

20 February, 2025

Dear North American Nyenrode Alumnus,

I hope you have been enjoying a great start to 2025!

We've seen a lot of eventful changes both at the world stage, as well as at our alma mater, Nyenrode Business University. Last year I was fortunate to frequently visit the Nyenrode Campus, which allowed me to stay involved in all matters important to our AFNU alumni (the American Friends of Nyenrode University Inc.). AFNU's aim this year is to increase our visibility and presence, raise more money for scholarships, and strengthen the bond between committed alumni like yourself. With this newsletter I'd like to update you on what's been happening at Nyenrode and with the continuing activities from AFNU.

Nyenrode University News

Perhaps you followed the Nyenrode news already, but in case you missed it, the Nyenrode Board has seen some important new appointments.

On October 1, 2024, Koen Becking stepped down as Chair and Rector Magnificus of Nyenrode Business University (NBU). The NBU Board successfully completed a search for a successor and on February 1, 2025, Micky Adriaansens was appointed as the new Chair. Adriaansens served as Minister of Economic Affairs and Climate from 2022 to 2024 in the Rutte IV cabinet. She has also been a member of the Senate and the managing director of the consultancy firm Twynstra Gudde. [Micky Adriaansens nieuwe bestuursvoorzitter van Nyenrode Business Universiteit](#)

Other appointments: Barbara Majoor has been appointed the new Rector Magnificus and Jolanda Lamse-Minderhoud is the new NBU CFO and Vice Chair, effective November 1, 2024.

In 2024 the 78th Anniversary of Nyenrode was celebrated in the beautiful Kasteel and Koetshuis. Read all about it here: [Nyenrode celebrates 78th Dies Natalis with theme 'Leaders of the Future'](#)

I like to finish with a highlight of 2024 which is very close to my heart. Prof. Dr. Désirée van Gorp presented Mr. Andy Bender (19830104), one of our own AFNU alumni, with the Inaugural Alumnus of the Year recognition. This distinctive recognition is very well deserved, as Andy has showed unwavering support of his alma mater, including leading several fundraising campaigns benefiting many students and faculty. To quote Désirée: "Andy Bender is an example of what a 'responsible leader for a sustainable future' can look like!" Kudos Andy!

To keep current on the many other events at Nyenrode, consider following: [\(25\) "nyenrode business universiteit" | Search | LinkedIn](#) or <https://www.instagram.com/nyenrodebu/>



Andy Bender accepting the Alumnus of the Year 2024 from Prof. Dr. Désirée van Gorp

Scholarship Fund News

Another great event that happened in 2024 is seeing some of our own AFNU Alumni taking the lead in establishing four Diversity Scholarship Funds, which were signed on April 25th, 2024. These generous Diversity Scholarship Funds were initiated by the classmates of 1981, 1982, 1983 and 1984 classes and were presented to Mrs. Petri Hofsté, Chair of the Nyenrode Fund Foundation. Scholarships from these funds are made available to aspiring (international) top students who would not be able to study in either the graduate or the undergraduate program without this financial contribution. As such, these funds make an important contribution to Nyenrode's strategy to strengthen the student population. The goal for each classmate fund is to raise €EUR10.000 annually over 5 years for Scholarships and Research totaling EUR €200.000!

For more information about donating to these Diversity Scholarship Funds or setting up your own Named Fund with your class year or other Nyenrode circle of friends, please contact Heleen van Hall (20070509), via h.vhall@nyenrode.nl.



Diversity Scholarship Classmates

AFNU Alumni donations in 2024 totaled USD 74,000, a substantial uptake from 2023. Well done and we thank you on behalf of all future recipients for your continued support. Part of these much appreciated funds was a very generous 'Estate Donation' of \$33,600 from the Hottinga Family Trust. Jan Hottinga (NOIB 1949) told us some 20+ years ago that, upon his passing, he would donate to AFNU. Jan passed in April 2023, aged 95. Like most of us, he had very fond memories of his years in Breukelen. I like to honor Jan by sharing a little bit about his life with you.

Jan Hottinga was born on March 12, 1928, in the Netherlands East Indies (now Indonesia). After spending 2 1/2 years in Japanese concentration camps as a teen during WWII, Jan was evacuated to the Netherlands where he completed his Nyenrode University education. Soon after he married his wife Ann Gustavs, whom he met in Dusseldorf, Germany, they moved to the United States. There he joined Monsanto after having obtained an additional business degree from the University of Denver. The family resided in France, Switzerland, and Belgium for five years before returning to the United States to live back in St. Louis. Following his 14 years with Monsanto, Jan joined Westinghouse Electric Corporation in Pittsburgh, PA in 1972 where he would live with his family for 20 years. He gained national and international recognition with his career in

International Employee Benefits. In 1992, Jan and Ann retired to Greenville, SC. After Ann's passing in 2003, Jan married Jenell Vassy of Greenville, SC in 2010.

While it is quite common in the USA to bequeath (part of) an Estate to one's Alma Mater, in the Netherlands and for Nyenrode University, legacy donations have been a less frequent donation source. This is something we would love to see change! If you would like to know more about these very important legacy gifts, click on the link nyenrode.nl [[Nalaten – Stichting Nyenrode Fonds](#)] or contact AFNU directly. Estate Donation funds will help AFNU to provide many more Revolving Scholarships to deserving students.

I was thrilled to be present in June 2024 to award 2 such revolving scholarships plus a grant for specific research to very deserving students and faculty. The student Revolving Scholarships were awarded to:



Brihta Balchandani – Master of Science in Management. Brihta is from Mumbai India and was employed as a Marketing Manager for a major advertising agency. She completed her Bachelor of Mass Media in 2015 and a secondary Bachelor of Education in 2017. Her aspiration is to contribute to the international fabric of Nyenrode, to engage with the students and faculty and to further her leadership skills to deliver diversity and innovation in business. Her financial needs led to our decision to offer her an AFNU Revolving Scholarship.



Irene Tarrero Ulecia – Master of Science in Management. Irene currently works for The Heineken Company in the Consumer and Customer Experience center. She is from Sevilla Spain and moved to the Netherlands in 2020 to complete her bachelor's degree in hospitality management (and a Premasters Program) at the Hotelschool The Hague. With a focus on entrepreneurial aspirations and a dream to start her own business in the hospitality / fashion industry, Irene clearly expressed the value she will bring to Nyenrode and the network she will work to develop among her peers and the broader community. Her financial need is clear. She will be a proud AFNU Revolving Scholarship recipient and a wonderful ambassador for our mission, now and in the future.

With your invaluable help, The AFNU Board can continue to award new scholarships. We work closely with the Nyenrode Fonds leadership to participate in the review and selection process for new candidates. North America is home to a huge group of alumni, and we like to put ourselves on the map as the biggest group of donors. Let's pass it forward together! www.afnu.net select Donate.

Upcoming Nyenrode Events in the US

I am looking forward to the upcoming visit to NYC March 9-14, 2025, from the new Executive MBA class. Prof. Dr. Désirée van Gorp will accompany 20 Nyenrode Executive MBA students to the Big Apple. The itinerary includes meeting with the Dutch Consulate, business executives and entrepreneurs, global cross border M&A experts, an immersive two-day session participating with a NYU MBA class, and a visit to the New York Stock Exchange for the Opening Bell. The program will focus on the triangle of Innovation, Technology and Entrepreneurship with concentration on Innovation and Digital Transformation Management.

To kick off this visit, AFNU member Ellen Teunissen-Kooloos has generously offered to open her newly

renovated loft in SOHO for a Meet & Greet with AFNU alumni. If you happen to be in the NYC area, please feel free to join us for a toast, to help strengthen our bond and celebrate new talent. Details: Sunday March 9, 5-7 PM. If you have the possibility to attend, please RSVP to Ellen Teunissen at ellenteunissen3@gmail.com.

Our AFNU mission remains to stay in touch with alumni through updates and to continue our fundraising efforts through regular donations, dedicated funds and Legacy Gifts.

We like to see and hear from you and we welcome your ideas to add more brilliance and shine to our AFNU community! I look forward to sharing more updates on alumni events happening in your region.

Kindest Regards,

Bill Huber
AFNU Chair and Head of Fundraising Committee



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