interest and funding. Many partial scholarships to Dutch students were rejected due to lack of supplemental funds. President Grimm informed his board that the foundation would suspend its activities but that the legal status would be preserved. Adriaan Barnouw published his final *Monthly Letter* in June 1948 and retired from his Queen Wilhelmina Chair at Columbia.

Adriaan Barnouw



The Benevolent Society, now under the direction of Dorus van Itallie, was also losing membership. However, the Dutch Consulate in New York decided that income from its Planten en Pluygers trust funds could be used to assist the Society. A student loan program was initiated in 1951 and a Committee for Netherlands Students was appointed.

During a 1952 New York visit by Queen Juliana, discussions about reviving the foundation took place. The Dutch ambassador Baron de Vos van Steenwijk brought encouraging news. Several corporations in the Netherlands had raised a trust fund of \$87,000 to allow the foundation to rebuild, with the continuing emphasis on student exchange. A new foundation president was elected in 1954, Harold O. Voorhis, vice-chancellor of New York University (NYU). Adriaan Barnouw once again started his occasional musings, now in the *N.A.F. Letter*. Both Queen Juliana and President Dwight Eisenhower accepted honorary patronships. For all intents and purposes, the foundation was functioning again.

The most innovative activity of the foundation was the initiation in 1955

of a trainee program for young Dutch professionals to gain field experience in America. The program was initially funded by both the Dutch and U.S. governments. The Netherland Amerika Instituut in Amsterdam took responsibility for the organization of the program in the Netherlands. The foundation office in New York, under executive director Jayne Ross, coordinated the placement and the mentoring of the trainees in the U.S. Over the next decade, some 2,000 young Netherlanders participated, making the trainee program the foundation's most visible and successful one. However, the program was a serious drain on financial resources and other activities, especially in the cultural area, were curtailed.

In 1959, Harold Voorhis was succeeded by NYU professor Henry P. De Vries. Serving as secretary was Pieter J. Koopmans, while Leendert M. Reuvers became treasurer. The trainee program and scholarship exchanges continued. Barnouw's second Letter series came to an end in December 1961. In 1962, Philip Young, previous U.S. Ambassador to the Netherlands, was elected president, while Leendert Reuvers served as executive vice-president. Hans IJssel de Schepper succeeded Reuvers as treasurer.

Cooperation with the Benevolent Society continued, especially in the area of support for students. Van Itallie still served as president. Of note was the election of Maurits Edersheim

Maurits Edersheim



as treasurer in 1960, while Maarten van Hengel began his service on the finance committee a year later. The foundation suffered financial shortages over the next decade. When the Dutch Consulate in New York appointed a consul for cultural affairs, the need for the foundation diminished. In 1966, after years of strained relations with the Nederland Amerika Instituut, the foundation discontinued the relationship. At its annual meeting in 1968, foundation president Young stepped down, and Hans IJssel de Schepper succeeded him.

In the same year, Van Itallie was succeeded as Benevolent Society president (also by IJssel de Schepper. Edersheim continued as treasurer. IJssel de Schepper appointed Hans van den Houten, of Chase Manhattan Bank and Rein van der Does, a colleague of Edersheim at Drexel Burnham to the student committee in 1968. Both would enjoy a long tenure in Dutch-American organizations.

Change also came in the Netherlands. In 1972, a new organization was created to operate the Fulbright and other exchange programs, the Nederland America Committee on Educational Exchange (NACEE).

The foundation's concern with the trainee program continued. Funding was a problem, and now, there was a decrease in applications. The image of the U.S. abroad was diminished as a result of the Vietnam War and economic conditions made it difficult to find sponsors. After considerable deliberations, in 1974, the board ended its involvement in the trainee program. The foundation was out of trouble, but also out of money and energy. The remaining staff members were terminated and the office was closed. The legal structure was retained however. Once again, the foundation was dormant, awaiting better times.

MERGERS

Maurits Edersheim succeeded Hans IJssel de Schepper as president of the Nederland Benevolent Society in 1975. Edersheim proposed a merger of the Benevolent Society and the foundation, approved by the foundation directors on 24 October 1978. Thus, on 29 May 1979, the Nederland America Community Association was founded with the goal to incorporate and continue the programs of both organizations. Princess Juliana would be Patron. Edersheim became the first president. Fleck was appointed administrator. Existing programs continued, and the foundation's cultural program was revived. A new Cultural Committee was founded in 1980 with NYU art historian Egbert Haverkamp Begemann as its first chair. Early members were John Bertram, Edith Velmans, and Wanda Fleck.

In other stirrings, the Dutch-American West India House Foundation was founded in New York in 1976 to support the restoration of the fire-damaged historic West India House in Amsterdam. Among its leadership was the Dutch Consul in New York, Leopold Quarles van Ufford and Johannes van de Pol. A fundraising ball was held in May 1981 at the Vista Hotel in New York. The first Peter Stuyvesant Ball (PSB) was a great success, to be repeated the following year. A third ball was organized in 1983 with proceeds distributed to various other worthwhile Dutch-American causes. The Ball became an annual and much anticipated affair.

Spurred on by the Dutch government with a substantial grant, the Dutch-American community rallied to gain recognition of the bicentennial of the entry of the Dutch Republic into the American War of Independence in 1782. A group of influential Dutch-Americans, among which were Michigan businessman Jay van Andel and public relations expert Loet Velmans founded the Nederland America Amity Trust (NAAT) in 1981 to publicize and celebrate the occasion in 1982.



(top) Egbert Haverkamp Begemann, first chair of the Cultural Committee, 2011 (Photo courtesy of the Nederland-America Foundation)
(bottom) Edith Velmans, early member of the Cultural Committee and author, Edith's Story (Photo credit: David Roy Bruneau)

In the following few years, all activities of the Community Association proceeded successfully. Jacob Ebeling-Koning became president in 1984, succeeded by Raoul van der Lugt in 1985. Maurits Edersheim reduced his role to vice-president. But further merger discussions were on the agenda. Officers of the Community Association initiated discussions with the NAAT and the Dutch American West India Foundation. The NAAT was reluctant but there was a positive response from Johan H. Brinckmann and Loet Velmans of the Dutch American West India Corporation. An agreement was reached a year later.

On 1 May 1989, the merger took place. As part of the agreement it was decided to name the new organization the Nederland-America Foundation. Princess Margriet and her husband Pieter van Vollenhoven would serve as



Peter Stuyvesant Ball at the Vista Hotel, 1981. From left: Professor Pieter van Vollenhoven; Her Royal Highness Princess Margriet of the Netherlands; J. Sinclair Armstrong for St. Mark's Church on the Bowery, and for the Dutch-American West India Company Foundation; Arnold van der Ven of AMRO Bank and Bart van Tongeren of Elsevier (Photo courtesy of the The Nederland-America Foundation)



(top) Her Royal Highness Princess Margriet of the Netherlands and Professor Pieter van Vollenhoven, 1993 **(bottom)** Loet Velmans, former chair of the NAF (1990-1994) with Theodore Prudon, Cultural Committee chair, 2013 (Photo credit: Leigh Beckett)

patrons. Board membership reflected the two organizations: Loet Velmans was chair, Raoul van der Lugt served as president, Maurits Edersheim, vice-president, Arthur Arnold, treasurer, while Kersen de Jong became the secretary. Wanda Fleck was appointed as administrator.

Leendert M. Reuvers passed away in 1988, leaving the disposition of his estate to his banker, Maarten van Hengel. The latter established the Wilhelmina en Leendert Reuvers Endowment, the income of which would provide scholarships for Dutch graduate students in U.S. Velmans asked Hendrik Edelman, professor of Library and Information Science at Rutgers University to chair the newly reconstructed Education Committee. The new Reuvers funds gave increased visibility to the committee.

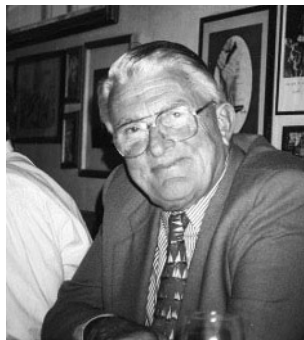
The list of awards by the Cultural Committee, still chaired by Egbert Haverkamp Begemann, showed a rich diversity. Loet Velmans chaired the 1990 PSB, the management of which

was turned over to a development professional, Age Diedrick, who has performed that role successfully ever since.

At the same time, William Tucker of the NAAT, with help from Congressman Guy Vander Jagt and other Dutch-American politicians, arranged for President Bush to declare 16 November 1991 Dutch-American Heritage Day, to commemorate the "First Salute" of the American flag by the Dutch governor of St. Eustatius on 16 November 1776. A director of the NAAT, Thomas Wysmuller, endowed an annual award to be given to a Dutch or American individual who had contributed to the amity between the Netherlands and the U.S. The award carries the name of former U.S. Ambassador to the Netherlands and Amity Trust chair, J. William Middendorf II. The first recipient of the award, presented in 1991 at a gala dinner in Washington, D.C., was Congressman Vander Jagt. This gala became an annual tradition until it was discontinued in 1998. Similarly, a group in Los Angeles established the Dutch American Heritage Foundation to organize an annual gala, where an honoree is given the Dutch American Heritage Award.

The tenth PSB was once again held at the Waldorf Astoria, graced with the presence of the foundation's Patrons, Princess Margriet and Professor Pieter van Vollenhoven, and two of their sons, the Princes Maurits and Bernard. The Peter Stuyvesant Award went to Maarten van Hengel in recognition of his services to the foundation.

In June 1992, foundation President Richard Spikerman, who had succeeded Raoul van der Lugt, announced that the foundation would merge with the Netherlands Institute in New York. Unfortunately, the ambitions plans were not backed up with fund-raising. When Spikerman left the foundation presidency a few months later, his successor, Jan Flinterman, had no choice but to liquidate the Institute's assets and close the office.



(top) Age B. Diedrick, director of the Peter Stuyvesant Ball, 2010 (Photo credit: Melanie Einzig)
(bottom) Maarten van Hengel, former chair of the NAF (1994-1998) (Photo courtesy of the family of Maarten van Hengel)

STABILITY AND GROWTH

The four years of Maarten van Hengel's tenure as board chairman were decisive for the future of the foundation. The fellowship program was substantially strengthened when the board decided in 1995 to apply some of the proceeds of the Stuyvesant Ball to it, providing Americans access to fellowships at Dutch universities.

The Cultural Committee continued to support mostly young and emerging artists as well as special events at established cultural institutions. The composition of the PSB Committee was stabilized when Hans van den Houten became its chairman.

The foundation celebrated its 75th anniversary in May 1996 with a dinner at the Century Club in New York. The foundation's finances were on the rebound, income from the Ball increased year by year and the future looked bright. The annual Dutch American Heritage Day celebrations were held in various cities and the Los Angeles, Atlanta and Chicago chapters used the occasion to raise program funds.

Lane Grijns and Hans van den Houten were elected as chairman and president respectively, in 1998.

Violin concerto in honor of the NAF's 80th anniversary, 2001. From left: David Alan Miller, Kevin Beavers, Colin Jacobsen, William Kennedy perform a violin concert commissioned by the Cultural Committee (Photo courtesy of The Netherland-America Foundation)



Ennius Bergsma continued to serve as treasurer as did Kersen de Jong as secretary. With the main programs in place, the leadership addressed the larger financial picture. In 1999, Age Diedrick succeeded Ine Laverge in the role of development director. Also in 1999, the Campaign for the 21st Century, headed by Dirk Stuurop, Johan de Voogd, and Neill Andre de la Porte was launched. The initial response was encouraging with nearly \$1.5 million in early pledges from Maurits Edersheim, Fred G. Peelen, Dick Stuurop, and Louise Pierot. In addition to strong and continuous support from ABN AMRO, AEGON, Heineken, ING, KLM, Sarah Lee, and VNU, new support was received from ABP and De Lage Landen.

After years of cramped space, office space was secured on 82 Wall Street. Tragically, terrorist attacks on the World Trade Center and the Pentagon on 11 September 2001 disrupted the life of the nation and affected the foundation as well. The campaign to build membership and endowment was disrupted and would take a long time to get back on track.

The years 2002-03 brought changes. Wanda Fleck left for a promising career as a music impresario. Her replacement, with the elevated title



Paul J. Klaassen, NAF Vice-Chair, presents the Amb. C. Howard Wilkins, Jr. Award to Jay Van Andel (Photo courtesy of The Netherland-America Foundation)

of Executive Director, was David E. Rockefeller. His tenure was brief and a few months later the foundation attracted the competent services of Joan C. Kuyper.

In recognition of the increasing role of the foundation in funding student exchanges between the Netherlands and the U.S, the board approved a proposal by Marcel Oomen, director of the Fulbright Center in Amsterdam, to merge the foundation scholarships with the Dutch-American Fulbright program. As of 2002, all of the exchanges were now known as NAF-Fulbright Fellowships. This being accomplished, Hendrik Edelman resigned as chair of the Education Committee, after a decade of service, leaving the program in the hands of Mary Reuchlin Rifkin.

The Cultural Committee, now under the leadership of Theodore H.M. Prudon, who had succeeded Egbert Haverkamp-Begemann as chairman in 2000, selected some 28 proposals. Among the grants was one to Kevin Beavers, a former NAF Fellow, for the commission of a violin concerto in honor of the foundation's 80th anniversary in 2001.



Henry Hudson 400: Transatlantic Dialogue, 2009. From left: Michael Machczynski, NAF-Fulbright recipient; Buford Alexander, former NAF director; Mark Vlasic, NAF-Fulbright recipient; Eulani Labay, NAF Study Loan recipient; Ennius Bergsma, former NAF chair; Roos Stallinga, NAF-Fulbright recipient; Theodore Prudon, NAF director; Philip Ugelow, NAF-Fulbright recipient (Photo credit: Melanie Einzig)

As the Netherland-America Foundation celebrated its ninetieth anniversary in 2011, it looked towards the next decade with great pride and confidence. It was a mature organization with strong volunteer and professional leadership, a broad base of individual and corporate support, improved financial assets and continuing diverse programs in support of educational, cultural and business exchanges between the two countries.

NOTE: To read *The Netherland-American Foundation, 1921-2011: A History*, written by Hendrik Edelman, in its entirety, please visit thenaf.org.

Hendrik Edelman, Rutgers University



DID YOU KNOW?

- As early as 1924, Adriaan Barnouw began to write a personalized monthly letter to the foundation membership, covering a wide range of historical, literary, and artistic subjects. Those letters were the face of the organization until 1961, and serve as fascinating historical artifacts of the period.



- On the occasion of its 80th Anniversary, the Netherland-America Foundation gave its namesake award to her Royal Highness Princess Margriet of the Netherlands and the Hon. Pieter van Vollenhoven, patrons of the foundation, for a lifetime of service advancing the cause.

The NAF Timeline 1921-1999



Courtesy of the New York Public Library Digital Collections

1921

- **10 MAY**, the first meeting of the future Netherland-America Foundation is held at the **Century Club** in New York City
- **29 OCTOBER**, first meeting of the Nederlandsch Amerikaansche Fundatie, the NAF's sister organization, is held in **The Hague**
- **1 DECEMBER**, first meeting of the New York Board of Directors of the Netherland-America Foundation is held in the **Alpine Club**

Photo courtesy of Willemijn Keizer, 2021



1922

- **3 JANUARY**, first members' gathering held at the Hotel Astor



1923

- NAF collaborates with other Dutch-American organizations to celebrate 25th anniversary of the inauguration of **Her Majesty Queen Wilhelmina of the Netherlands**
- Publication and Education initiatives are launched—Scribner's (New York, NY) publishes *Holland under Queen Wilhelmina* by Adriaan Barnouw



1924

- Adriaan Barnouw begins to write a personalized **Monthly Newsletter** to the foundation membership
- In collaboration with Dutch branch of the foundation, the **University of Leiden** offers study weeks for American students

1926

In celebration of the 300th anniversary of the Dutch founding of New York, a **flagpole designed by H.A. van den Eijnde** (1869-1939) from Haarlem, Netherlands, is erected by the NAF. A plaque at the base reads "*In testimony of ancient and unbroken friendship this flagpole is presented to the City of New York by the Dutch people 1926.*"



Photo courtesy of Professor Hope Elizabeth May and The Cora di Brazzà Foundation

1931

- Dedication of the **Grotius Memorial Window**, designed by Dutch artist Joep Nicolas and installed in the Nieuwe Kerk (Delft)
- **Birthday of Princess Juliana** on April 30 celebrated in a garden party at the Long Island residence of Mr. and Mrs. John Scheepers



1939

Holland House, where the NAF offices were to be located, opens at 10 Rockefeller Center

Image credit: Union News Company, 1955



Creator: Ronay (n.d.). Courtesy of University of Minnesota Libraries

1940

Queen Wilhelmina Fund to aid Red Cross in the Netherlands and alleviate suffering caused by the Nazi invasion launched by a group of prominent Dutch-Americans



1944

NAF Education Committee formed, in addition to art and music committees

1979

The Netherland Benevolent Society of New York, Inc. (est. NY, 1908) merges with the Netherland-America Foundation, becoming the **Netherlands-American Community Association**

1980
Cultural Committee created

1981

First Peter Stuyvesant Ball, organized by the Dutch American West India Foundation held at the Vista Hotel in NY



Photo credit: ZUMA Press, Inc./Alamy



1989

The Netherlands-America Community Association (est. 1980, D.C.) and Dutch-American West-India Company Foundation merge into the newly renamed **Netherland-America Foundation**

1976

Dutch American West India Foundation founded in New York to support restoration of the fire damaged West India House in Amsterdam



Photo credit: West-Indisch Huis, taken by S. Sepp, 2007

1990

Wilhelmina en Leendert Reuvers Educational Fund (Reuvers Fund) is established to support Dutch scholars pursuing advanced degrees at American universities

1972

The Netherland America Committee on Educational Exchange (NACEE) is founded by the United States and the Netherlands to operate the Fulbright and other exchange programs

1991

Annual gala in Washington, D.C. established to confer the J. William Middendorf II award. The dinner was suspended in 1998.

Late 60s-early 70s

With little money to support its mission, the Netherland-America Foundation was largely dormant; unpopular Vietnam War impacts applications and student exchange



1992

Dutch American Heritage Foundation established and grants first annual Dutch American Heritage Award in 1992

1955

U.S. Dept. of State's Exchange Visitors Program funds trainee program for young Dutch professionals to gain experience in American companies; over 2000 participate over the course of the next decade



1993

The Netherland-America Foundation moves to **135 East 57th Street** (ING's office)

1996

- **75-year celebration ceremony** held at the Century Club
- **C. Howard Wilkins, Jr. Award** is established and presented at the annual Awards Dinner in Washington, D.C.

1948-51

- **The Netherlands-America Institute (NAI)** merges with the Netherland-America Foundation in 1948
- **Fulbright agreement** between the United States and the Netherlands established in 1949

1999

Campaign for the **21st Century capital campaign** launched

The NAF Timeline 2000-2021

Flooding of the Brooklyn Battery Tunnel, looking northward, toward the unfinished Freedom Tower, 2012 (Photo credit: ARCADIS)



2012

- Hurricane Sandy floods lower Manhattan; the NAF office is without heat, power and internet for several weeks
- The Samuel Freeman Charitable Trust Study Loan program is established
- *The Netherland-America Foundation, 1921-2011: A History* by Hendrik Edelman is published



2011

- NAF Heritage Society established; celebrates foundation's 90th anniversary at the Netherland Club of New York



2010

- Mark Pigott Family Education Fund established providing supplemental study loans to NAF-Fulbright fellows
- New NAF-Fulbright fellowship established: Duisenberg School of Finance in Amsterdam



2003

- Launch of *The NAF Connection*, a new bilateral alumni organization
- Strategic Planning Committee starts work
- The K. Terry Dornbush Award is established and presented at the annual Awards Dinner in Washington, D.C.

2001

- The foundation moves to 82 Wall Street, in lower Manhattan
- 9/11 attacks on the World Trade Towers and the Pentagon, one flight is brought down in Somerset County, PA before making its attack

2000

- The foundation moves to 500 Park Avenue (ABN AMRO's office)

2021

- Centennial Celebration of the NAF
 - The first Netherland-America Foundation Essay Challenge is issued

naf 100

2020

- Covid 19 Stay-At-Home order issued, staff begins to work remotely, NAF suspends all in-person programs and events, on-line programming is offered
 - NAF Live TV launched



Dutch2USA
Dekker-Padget Internship Program

2017

- Dekker-Padget Dutch2USA Internship Program launched

2018

- The Houston Chapter of the NAF is formed

2019

- Heersink Family Global Health Internship Fund launched in honor of Her Royal Highness Princess Margriet of the Netherlands;
- The first Netherland-America Friendship Gala held in the Pieterskerk in Leiden in the Netherlands
- Elske Doets Young Lady Business Academy Internship Program started



2009

- The Transatlantic Dialogue is streamed simultaneously in New York City and Amsterdam, marking 60 Years of the Fulbright Program in the Netherlands and 400 Years of Dutch-American relations
- The Western Michigan Chapter of the NAF is formed
- The New York Chapter of the NAF is formed
- NAF-Biz Exchange Program launched
- NY400, a week-long, city wide celebration of the 400th anniversary of Henry Hudson's historic voyage to Manhattan from Holland



2008

- Maarten van Hengel Memorial Fund established providing substantially larger study loans for qualified students



2007

- Netherlands Club of Boston and the Netherlands-American Business Group of New England enter into agreement to become the Boston Chapter of the NAF
 - New NAF-Fulbright fellowships established: Philips, Water Management at Delft University

2004

- The Washington, D.C. Chapter of the NAF is formed
- The Netherland-American Amity Trust merges with the NAF; the Trust dissolves itself
- Strategic Plan approved



2005

- The Chicago Chapter of the NAF is formed (Dutch Chicago Business Exchange)

2006

- Dutch-American Heritage Foundation in Los Angeles becomes the NAF Southern California Chapter of the foundation; The Northern California Chapter of the NAF is formed
- Formation of the Dutch Caucus

Unless otherwise indicated, all images on the timeline are courtesy of the Netherland-America Foundation

NAF Award Winners

THE NETHERLAND-AMERICA FOUNDATION AWARD

1944 Her Royal Highness Princess Juliana of the Netherlands
1947 Thomas J. Watson and Adriaan J. Barnouw

THE PETER STUYVESANT AWARD

1981 Leopold Quarles van Ufford
1987 Charles Ryskamp and Professor Dr. Wisse Dekker

1988 Professor Simon M. Schama and Professor Anton C.R. Dreesmann

1991 Maarten van Hengel
2001 Her Royal Highness Princess Margriet of the Netherlands and Professor Pieter van Vollenhoven
2005 Hans van den Houten
2007 Maurits Edersheim
2010 Frans van der Minne

THE AMBASSADOR J. WILLIAM MIDDENDORF II AWARD

1991 The Hon. Guy Vander Jagt (R-MI), U.S. Congressman & Member, Ways and Means Committee
1992 Dr. H. Onno Ruding, Vice Chair, Citicorp/Citibank and Wim Dik, Chair, Royal PTT Nederland NV
1993 Maestro Leo Driehuys, Conductor, The Charlotte Symphony Orchestra
1994 Guy F. Jonckheer, Member of the Executive Board, ING Group
1995 Dr. Ruud F.M. Lubbers, Former Prime Minister of the Netherlands
1996 Pieter Bouw, President & CEO, KLM Royal Dutch Airlines
1997 Kees Storm, Chair, Executive Board, AEGON NV
2003 Ewald Kist, Chair, Executive Board, ING Group
2004 Donald J. Shepard, Chair, Executive Board & CEO, AEGON NV

2005 Peter C. Sutton, Executive Director & CEO, The Bruce Museum of Arts and Science
2006 Peter A. Benoliel, Chair Emeritus, Quaker Chemical Corporation
2007 P. Jan Kalff, Former Chair, Managing Board, ABN AMRO Holding NV

2008 Steve Van Andel, Chair, and Doug DeVos, President, Amway Corporation
2009 Albert P.L. Stroucken, Chair & CEO, Owens-Illinois, Inc.

2010 Henri Termeer, Chair, President & CEO, Genzyme Corporation
2011 Rose-Marie and Eijk van Otterloo, Art Patrons
2012 Prof. Dr. Jan Peter Balkenende, Former Prime Minister of the Netherlands

2013 The Hon. Bill Huizenga (R-MI), U.S. Congressman & Vice Chair, Monetary Policy/Trade Subcommittee

2014 Doug and Hank Meijer, Co-Chairs, Meijer, Inc.

2015 Paul Polman*, CEO, Unilever

2016 William McDonough, Founder, William McDonough + Partners

2017 Loek de Vries, Member, Supervisory Board, Royal TenCate

2018 Marillyn A. Hewson, Chair, President & CEO, Lockheed Martin Corporation

2019 Alexander R. Wynaendts*, Chair & CEO, Aegon NV

2020 Almar Latour, CEO, Dow Jones & Co. Publisher, The Wall Street Journal

THE AMBASSADOR C. HOWARD WILKINS, JR. AWARD

1996 Frederik J. Duparc, Director, Royal Cabinet of Paintings, Mauritshuis and Arthur K. Wheelock, Curator of Northern Baroque Painting, National Gallery of Art

1997 Paul J. Klaassen, Founder, Chair & CEO, Sunrise Senior Living

1998 Toon Woltman, VP, KLM Royal Dutch Airlines

2003 Jay Van Andel, Chair Emeritus, Alticor Inc.

2004 Gualtherus Baron Kraijenhoff, former Chair/Supervisory Council, Akzo NV

2005 Nancy McKinstry, Chair, Executive Board, Wolters Kluwer NV

2006 The Hon. Peter Hoekstra (R-MI), U.S. Congressman, Chair, Select Committee on Intelligence

2007 Jeroen van der Veer, CEO, Royal Dutch Shell

2008 Brenda C. Barnes, Chair & CEO, Sara Lee Corporation

2009 Bert W.M. Twaalfhoven, Founder, EFER (European Foundation for Entrepreneurial Research)

2010 Herman Dijkhuizen, Chair, Board of Management, KPMG NV

2011 Buford Alexander, Director Emeritus, McKinsey & Company

2012 Mary Vermeer Andringa, President & CEO, Vermeer Corporation, Pella, IA

2013 Wim Elfrink, Executive VP, Industry Solutions & Chief Global Globalization Officer, Cisco

2014 Peter F. Hartman, Vice Chair, Air France and KLM Royal Dutch Airlines

2015 The Hon. Rodney P. Frelinghuysen (R-NJ), U.S. Congressman, Chair, House Defense Appropriations Subcomm.

2016 Victoria B. Mars*, Chair, Mars, Inc.

2017 Gabrielle de Kuiper Bekink, President & CEO, Sheshunoff Consulting

2018 Stein Kruse, Group CEO, Holland America Group and Carnival UK

2019 Rachel Brand, Executive VP, Global Governance, Walmart Inc.

2020 Michelle H. Browdy*, Senior VP, Legal & Regulatory Affairs, IBM Corporation

THE AMBASSADOR K. TERRY DORNBUSH AWARD

2003 Maarten van Hengel, Limited Partner, Brown Brothers Harriman & Co.

2004 John M. Palms, Distinguished President Emeritus and Professor, University of South Carolina

2005 Jan G.F. Veldhuis, President, Utrecht University (1986-2003) and Fulbright Center (1985-2001)

2006 Jacob G. Dekker and John R. Padget, Venture Philanthropists

2007 Jan A. Zachariasse, President & CEO, Waterford Development, LLC

2008 Bert W.M. Twaalfhoven, Founder, EFER (European Foundation for Entrepreneurial Research)

2009 John A. Fentener van Vlissingen, Chair, BCD Holdings NV

2010 Mark Pigott, Chair & CEO, PACCAR Inc

2011 J.C. Huizenga, Chair & Founder, National Heritage Academies

2012 Prof. Dr. Herbert Pinedo, Professor of Medical Oncology, Free University (VUMC) Amsterdam

2013 Dolf van den Brink, President & CEO, Heineken USA

2014 Antoine W. van Agtmael, Senior Advisor, Garten Rothkopf

2015 William J. vanden Heuvel, Founder & Chair Emeritus, The Roosevelt Institute

2016 Emilie Gordenker, Director, Mauritshuis

2017 Dick Boer*, President & CEO, Ahold Delhaize

2018 Glen Hauenstein, President, Delta Air Lines

2019 Russell Shorto, Author, Historian and Journalist

2020 Hon. Ivo H. Daalder, President, Chicago Council on Global Affairs, Frn. U.S. Permanent Representative to NATO

THE DUTCH-AMERICAN HALL OF FAME

1992 Joyce Kennard, California Supreme Court Justice

1993 Rockwell Schnabel, Ambassador of the United States to Finland

1994 Maarten Schmidt, Professor of Astronomy at Cal Tech

1995 Walter Cronkite, Radio and Television Journalist

1996 Joan van Ark, Actress, Director

1997 John W. Amerman, Chair, Board of Directors, Mattel, Inc.

1998 H. Wayne Huizenga, Chair, Republic Industries

1999 Dr. Willem Kolff, Professor, Inventor

2000 Bill Jones, California Secretary of State

2001 Gene Van Dyke, Founder, Owner & President, Vanco Energy Company

2001 Paul Verhoeven, Film Director

2002 Dr. Steef van Adelsberg, Pediatrician

2002 Ann M. Veneman, United States Department of Agriculture

2003 Robert G. van Schoonenberg, Executive VP, Avery Dennison Corporation

2003 Bram Benjamins, Retired industrialist

2004 Erik Hazelhoff Roelfzema, War Hero & Author

2004 Ben Apon, Industrialist

2005 William J. Heetderks, MD, PhD, Associate Director National Institutes of Health

2005 NESSO, the Netherlands Social Services Organization

2006 J.C. Huizenga, Manufacturer, Educational Reformer, Entrepreneur

2007 Johannes van Tilburg, FAIA, President, Van Tilburg, Barnvard and Soderbergh Architects, AIA

2008 Hendrika (Henny) Neys, Philanthropist

2009 Jeroen Krabbe, Actor, Director, Artist

2010 Carl Nolet Jr., Entrepreneur and Philanthropist

2012 Peter Laanen, Entrepreneur and International Trade Director

2013 Cees Jan Koomen, Founder, Point-One Innovation Fund

2014 Dick van Hoepen, Dutch-American Community Leader

2014 William F. Rylaarsdam, Associate Justice, California Courts of Appeal

2015 Hans van Alebeek, VP, Procurement and Shared Services–Nike

2016 General David H. Petraeus, U.S. Army Retired & Chair of KKR Global Institute

2016 Henk B. Rogers, Founder Blue Planet Foundation and Blue Planet Energy Systems

2017 Famke Janssen, Award-winning Actress, Director and Screenwriter

ADAMS VAN BERCKEL AWARD

2019 Glennis Grace

2020 The Ocean Cleanup

**Also recipient of the Holland on the Hill Heineken Award, established 2015*

(All business titles at the time of Awards)

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Charity Navigator, America's premier charity evaluator, gave the NAF a 4-star rating—their highest—for “its ability to efficiently manage and grow its finances, demonstrating to the public it is worthy of their trust.”

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