

The Netherland-America
Foundation

1921–2011

A HISTORY

HENDRIK EDELMAN

naaf | 90
YEARS

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New York | 2012



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ISBN 978-1-4675-2902-9

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Ennius E. Bergsma
(Photo credit:
Melanie Einzig)

I am delighted to introduce this 90-year history of the Netherland-America Foundation (NAF), compiled and narrated by Hendrik Edelman, Professor Emeritus of Library and Information Science of Rutgers University and past Chairman of the NAF's Education Committee. One may wonder why a 90-year history now, rather than a Centennial tome in ten years?

The first time I was directly confronted with the NAF's history was through a call from a Mrs. Sprinkle, who told us that, while cleaning her basement in Baltimore after the death of her husband, Robert Sprinkle, she had found several boxes of papers about the NAF. These were sent back to our office on Wall Street and contained a treasure trove of minutes, flyers, other records and letters, relating to the NAF's Trainee Program that ran from 1955 till 1974. After 1974, the NAF had transferred the program and, apparently, all files relating to it, to the International Association for the Exchange of Students for Technical Experience, of which Sprinkle was Director.

This energized us to start reassembling our archives. Especially in periods where the NAF did not have an office, many of the files were stored at friendly organizations or homes. Fortunately, we managed to retrieve a fair number of these, especially from past board secretaries.

As our collection grew and started to overflow our storage (closet) space, we asked Professor Edelman whether he might help us organize and catalogue our archives and eliminate duplications. The next step was to determine how to protect these archives from future dispersion and loss. Edelman arranged for a meeting with the director of the Special Collections and Archives Department of the Columbia University Library. An agreement was drafted under which the archives will be transferred. As we were preparing the transfer, Edelman made a proposal that was impossible to decline: with the archives still at our office and with the NAF's 90th anniversary on the horizon, shouldn't he write the NAF's history before the transfer, while everything was still in house, and readily accessible?

And that is what happened and why you are about to read our 90-year history. As I read it, a couple of themes struck me:

- 1) When the NAF was founded and whenever it ran into difficult times, there were always people prepared to step in and help; there was never any doubt that there is a special relationship between our countries and that benefits flow from the exchange of talented people.
- 2) When things are going well, it is easy to overlook how much of that success is made possible because prior leadership and members laid foundations on which to build. Seeking to continuously improve and strengthen the organization is not just an obligation to those who will follow; we also owe it to those who came before us.
- 3) As is the case today, throughout its history the NAF has enjoyed the enthusiastic and substantive support of the Dutch Royal Family, the Dutch government and its diplomatic representatives in the United States. You will read of several instances where that support was critical for the foundation's continued existence.
- 4) Every time the NAF's continuity is threatened, the core problem is its financial condition. It is imperative that the organization has a financial basis that is commensurate with the scope of its activities, which also implies that sound financial controls are a critical requirement.
- 5) The NAF should restart the capital campaign, which was stalled by the events of September 11, 2001 and its aftermath. The organization is in solid shape and has built a track record that gives confidence that it can manage further growth in reach and impact. And, as we enter the Pacific Century, boosting the visibility of the special relationship between our two countries, and building valuable personal networks between highly talented individuals from both, will become more, not less important. An appropriate goal for such campaign would be to raise \$10 million in endowed funds between now and our Centennial.

In closing, I want to express my gratitude and congratulations to Hendrik Edelman for the creation of this excellent narrative of our first 90 years. And, of course, I already look forward to his addendum covering the last 10 years of the NAF's first century in 2021, including his description of its successful capital campaign!

Ennius E. Bergsma
Chairman

Prologue

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. Relationships between the countries had cooled since the outbreak of the war in Europe in 1914. The Netherlands had been allowed to stay neutral by the Germans but, while the United States remained neutral as well, its sympathies and interests clearly were with the British, French and Russians. When President Woodrow Wilson declared war on Germany in April of 1917, the relationship between the United States and the Netherlands quickly deteriorated. It did not help that the popular American Ambassador, Wilson's Princeton colleague, Henry Van Dyke, resigned his post.¹ Outside Washington, the rural population often didn't distinguish between the Germans and the Dutch and their languages and when anti-German sentiments flared in Iowa, a Dutch Reformed church was burned down.² An anti-Dutch press campaign was launched in Great Britain and the United States in July, 1917, and when Wilson extended the German blockade to the neutral countries, badly needed grain supplies to the Netherlands were interrupted. A Dutch delegation went to Washington in August 1917 to protest, but to no avail. The Americans made an offer to resume grain shipments in exchange for the use of the 135 Dutch merchant ships held in American and British ports, but the Dutch refused, clinging to their neutrality principles. Matters came to a head when the American government then requisitioned these Dutch ships. More Dutch protests were launched. Wilson recalled John W. Garrett, the newly appointed American ambassador in The Hague in the spring of 1918, and the Dutch reputation in the United States was at its lowest point ever. When the Dutch envoy in Washington, August Philips, returned to the Netherlands in August 1918 because of ill health, he was not replaced.

A new Dutch government was elected in September, 1918. The new Prime Minister, Charles J.M. Ruijs de Beerenbrouck, and his foreign minister, Herman A. van Karnebeek, were determined to bring about political and economic change, especially in light of the soon expected end of the war. A conference was called of Dutch bankers and representatives of the major trading and shipping companies. The chairman of the conference was the widely respected Jacob T. Cremer (1847-1923), who earlier had enjoyed a

successful business career in the Dutch East Indies and had served as the Dutch minister of colonial affairs. Among the agenda items was a suggestion made to him by Hendrik Willem van Loon, a young Dutch historian and journalist teaching at the time at Cornell University.³ He proposed to improve public relations with the United States by setting up an institute for general cultural publicity there. Similar institutes had been founded by other neutral countries, such as Spain, Sweden and Norway.

On November 11, 1918, Germany surrendered and the war came to an end. Shortly afterwards, the Dutch government appointed Jacob Cremer as its new envoy to Washington. He was accompanied by the prominent Leiden professor of international law, Cornelis van Vollenhoven. One of the earliest initiatives of the new envoy was to try to implement van Loon's suggestion and establish a Netherlands-America Institute "to foster greater contact between the United States and the Netherlands and its colonies in the fields of science, the arts and economics."⁴ The next appointment was that of D.H. Andreea as commercial attaché. Subsequently, the New York Chamber of Commerce for the Netherlands and the Netherlands East and West Indies was re-established.⁵ Its first president was Nicolaas G.M. Luykx, a prominent Dutch-American businessman. Meanwhile, the Dutch business community, at the urging of Cremer, had contributed 50,000 Dutch guilders towards the establishment of a Netherland House in New York, which would house the Dutch Consulate, the Chamber of Commerce and the proposed new Institute, which by that time had been renamed the American-Netherlands Association.

However, the building plans for the Netherland House did not materialize and neither did the Association. Instead, a Committee for Arts, Sciences and Friendly Relations was established as part of the Chamber of Commerce. Ambassador Cremer decided to allocate the interest on the unused building fund to the new committee, and it went to work in September 1919. Its chair was Willem Westerman, the head of the New York office of a prominent Dutch bank. On the agenda were proposals for a student exchange program, guest lecturers from the Netherlands, film screenings, translations from Dutch literature and visits to the Netherlands by American scientists. Progress was slow, however, and it did not help that Ambassador Cremer fell ill and returned to the Netherlands. He was succeeded in June 1921 by Ambassador Jan C.A. Everwijn. The Committee allocated funds for a proposed exhibition of modern Dutch art and the publication of a book on Vincent van Gogh.

¹van Tuyl van Serooskerken (2001); Krabbendam (2002)

²Edelman (1986)

³van Loon (1972); van Minnen (2006)

⁴Salzmann (1994)

⁵The Chamber had been founded in New York in 1907, but was discontinued during the war.

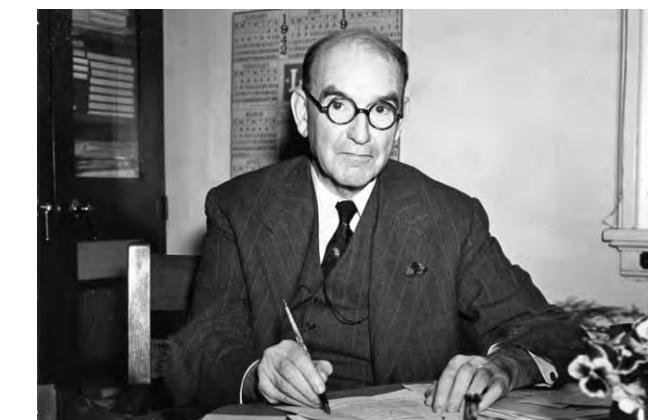
It also contributed 13,500 Dutch guilders towards the Queen Wilhelmina Chair of the History, Language and Literature of the Netherlands at Columbia University. The Chair had been established in 1913 as a part-time lectureship through the initiative of Dutch publisher and bookseller Wouter Nijhoff and Leiden professor Gerrit Kalff. The additional funds allowed the Chair to become a full-time position.⁶ The Committee for the Arts also organized a well-attended reception in January 1921 at the Ritz Carlton Hotel for Willem Mengelberg, the celebrated conductor of the Amsterdam Concertgebouw Orchestra, who at the time was serving as guest conductor of the National Symphony. The planned exhibition of modern Dutch painters, including van Gogh, Breitner, Toorop and van Dongen, opened to considerable acclaim at the Anderson Galleries in New York in April of that year.⁷ A catalog, *Modern Art in Holland* was published with an introduction by Adriaan J. Barnouw, a Dutch literary scholar and journalist, who had recently been appointed as the incumbent of the Queen Wilhelmina Chair at Columbia University.⁸ Barnouw will appear many more times in this narrative.

Despite, or perhaps because of, its success, the Chamber decided that these cultural activities were not central to its programs. The board wanted to concentrate its activities on matters of trade. In the meantime, the Dutch government had withdrawn much of the funding for economic and cultural efforts in the United States. Moreover, several key committee members, including its chair, Willem Westerman, had returned to the Netherlands, and it became increasingly difficult to find new leadership and funding.

The Founding

A call did come, however, for an organizational meeting on May 10, 1921, of what was to become the Netherland-America Foundation. It offered an opportunity for the Dutch-American community to continue its efforts to promote Dutch culture in the United States. But the call did not come from the Dutch side. The initiative was taken by Hamilton Holt (1872-1951), a veteran American journalist and political activist. For almost a quarter century, Holt had been the editor of the *Independent Magazine*, a weekly magazine which had taken strong positions regarding America's role in international affairs. Holt had been a staunch supporter of Wilson's efforts to establish the League of Nations. When it became clear that Wilson's successor as president, Republican Warren G. Harding, was not actively pursuing American ratification of the League, Holt and some of his associates took independent action.⁹ In 1920, he accepted the presidency of the American-Scandinavian Foundation, a well-endowed organization, founded in 1908. He had already helped found the Italy-American Society in 1918. He followed up a year later with the Friends of Belgium, and in 1921 he founded the Friends of Poland, the Baltic-America Society and the Greek-America Society. Holt was also the prime mover behind the establishment of the Woodrow Wilson Foundation, which primary purpose was the pursuit of international peace.

The Netherlands was also on Holt's list of countries that needed American attention. After consulting with Ambassador Everwijn in Washington, Holt approached two prominent Dutch-Americans to seek their support, Edward W. Bok and Franklin D. Roosevelt. Bok was born in the Netherlands and immigrated with his parents to the United States. After a career in New York publishing, Bok became the very successful editor of the *Ladies Home Journal* in Philadelphia.¹⁰ He had retired in 1919 and subsequently had published his bestselling and Pulitzer Prize winning autobiography *The Americanization of Edward Bok* in 1920.¹¹ Bok had money, time and an enduring interest in the Netherlands. Roosevelt had successfully served since 1912 as Assistant Secretary of the Navy. He had been defeated in the 1920 national election



Dr. Hamilton Holt
(Photo credit: Rollins College Archives)

⁶Edelman (2010)

⁷New York Herald. April 4, 1921

⁸Homan (2009)

⁹Kuehl (1960)

¹⁰Krabbendam (2001)

¹¹Bok (1920)



Franklin D. Roosevelt, Assistant Secretary of the Navy, WWI
(Photo credit: Library of Congress)



Edward Bok
(Photo credit: Courtesy of Historic Bok Sanctuary)

as the vice-presidential candidate. In 1921, he was in private law practice in New York and serving as chairman of the newly founded Woodrow Wilson Foundation, while at the same time recuperating from his recent polio attack. He was proud of his family's colonial Dutch-American heritage and, of course, was well connected in American social and political circles.¹²

On May 10, 1921, Hamilton Holt hosted a luncheon at the Century Club in New York to discuss possible plans and prospects for a foundation serving the common interests between the United States and the Netherlands. Although primary records of this meeting do not exist, the most likely guests were Edward Bok, Adriaan Barnouw, Henry Van Dyke from Princeton University and former United States ambassador to the Netherlands, William Gorham Rice, president of the New York State Civil Service Commission from Albany, Van Santvoord Merle-Smith, a young and well-connected Princeton graduate who had served in Wilson's State Department as well as Oscar S. Straus, former United States ambassador to Turkey and a long-time close political ally of Holt's. Holt offered use of his office at the *Independent* at 311 Sixth Avenue, as well as the managerial services of Hannah White Catlin, an experienced journalist. The organization of the Netherland-America Foundation was underway.

Encouraged by Edward Bok, who had visited the Netherlands in July, a group of prominent Dutch men and women met in The Hague on October 29, 1921, and formed the Nederlandsch Amerikaansche Fundatie, as the sister organization of the Foundation in the United States. Dr. W. Martin, Curator of the

¹²Black (2003)

Koninklijk Prenten Kabinet in The Hague, was elected Secretary-Treasurer. Among the early board members were Willem Westerman, now the president of the Rotterdamsche Bankvereeniging; Dirk A. Hudig, president of the Koninklijke Nederlandsche Stoomvaart Maatschappij; J. Rypperda Wierdsma of the Holland America Line; G. Vissering, president of the Nederlandse Bank; historian Johan Huizinga; physicist Hendrik A. Lorentz; and cultural luminaries such as actor Jules Rooijards and conductor Willem Mengelberg.¹³ Westerman was also the president of the Amsterdam equivalent of the New York Chamber of Commerce. The symmetry was complete.

The first meeting of the New York Board of Directors of the Netherland-America Foundation was held on December 1, 1921 at the Alpine Club.¹⁴ Bok was elected president. Holt, Roosevelt and Rice became vice-presidents as did Willem van Doorn, manager of the Holland America Line. Ambassador Everwijn became the honorary president, and three former United States ambassadors to the Netherlands, David Jayne Hill, Henry Van Dyke and John W. Garrett were elected as honorary vice-presidents. Edward Bok also chaired the Board of Directors, which, in addition to the elected officers and the earlier mentioned Barnouw, Merle-Smith and Straus, included Roosevelt's cousin and eldest son of the former president, Theodore Roosevelt (1887-1944), who was serving as Assistant Secretary of the Navy in the Harding administration; Stephen P. Duggan, Director of the newly founded Institute of International Education; J. Sherman Frelinghuysen, United States Senator from New Jersey; John B. Pine, Secretary of the Board of Trustees of Columbia University; John C. Van Dyke, Professor of the History of Art at Rutgers College; Charles S. McFarland, General Secretary of the Federal Council of the Churches of Christ in America; J.B.D. Pennink, United States representative of Rotterdam Lloyd and other Dutch shipping companies; Cor van der Hoeven, who represented the Dutch trading company Lindeteves, Inc. in the United States and L. Wittert van Hoogland, Secretary of the Netherlands Chamber of Commerce in New York. Press releases about the newly founded Foundation were printed in the New York, Boston and Philadelphia newspapers.

The first occasion for the members to come together came on January 3, 1922 at a dinner organized by the Foundation at the Hotel Astor for Dr. H.A. van Karnebeek, president of the Assembly of the League of Nations, Minister of Foreign Affairs of the Netherlands and chairman of the delegation of the Netherlands to the Disarmament Conference. It was a well attended affair.¹⁵



Willem van Doorn
(Photo credit:
The Netherland-America Foundation, 1944)

¹³Nederlandsch Amerikaansche Fundatie. *Jaarverslag*, 1923. The Fundatie was recognized by the Royal Decree of April 17, 1923.

¹⁴In the first few years of its existence, the Foundation was referred to as the Netherland-America Foundation.

¹⁵New York Sun. January 4, 1922

Meanwhile, a membership solicitation brochure was produced and distributed, which spelled out in greater detail the objectives of the Foundation and listed the membership categories: Founders membership, \$1,000; Life membership, \$500; Patrons membership, \$100 and Annual membership, \$10. It also mentioned the sister organization in the Netherlands and announced the formation of a Foundation Council to be composed of not less than twenty-five representative citizens from both countries.

Organizational Struggles

However, there were still very few members. A meeting of the Executive Committee was held at the end of January. Roosevelt reported to Bok that “membership had now reached the magnificent total of thirty.” He also mentioned that Holt had offered the continued use of his office and the services of Hannah White Catlin “until the membership is much greater than now.” Roosevelt continued: “All of this means, I suppose, that nothing will be done for several months, and Mr. Holt is evidently acting as the active vice-president, as he undertook to continue the membership work with Mrs. Catlin, and further to arrange for the luncheon which is to be given to one of the visiting officers of the Foundation from Holland.”¹⁶

Bok immediately wrote Holt that, “I am frankly disappointed at the slow pace set in the Foundation. It is now nearly a year ago since I attended the luncheon to which you bade me, and we are still with an organization the very formation of which is incomplete. This is bad. Of course, we have been hampered by Mr. Roosevelt’s illness, taking away from us the man I had selected to be the active head in New York... He is now sufficiently advanced in health... Are you willing now to have me write him to take the active vice-presidency in my absence?”¹⁷

Holt responded positively, “I should be delighted if you can persuade Mr. Roosevelt to take active charge. No one could do the job better than he if he would take it, but my connection with him in the Woodrow Wilson Foundation leads me to believe that he is overwhelmed with work. However, I wish you all luck.” He continued, “I do not feel, judging from my experiences in the other societies, that the Foundation has gone at a too slow a pace when you consider that we have started in such a modest way with little or no backing

and with only a secretary giving half of her time to the work. Mr. Roosevelt and I both think if we could have a budget from \$10,000 to \$15,000 a year we can do great things but I do not think that we are likely to get that money unless a few very rich men are getting super-enthusiastic over the possibilities of the Foundation. The membership must be drawn from a fairly small field as there are few Hollanders in this country actually interested in Holland as compared with other nations.”¹⁸

Holt also included a number of agenda items for the next Executive Committee meeting. He suggested that Barnouw be asked to advise on the first possible steps towards a professorial exchange program between the two countries, funds for which might be received from the Carnegie Foundation. Holt also suggested that preparations be made for the organization of an exhibit of American paintings in the Netherlands during 1923. His next suggestion was the appointment of a Committee on Letters, which would consider and report on methods of publicity, publishing of articles and books, etc. As members, Holt suggested Adriaan Barnouw, Edward Bok, Henry Van Dyke and Hendrik Willem van Loon. In response to a suggestion for a dinner in honor of Willem Mengelberg, he warned that with two public dinners as the first activities, the Foundation might become known as a “dinner organization.” Lastly, Holt urged that the proposed Advisory Council be formed, as well as a Women’s Committee.

Bok was pleased to confirm Holt’s acquiescence to Roosevelt’s new role in his February 28, 1922 letter to Roosevelt, and urged him to call a meeting of the Executive Committee “to take up pending matters and push them to a conclusion, and initiate some new work and ideas.” He added, “I have notified Mrs. Catlin to report to you and recognize you in every way as the executive head in New York in charge.”¹⁹

The Netherlands Chamber of Commerce had meanwhile made a long-awaited appointment as president. The choice was William C. Redfield, a successful manufacturing executive from New York, who had served in the Wilson administration as Secretary of Commerce. As so many of his fellow Wilsonites, now out of power, Redfield was looking for ways to continue his public service activities in addition to his business career. He accepted the invitation to the Netherlands Chamber presidency, while also serving in the same role at the American-Russian Chamber of Commerce.

¹⁶Roosevelt to Bok. February 1, 1922. Roosevelt Archive. Hyde Park

¹⁷Bok to Holt. February 11, 1922. Rollins College Archives

¹⁸Holt to Bok. February 28, 1922. Roosevelt Archive

¹⁹Roosevelt Archive



100 Years of Commerce. William C. Redfield (center), Secretary of Commerce
(Photo credit: U.S. Department of Commerce)

Roosevelt welcomed Redfield, whom he knew well, to his new position, and invited him to become a member of the Foundation. He added, “We should very much appreciate any suggestions that you may have as to how the Chamber and the Foundation can cooperate to their mutual advantage. The two organizations are furthering such distinctly different phases of the same general purpose that they ought to find continued stimulus and help in working together.”²⁰ There was urgency to Roosevelt’s suggestion. Despite good efforts by Hannah White Catlin to increase membership beyond the boundaries of New York, the results were still unsatisfactory. There were at the time some 145 members. In a letter to Bok, urging him to attend a forthcoming meeting of the Executive Committee, Roosevelt explained, “As you know, our financial condition is such at the present that it would be impossible for us to open an office of our own even though we have been turned out of the office of the Independent. At the present time our only office is in Mrs. Catlin’s briefcase. Unless we get a vastly larger membership we cannot afford an office of our own.” He continued his lament regarding a recent suggestion by Ambassador Everwijn to consider setting up an educational exchange program, such as existed in several of the Scandinavian-American associations, and added, “I must regretfully inform you that the present state of our finances will not allow us to undertake the sending of American students to Holland at this time.”²¹

²⁰Roosevelt to Redfield. February 25, 1922. Roosevelt Archive

²¹Roosevelt to Bok. May 5, 1922. Roosevelt Archive

Redfield responded to Roosevelt’s request with a proposal for closer cooperation between the Chamber and the Foundation. Bok wrote to Holt on June 1, 1922: “I am enclosing a copy of a letter sent by the Honorable William C. Redfield, President of the Netherlands Chamber of Commerce in New York, to his Board of Directors for your careful reading.”²² In that letter, Redfield proposed that the two organizations merge into one, with the suggested name, Netherlands America Federation. He also noted that there were numerous other organizations representing the mutual interests of the Netherlands and of the United States. Redfield proposed that each of those be invited into the Federation in the hope that the Federation would become national rather than local.

Subsequently, an informal joint conference was held at the Roosevelt home. Representing the Chamber were William Redfield, Charles Schwedtman and Cornelis van der Hoeven, and representing the Foundation were Edward Bok, Adriaan Barnouw and Franklin Roosevelt. After lengthy discussions about various alternative forms of organization and the possible participation of other Dutch-American organizations, it was decided to present the Redfield proposal to each board of directors in the near future.²³ The Chamber Board met and agreed with the merger and the Foundation Board authorized its Executive Committee to act. In the following weeks, statements of assets, obligations and future plans were formulated by both sides and the joint committee met several more times.

However, no real agreement emerged. Both organizations in the end rather wanted to retain their own identities. Hannah White Catlin was weighing her own options, given the many uncertainties, and she accepted a position as associate editor of *The Survey*, a well-established magazine dedicated to philanthropy. Roosevelt wrote to her on September 26, 1922: “Frankly, the future of the Foundation and the Chamber of Commerce, or the merger thereof, is so nebulous that I feel that you were entirely wise to say ‘yes’ as that is a definite occupation with a real future. Nevertheless, I hope very much that you will keep on with the Foundation in some capacity for your assistance has been so valuable that I do not know how we could get along without you, even if there is a merger, and, after all, you could probably spare an occasional hour or so to keep our affairs in order.”²⁴

²²Bok to Holt. Rollins College Archives

²³Draft minutes by Hannah White Catlin. Roosevelt Archive

²⁴Roosevelt Archive

A New Start

A final report was issued in November, with a meeting to be held at the Roosevelt residence on December 7, 1922. Rather than a merger, as originally proposed, the report called for the creation of a Netherlands-America Affiliation in which the Foundation and the Chamber would cooperate in promoting Dutch-American interests. Other organizations, such as the Holland Society, would be invited to join as well. The Affiliation would be governed by a board of directors and would employ an executive secretary, who might also, for the present, act as the secretary of the Foundation. Each affiliated organization would maintain its own finances, letterhead and governance structure. It was further suggested that an arrangement be made whereby the magazine, *Holland and her Colonies*, be sent to the members of the Affiliation.²⁵

However, the record does not show any official action in ever establishing the Affiliation. But some funding must have been forthcoming, because a new secretary, Edna C. McKnight, was appointed, and a combined Affiliation and Foundation office was now located at 17 East 42nd Street, in the National City Bank Building. The Chamber remained at 44 Beaver Street.

A formal dinner in honor of the new Dutch Ambassador Dr. A.C.D. de Graeff was held on January 30, 1923 under the sponsorship of the Affiliation, but that was about the last act of the new organization.²⁶ But change was coming again. At the meeting of the Foundation Board on February 23, 1923, Adriaan Barnouw, who had been serving as executive vice-president, having succeeded Roosevelt in the fall of 1922, announced his resignation. In his place, William Redfield was appointed. He was still the president of the Chamber, but now his attention was shifting to the Foundation. Edward Bok remained as president, while Rice, Roosevelt and van Doorn were continuing to serve as vice-presidents.



Her Majesty
Queen Wilhelmina
of the Netherlands
(Photo credit:
The Netherland America
Foundation, 1944)

Stability and Progress

With Redfield as a dedicated executive vice-president, an office and a talented secretary, the Foundation was finally on more solid footing. Redfield was raising funds and building up the membership roster. In September 1923, he wrote to Roosevelt, announcing that the Foundation had recently secured four additional patron memberships at \$100 per annum. He suggested that Roosevelt or his wife join that membership category as well, but Roosevelt declined, writing, "It is beyond the purse of either of us, however, at the present time."²⁷

So now there was time to consider several proposals for action. Already earlier in the year the Foundation had sponsored a major exhibition at the Anderson Gallery in New York of famous Dutch and Flemish paintings from the celebrated Goudstikker collection in Amsterdam.²⁸ But the big event of 1923 was the 25th anniversary of the inauguration of Her Majesty Queen Wilhelmina of the Netherlands. More than 750 persons assembled as guests of the Foundation, the Chamber and other Dutch American organizations for a celebratory service at the Collegiate Church on September 6. Among the speakers were Dr. William Demarest, president of Rutgers College, and Adriaan Barnouw. A few days later, the Queen received a delegation of the Foundation in The Hague. Among them were board members William Gorham Rice, Anton G. Hodenpijl, Hamilton Holt and Philip von Hemert.²⁹ As an outcome of the celebrations, the Foundation took on the fund raising for a memorial of Hugo Grotius, the famous Dutch jurist, to be placed in the

²⁵Roosevelt Archive. *Holland and her Colonies* had been issued periodically by the Chamber since 1921. Its editor was Neil Van Aken, who was on the Chamber staff.

²⁶A few more issues of *Holland and her Colonies* were published under the Netherlands-America Affiliation imprint, but soon after, the magazine was discontinued altogether.

²⁷Roosevelt Archive. By that time, the letterhead indicates a name change: it is now the Netherland-America Foundation.

²⁸Catalogue of the exhibition of Dutch and Flemish pictures, XV to XX Century, from the Goudstikker Collection in Amsterdam, Anderson Gallery, New York, 10th March 1923-7th April 1923. Amsterdam, 1923

²⁹The New York Times. September 7, September 10, 1923

Nieuwe Kerk in Delft, where he was buried. The occasion was the tercentenary of the publication of Grotius' *De Jure Belli ac Pacis*. Edward Bok provided the lead gift of \$10,000 to the Grotius Memorial Fund, while the Foundation successfully approached the American Bar Association for additional support. The New York publisher, Charles Scribner, a member of the Foundation, published *Holland under Queen Wilhelmina* by Adriaan Barnouw, with a foreword by Edward Bok. In addition, two new book series were initiated. Scribner's planned to publish several books on "great Hollanders," edited by Edward Bok,³⁰ while The Hague publisher, Martinus Nijhoff, announced the publication of a "Dutch Library" series, to be devoted to English translations of Dutch literary classics.³¹ In cooperation with its Dutch counterpart, the Foundation sponsored seven Dutch students for study in the United States. Beginning in 1924, the Foundation began to issue a *News-Letter* at periodic intervals. There was plenty of activity also in the Netherlands. The Garden Club of America made a well-publicized tour of famous Dutch gardens in 1924. Under the auspices of the Dutch branch of the Foundation, the University of Leiden organized Netherlands study weeks for American students in 1924 and 1925. Newspaper notices were sent out to announce the availability of travel grants to deserving Dutch students wanting to further their studies in the United States.



Adriaan J. Barnouw
(Photo credit:
De Nederlandstiek in het
buitenland. red. rvan W.
en Thijss and J.M. Jalink
(Den Haag, 1967))

On January 1924, Adriaan Barnouw began to write a personalized *Monthly Letter* to the Foundation membership. These letters were originally distributed in typewritten, multigraphed form, but starting in March 1925, the Foundation issued them in printed form. Barnouw's *Monthly Letter*, written on a great variety of literary, historical and artistic subjects, including book reviews, would become the public face of the Foundation for many years to come.

Further administrative consolidation took place in 1924. Redfield was elected president and Chairman of the Board, while Bok became honorary president. G. Evans Hubbard, a young American lawyer, who had served as an intern in the American Embassy in The Hague during the war, was appointed as the executive secretary. Several committees were established, among which were those concerned with education, publication, art, music, drama and social relations. The latter committee, of which Roosevelt was a member, was chaired by Mrs. A.P. von Hemert, the first female appointment on record. The Foundation provided funding for several Dutch students and scholars.

³⁰Johan Huizinga, *Erasmus* (1924); Frederic Harrison, *William the Silent* (1924); Adriaan Barnouw, *Vondel* (1925)

³¹Pieter Geyl, *Lancelot* (1924); Harry M. Ayres, *Esmoreit* (1924); Harry M. Ayres, *Marieke van Nimwegen* (1925)

Arie Querido went to the Harvard Medical School, Jacques Biefait studied forestry at the University of Wisconsin, while physicist and 1902 Nobel Prize winner, Pieter Zeeman, lectured at the Franklin Institute.³² In the following year, four more Dutch students came to the United States, but two available scholarships for American students went unfilled because of lack of applications. The membership had now passed the 200 mark. The third *Annual Report* for 1924 of the Foundation, its first printed one, was issued in early 1925, reporting and reviewing the accomplishments of the Foundation's remarkable first three years.

Other Dutch-American Organizations

The 1924 Annual Report repeated the earlier stated interest of the Foundation in strengthening its ties with existing Dutch-American organizations. There were several. Catering to the historical interests of descendants of the citizens of New Netherland, which existence was ended by the British in 1664, were the Netherlands Society of Philadelphia (1791), the Holland Society in New York (1885) and its female counterpart, the Society of Daughters of Holland Dames (1895). All three remain active today. Large-scale Dutch immigration to the United States took place after 1846, the result of religious Protestant secessions in the Netherlands and the economic pressures on much of the Dutch population in general. Dutch settlements were founded in several Midwestern states, but the industries of New York and New Jersey also attracted large numbers of Dutch immigrants.³³ By 1900, there were some 20,000 former Hollanders in those two states alone. Each of these communities supported Dutch churches, published Dutch language newspapers and established a variety of social organizations to support the needs of the immigrants. The largest of these societies on the East Coast was "Eendracht Maakt Macht", which had been founded in New York in 1864 and remained active until well after the Second World War.³⁴ It held annual traditional St. Nicholas festivities in early December and publicly celebrated the various anniversaries of the Dutch Royal family. Several other New York Dutch organizations need to be mentioned here as well. Membership and leadership often overlapped with those of the Netherland-America Foundation. In 1903, the Netherland Club of New York was founded at the urging of W.A.F. Baron Gevers, the Dutch Ambassador in Washington.³⁵

³²Netherland America Foundation. *News-Letter*. Vol. 1-3 (March-October 1924)

³³Lucas (1955); Krabbendam (2009)

³⁴Nederlandsche Vereeniging "Eendracht maakt Macht". 50-jarig Jubileum Album. Paterson, NJ, 1914

³⁵Edelman (2003)

Gevers was also the initiator in the same year of the founding of the Netherlands Chamber of Commerce in the United States.³⁶ Various Dutch literary and cultural events in New York and its environs were organized by the New York branch of the “Algemeen Nederlandsch Verbond” since 1905. Founded in 1897, the Verbond was dedicated to the promotion of the Dutch language in the Netherlands, Belgium and abroad.³⁷

At the initiative of the Dutch Consul General in New York, John R. Planten, the Netherland Benevolent Society was founded in New York on March 10, 1908. The Society, founded under the patronage of Queen Wilhelmina, was dedicated “to assist voluntarily, financially and otherwise, deserving persons of Dutch birth or their families.” Its first president was Louis Dubourcq, and Edward Bok was a founding member.³⁸ Similar organizations had been founded before in other Dutch immigrant centers, and it had been preceded in New York in 1859 by the Netherlands-Israelitic Sick Fund.³⁹ Both organizations would have a long and active life in New York, and, as our story unfolds, the Benevolent Society will re-appear as an important and enduring force in the New York Dutch-American community and become a cornerstone for today’s Foundation.

New Leadership

Pressure of his business interests forced Redfield to retire as president in January 1925, but he continued to serve as a vice-president for many more years. Redfield was succeeded by a prominent New York business man and a member of the Holland Society, Irving T. Bush. He was the founder of the massive Bush Terminal, a major commercial center in Brooklyn, and under his leadership, the Foundation continued to grow. Among the many activities organized by the Foundation was the erection of a flagpole in Battery Park on December 5, 1925, in celebration of the 300th anniversary of the Dutch founding of New York.⁴⁰ But while the Foundation’s programs continued, the leadership was still changing. After two years of service, Irving T. Bush was succeeded as president in March 1927 by William Van Wyck, another prominent New Yorker and Holland Society member. In that same year, Hamilton Holt retired from the Foundation board as he assumed the

³⁶Saltzman (1994)

³⁷Eekhof (1923)

³⁸Netherland Benevolent Society. *Annual Report*. 1908

³⁹Joel Cahen. “Een eigen ziekenfonds voor Joden in New York”. *Nieuw Israelitisch Weekblad*. November 15, 1985. Cited by Robert P. Swierenga. *The Forerunners: Dutch Jewry in the North American Diaspora*. Wayne State University Press, 1994

⁴⁰*The New York Times*. July 27, 1926



William Van Wyck
(Photo credit:
The Netherland-America
Foundation, 1929)

presidency of Rollins College in Winter Park, Florida. The Foundation office moved to new quarters on 551 Fifth Avenue, the so-called French Building. When Franklin D. Roosevelt was elected governor of the State of New York in 1928, the Foundation was proud and pleased when he decided to continue in his role of Foundation vice-president.

The cooperation with the Foundation’s counterpart in Amsterdam continued. In 1929, eight Dutch students were supported in their studies in the United States. Among them was the future historian, Johannes C. Westermann, who went to Washington, D.C. to do research in the National Archives.⁴¹ The first American student to go to the Netherlands was Elmer Wirth, a graduate of the University of Illinois, who went to Leiden to study pharmacology. He was the only American student to apply, as the language continued to be a major barrier.⁴² Meanwhile, the Dutch branch had begun to issue travel grants to American and Dutch scholars. In 1926, a young American chemist, Charles James from the University of New Hampshire, was funded to do research in the Netherlands, undoubtedly encouraged by his then colleague and later University of Amsterdam professor of chemistry, Johannes Zernike.⁴³ Reinde van der Heide studied criminology at Radcliffe College, while Amsterdam librarian, Waldie van Eck, traveled to the United States and reported on her experiences in the leading Dutch library journal.⁴⁴ In subsequent years, many promising scholars, as well as prominent scholars from both sides of the ocean, were awarded these travel grants. Among them were biologist C.J. van der Klaauw, lawyer E.R. Sunderland, geneticist J.A. Leliveld, chemists A.H.W. Aten and Arnold Goudsmit, mathematician Luitzen E.J. Brouwer and biologist Nicolaas Tinbergen, the later Nobel Prize winner. All acknowledged their Foundation funding in their research articles.

⁴¹His book, *The Netherlands and the United States. Their Relations in the Beginning of the Nineteenth Century*, was published by Martinus Nijhoff in 1935.

⁴²Netherland-America Foundation. *Annual Report*. 1930

⁴³Their research results were published, with acknowledgments in the *Journal of the American Chemical Society*, November 1926.

⁴⁴“Amerikaansche reis indrukken.” *Bibliotheekleven*. Vol. 15-16. 1928

A celebration was held in the Nieuwe Kerk in Delft on August 25, 1931 to dedicate the Grotius Memorial Window, designed by Dutch artist Joep Nicolas and funded through the Foundation. Willem Westerman, still the president of the Dutch branch, presided and Foundation board member William Gorham Rice spoke on behalf of the Americans, including a personal message from Governor Roosevelt.⁴⁵ As part of its regular programs, the Foundation sponsored tea and garden parties, often with speakers and music. It was at such events that the spouses of board members were active. The birthday of Princess Juliana, on April 30, was for many years the occasion of a garden party at the residence on Long Island of Mr. and Mrs. John Scheepers. Scheepers was a prominent Dutch importer of flower bulbs and an active Foundation board member.

Depression and Revival

Answering a query from one of the long-time members, the Assistant Secretary of the Foundation, Ethel Ingram, wrote to apologize for the interruption of the publication of Barnouw's *Monthly Letter*. She mentioned that the Foundation's finances were "in such desperate shape last summer that we kept the office open only two days a week." Executive Director G. Evans Hubbard volunteered his time during this period. The loss of funds was attributed to the Great Depression, but also to the passing away of several prominent members such as Edward Bok, William Redfield, Charles Scribner and others. She continued, "It is almost impossible to secure new members now, but I do hope we can hold on."⁴⁶ And the Foundation did. In October the publication of the *Monthly Letter* was resumed, although from then on it was no longer published during the summer months.

The Depression also propelled the Netherland Benevolent Society in renewed action. President N.G.M. Luykx, who had served since 1921, had passed away in 1930. He was replaced soon afterward by Joseph F. Simmons. The Annual Reports mentioned a sharp increase in needy cases. Clothing, shoes and socks were collected, stored in cooperation with the Netherland Club and distributed. Society officials made visits to Ellis Island to assist those who were being deported back to the Netherlands. In 1930, lodging and meals were provided for 96 persons, and loans and groceries were given to an additional 81 persons.⁴⁷

⁴⁵Netherland-America Foundation. *Monthly Letter*. October 1931

⁴⁶Letter to H.J.A. Sickel, Secretary of the Netherlands Society of Philadelphia, inserted in his personal set of Barnouw's *Monthly Letter*, which is now part of the Foundation's archive.

⁴⁷*The New York Times*. May 10, 1931

In his December 1932 issue of his *Monthly Letter*, Barnouw mentioned that, although the Netherland-America Foundation has no political creed, "We cannot refrain from expressing our satisfaction at the results of the recent elections, which promoted a vice-president of the Foundation to the presidency of the United States." But Roosevelt's election also meant the loss of yet another vice-president of the Foundation. As funds were shrinking, so was the listing of officers on the Foundation's letterhead. In 1933, William Van Wyck was still the president. William Gorham Rice, an original board member and recent author of a standard work on carillons, and Willem van Doorn, the long-time general manager of the Holland America Line, continued to serve as vice-presidents. G. Evans Hubbard had been the executive director and secretary for many years. His tenure, however, came to an end in 1935, after fourteen years of service. He had moved his law practice to Connecticut and found that he could no longer be effective in his role of executive director. He agreed, however, to serve as the Foundation's treasurer, an office he would hold for many more years. As his successor, the Foundation was fortunate enough to elect Harold de Wolf Fuller. A successful senior American journalist, Fuller, whose mother was of Dutch ancestry, had been a student of Dutch language and literature at Leiden in his younger years, and had taught Dutch at Harvard for many years.⁴⁸ Shortly afterward, the Foundation moved to an elegant old house on Stuyvesant Square on East Seventeenth Street. A well-produced pamphlet announcing the move mentions the scholarship program and added, "American banking houses have admitted into their organizations, at fair salaries, a few Dutch students who wished to learn American banking methods."⁴⁹

After nine years as president, William Van Wyck decided to retire in 1936. And in what can be described only as a master stroke, the Foundation's new president became Thomas J. Watson, the president of IBM. Already a multinational corporation, IBM was one of America's commercial giants, and Watson's reputation as a successful international businessman was well-established. But his interests were much wider. He also served on the boards of the Carnegie Endowment for International Peace and Columbia University. Watson was close to President Roosevelt, as he was one of the few American industrialists to strongly support Roosevelt's New Deal.⁵⁰ There is no evidence, however, that Roosevelt recommended him to the Foundation. Watson had a strong interest in the Netherlands. In the 1930's, Philips, KLM, the Hollandsche Bank Unie, as well as the Dutch government were major IBM

⁴⁸Barnouw. *Monthly Letter*. June 1935

⁴⁹Netherland-America Foundation. *Stuyvesant Square*, North. New York, 1935

⁵⁰Maney (2003)



Two scholarship winners with Netherland-America Foundation officials.
From left: Peter Grimm, President of the Foundation, Joop Bartels, Willem Kremer and
Thomas J. Watson, Honorary President of the Foundation
(Photo credit: Knickerbocker Weekly, July 30, 1945)

customers, and company representatives were active in the Fundatie in the Netherlands. Watson assumed the Foundation's presidency in 1936. In the same year, an IBM office was opened in Amsterdam, as well as a factory producing punch cards.⁵¹ IBM's presence across Europe, especially in Germany, was growing rapidly, and raising questions in the United States about Watson's relationship with the Nazi government.⁵²

Watson's public reputation, combined perhaps with the journalistic acumen of the new executive director, Harold de Wolf Fuller, was instrumental in the publication of a full editorial report of the Foundation's forthcoming activities in the *Herald Tribune* on May 12, 1936. In a news release, written by de Wolf Fuller, the first featured initiative was a proposed statue of Peter Stuyvesant, the governor of New Netherland between 1647 and 1664. Gertrude Vanderbilt Whitney, an accomplished sculptress and later founder of the Whitney Museum, had been contracted. The proposed location was Stuyvesant Square, first named in 1836, but which had officially ceased to exist by that name a century later.⁵³ Second on the list was a "revaluing

⁵¹Surendonk (2000); Sluyterman; Wubbe (2009)

⁵²For Watson's German relationships, including his dealings with German-occupied the Netherlands, see at length: Black (2001).

⁵³When the statue was completed, there were the usual struggles with the city over its proper location. It was exhibited at the Dutch pavilion at the New York World's Fair in 1938, and ultimately was unveiled at the renamed Stuyvesant Square, its present location in 1941.
(*The New York Times*. June 6, 1941)



Unveiling of the statue of Peter Stuyvesant at Stuyvesant Square, June 5, 1941. Presented by Thomas J. Watson (second from left) to Newbold Morris, President of the New York City Council on behalf of Mayor Laguardia
(Photo credit: The Netherland-America Foundation)

democracy dinner, including a non-political discussion of democratic principles." The dinner was also honoring the memory of William the Silent, who, according to Watson, inspired modern democracy in the Netherlands, which, in turn, "served in no small degree as the pattern for the framers of the American nation." Last, but not least, was the announcement of a nation-wide celebration of the 400th anniversary of the death of Erasmus, the eminent Dutch humanist and philosopher. A major international convocation was held at Columbia University in November 1936, resulting in considerable further publicity in the American press. Similar events were subsequently organized at several other colleges and universities, including Hope College in Holland, Michigan. Early in 1937, the Foundation awarded its first Erasmus Award to Columbia University's president, Nicholas Murray Butler.⁵⁴

On February 15, 1938, the Foundation organized a reception at the Cosmopolitan Club, during which an ambitious plan was unveiled for the establishment of a Holland House at the newly built Rockefeller Center. A sizeable fund of \$100,000 had been raised from the Dutch government and

⁵⁴*The New York Times*. February 8, 1937. As far as we have been able to ascertain, there was never a second such medal awarded by the Foundation.

the Dutch-American business community, and several months later further plans were announced. Opened in 1939, the Holland House at 10 Rockefeller Center was comprised of the offices of the Foundation, the Chamber, the Consulate and the Netherland Club. An art gallery and the Holland House Taverne, a Dutch-theme restaurant, were opened on the premises as well. New York City now had a true Dutch center.

A change of the guard also took place in the Netherlands. Willem Westerman had passed away in 1935, and he was succeeded in the presidency of the Fundatie by Dirk Hudig, who had been on the board since the beginning. The new secretary was the American-born artist Virginia Pierce Delgado. She made several trips to the United States and played an active role in the cultural exchanges. The program to support Dutch students and scholars with travel grants for their visits to the United States continued as well. Such grants were issued to the young and promising botanist Frans Verdoorn, to Gustaaf Keesing, a Utrecht University graduate, who continued his dentistry studies at the University of Pennsylvania⁵⁵ and to yet another Dutch librarian, Ms. E. van Aalten, who went to the University of Michigan for further study.

World War II

When the German army invaded the Netherlands on May 10, 1940, the response from New York was immediate. A group of prominent Dutch-Americans met at the Holland House and decided to launch the Queen Wilhelmina Fund “to aid the Red Cross in the Netherlands and to alleviate suffering caused by the Nazi invasion.”⁵⁶ Chairman of the campaign was Hendrik Willem van Loon, whose popular historical writings had earned him a national reputation in the United States. Foundation board member Willem van Doorn was appointed as president and J.A. DeLanoy, president of the Netherland Club, was appointed as vice-president. As further war news became known, including the voluntary exile of the Queen and the Dutch government in London, the Fund’s organization and strategy were adjusted. Funding was now directed to the International Red Cross and the American Friends Service Committee. A truly honorary board was installed, chaired by President Roosevelt’s mother, Sara Delano Roosevelt. That board included luminaries such as Mrs. Vincent Astor, Mrs. Cornelius Vanderbilt and former New York Governor Alfred E. Smith. With a fund raising goal of three

⁵⁵After graduation, Keesing settled in New York, where he built up a successful dental practice. He was active in the Dutch-American community as well. Keesing served on the board of the Netherland-America Foundation from 1989 until 1994.

⁵⁶*The New York Times*, May 14, 1940



Her Majesty Queen Wilhelmina of the Netherlands visits New York and is welcomed by Mayor La Guardia, July 14, 1942
(Photo credit: Nationaal Archief Bestand deelnummer 934-7813)

million dollars, the Fund also appointed Mrs. Edgar W. Leonard as chair of the Women’s Committee, while Lewis E. Pierson, chairman of the Irving Trust Company, agreed to serve as chair of the Men’s Committee. Chapters were formed in seven states.

In addition to supporting the Red Cross, which had launched its own ten million dollar campaign, the Queen Wilhelmina Fund made several significant gifts to the Netherland Benevolent Society for its efforts on behalf of the many Dutch refugees arriving in New York, many of whom were destitute. Reporting some three hundred cases, the Society also acquired the full-time services of Elizabeth G. Kayton as a social worker.⁵⁷ To support the many Dutch sailors, who were stranded in American harbors, a separate agency, the Stichting Nederland ter Zee, was founded. Its chair was A.H. de Goede.

It should not be surprising that the immediate goals of the Netherland-America Foundation were somewhat submerged amidst the many activities surrounding the Queen Wilhelmina Fund during the first years of the war. Many of the Foundation’s officers, including President Thomas Watson, were directly involved in the fund-raising on behalf of the Fund. Many of the cultural events, sponsored during this period by the Holland House Corporation, were actually organized by two other Foundation officers, Adriaan Barnouw, who continued to publish his *Monthly Letter* and Harold de Wolf Fuller, who served Holland House as its director of cultural activities and wrote its quarterly newsletter *What’s Happening at Holland*.



Elizabeth G. Kayton
(Photo credit:
The Netherland-America Foundation, 1956)

⁵⁷Netherland Benevolent Society. *Annual Report*. 1941

House. Among these cultural fund-raising events were lectures, musical performances and exhibitions of the paintings of Vincent van Gogh, artistic textiles from the East Indies, as well as a major show of Dutch Masters of the Seventeenth Century held at the Duveen Galleries in 1942.

The 1942 visits to New York by Princess Juliana and Prince Bernhard in May and Queen Wilhelmina in July, were real rallying points for Dutch-Americans. Some 4,000 people attended a reception for the Queen at the Hotel Astor in July. Shortly afterward, the Queen Wilhelmina Fund issued a separate Emergency Appeal on behalf of disrupted families in the Dutch East Indies. Chairman of this new fund was R.G.A. van der Woude, the president of Shell Union Oil Corporation.

In July 1943, Hendrik Willem van Loon resigned from the Queen Wilhelmina Fund for health reasons. At that time, the Fund's activities were slowly being merged into the National War Relief Fund, which set a fund raising goal of 125 million dollars. The Dutch-American community, however, continued its focused financial and service contributions. Among the new leadership was Dorus van Itallie, president of J.K. Smit and Sons, a leader in the industrial diamond trade. Van Itallie was secretary of the Benevolent Society and served on the executive committee of the Queen Wilhelmina Fund. A. Philippe von Hemert, the vice-president of the Netherland Club, also served on both boards. Of note here were the contributions by a young Dutch New York lawyer, Hans IJssel de Schepper, who served on the boards of the Benevolent Society and the Netherland Club. We will encounter him frequently as this report continues. The Queen Wilhelmina Fund lost some of its major supporters early in 1944, when both Hendrik Willem van Loon and Willem van Doorn passed away. As the war reached the central European theatre after D-Day, the national fund-raising focus, including the remaining Queen Wilhelmina Fund activities, were reorganized in the National Relief Fund. The end of the war was in sight when the southern part of the Netherlands was liberated, and it was time to plan for the future.

Recognizing these developments, Thomas Watson, still the Foundation's president, announced and initiated several new ambitious activities for the Foundation in the spring of 1944. The Foundation had organized a well-attended dinner for Princess Juliana during her second visit to New York in January 1944. Eleanor Roosevelt, the president's wife, was the guest of honor. She presented the Foundation's first annual award "for eminent services in the field of Netherland-American friendship" to the Princess.⁵⁸



Benevolent Society Executive Board. Seated, from left: Dorus van Itallie, President; J.A. DeLanoy, Vice-President; Standing, from left: H.Y. De Schepper, Secretary; P.J. Kooiman, Vice-President; Jacobus F. Frank, Treasurer (Photo credit: The Netherland-America Foundation, 1946)



From left: Thomas J. Watson, President of the Foundation and President of IBM; Princess Juliana, Eleanor Roosevelt and Dr. Joseph R. Sizoo (Photo credit: The Netherland-America Foundation)

As reported by Barnouw in his *Monthly Letter*, Watson wanted to expand the Foundation's reach on a national scale. He wanted chapters in all of the major metropolitan areas, and he appointed public relations specialist, Frances McKee Stone, as national director. Offers for honorary membership were issued to Queen Wilhelmina and President Roosevelt, who both graciously accepted, as did the Dutch and American Ambassadors. Roosevelt added to his acceptance letter: "It brings back happy memories of the days when I helped organize the original body."⁵⁹ A booklet was produced, which laid out the aims of the Foundation. A new corporate membership category was introduced. With apparent ample financial backing, Frances McKee Stone went on a whirlwind tour around the country trying to make these plans a reality and developing financial support. Several chapters were founded or re-activated, including Boston, Buffalo and Washington, D.C., while new chapters were proposed for Albany, Schenectady, Philadelphia, Baltimore, Rochester, Pittsburgh, Chicago, Cleveland and Detroit.

At a benefit concert on St. Nicholas Eve, December 5, 1944 at the Metropolitan Opera house, Watson officially announced the establishment of the Hendrik Willem van Loon Scholarship Fund to promote the exchange of students between the Netherlands and the United States. One of the Foundation's original founders in 1921, Stephen Duggan, director of the Institute of International Education, would serve as the chair of the new scholarship committee. The initial response was encouraging. Johns Hopkins



Committee members of the Netherland-America Foundation launch plans for the first Hendrik Willem van Loon Scholarship Concert being held at the Metropolitan Opera House in New York on December 5, 1944

From left: Frances McKee Stone, National Foundation Director; Samuel van Houten; Gertrude Robinson-Smith, Chairman of the Van Loon Scholarship Concert; Bartholomew Landheer; Mrs. Charles E. Mitchell
(Photo credit: Knickerbocker Weekly, November 27, 1944)

University in Baltimore offered three scholarships in medicine and engineering. Fordham University offered two, and the Pennsylvania College for Women in Pittsburgh⁶⁰ offered one. Several other offers were received as well. Other new committees were formed. The education committee was chaired by Mrs. Cornelius Dresselhuys. The music committee had Gertrude Robinson-Smith as chair, and the art committee was chaired by Mrs. Wylie Brown. The Foundation was re-incorporated in the State of New York on June 13, 1944. Its original 1924 Delaware incorporation had lapsed because of non-payment.

Soon afterwards, however, Watson resigned his Foundation presidency. His post-war IBM duties undoubtedly required all of his attention. He was succeeded in January 1945 by Peter Grimm.⁶¹ Grimm was 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.

⁶⁰Since 1955, known as Chatham College

⁶¹Watson did accept the honorary presidency.

Continuity and Decline

The defeat of the German forces and the liberation of the Netherlands in May 1945 opened up a renewed era for relationships between the United States and the Netherlands. There were many urgent issues. The Netherlands had been devastated by the five years of war and occupation. The Queen Wilhelmina Fund was now reorganized as the American Relief for Holland. Especially its Women's Committee under continuing chairmanship of Mrs. Edgar Leonard was instrumental in collecting and shipping large amounts of much needed clothing, toys and books.⁶²

On the American side, the needs were still there as well. The Benevolent Society, now under the presidency of Dorus van Itallie, and with the dedicated services of Elizabeth Kayton, continued to help those who could not fend for themselves. In addition to material help, the Society now also provided loans for lodging and meals and summer vacations for children. A new committee to support Dutch students was set up. Support was also given to the Stichting Nederland ter Zee, which continued to assist Dutch seamen in New York.

The Foundation welcomed the first two Dutch medical students in July 1945. The Foundation, as mentioned before, was now led by president Grimm. Vice-presidents were Harold de Wolf Fuller and James S. Cecil, who had chaired the board for several years. Arthur Surkamp, of the United States Rubber Company was re-elected as treasurer and Walter P. Jacob of the General Bronze Corporation became the secretary. Frances McKee Stone was still listed as chapter director, but she resigned in July, 1945 and was not replaced. President Grimm pursued one of Watson's goals, the establishment of a national advisory council, to which he invited the former initiator of the Foundation, Hamilton Holt. Holt responded cheerfully, "In my time I have been a member of many, many advisory councils, but I never remember of being asked for advice or giving advice to any of them. Perhaps the Netherland-America Foundation will be the exception that proves the rule."⁶³ Unfortunately, there is no record of further action of Grimm's council.

The scholarship program remained high on the Foundation's agenda. Thanks to the efforts of the scholarship committee, some twenty-two Dutch students were funded during the next two years. There were Foundation chapters in Baltimore, Boston, Buffalo, Pittsburgh, Chicago and San Francisco, all of which were asked to contribute to the scholarship fund. On the cultural side,

⁶²The author gratefully acknowledges receipt at that time of a nice copy of Frank Baum's *Wizard of Oz*, which was well beyond his capacity to read in English. But the book was kept for many years as a treasure.

⁶³Hamilton Holt correspondence. March 19, 1945. Rollins College Archive

the Foundation's art committee, chaired by Mrs. Wylie Brown, sponsored a major exhibit of the works of Dutch painter, Piet Mondriaan, who had lived in New York for several years until his death in 1944. The show was mounted at the Museum of Modern Art.⁶⁴ During 1945, the Foundation also welcomed as guests two prominent visitors from the Netherlands. International publisher and bookseller, Wouter Nijhoff Pzn of The Hague and Dutch Royal Librarian, Leendert Brummel were on a fact-finding tour in the United States, sponsored by the Dutch government, trying to find ways to re-establish the flow of books between both countries. Barnouw wrote warmly about their visit in his *Monthly Letter* of December of that year.

Meanwhile in the Netherlands, the Nederlandsch Amerikaansche Fundatie was being resurrected with help of the Dutch government. Chairman Dirk Hudig, who had spent the war years in London, took the helm again as did secretary-treasurer W.W.E. von Hemert. There was great interest in everything American among the Dutch, ranging from politics, business, education, Coca Cola and jazz. In Amsterdam, the Nederland Amerika Instituut was founded in 1945 at the initiative of Herbert Cremer. Cremer, the retired president of the tobacco giant, the Deli Maatschappij, had been involved in the Fundatie for a long time.⁶⁵ He was well connected. On a visit to Washington, D.C. in July 1946, he went to see President Truman and presented him, on behalf of the Instituut, with a painting by the nineteenth century Dutch master, Hendrik Willem Mesdag.⁶⁶ The Instituut soon became a focus for various exchange and cultural activities. The Fundatie merged with the Instituut in 1948, which was now under the chairmanship of W.C. Korthals Altes. The executive director was Ms. Wobina Kwast, who would serve in that position for many years. The Dutch government offered funds for three Foundation fellowships for American students in 1948, in anticipation of a formal exchange agreement with the United States, based on the so-called Fulbright legislation. This was accomplished on May 19, 1949, and as a result, the United States Educational Foundation (USEF) in the Netherlands was created.⁶⁷ With offices in The Hague, USEF had a bi-lateral board and funding from both the Dutch and American government.⁶⁸ Soon, the Nederland Amerika Instituut took on the initial screening of Dutch Fulbright candidates. In addition, the Instituut

⁶⁴The *New York Times*. March 21, 1945

⁶⁵He was the son of Jacob T. Cremer, former Dutch ambassador to the United States, who helped found the Foundation.

⁶⁶Harry S. Truman Library, Independence, MO. Calendar

⁶⁷Giles Scott-Smith. "American studies in the Netherlands". In Hans Krabbendam, et al. (eds). *Four centuries of Dutch-American relations, 1609-2009*. State University of New York Press, 2009. pp. 982-992

⁶⁸A new agreement was signed in 1972 creating its successor, the Netherlands American Commission for Educational Exchange (NACEE), which is still active under its current name, the Fulbright Center.

also organized the scholarships provided by the Dutch Ministry of Education. During the year 1950-1951, 15 scholarships were issued to Dutch graduate students and to ten undergraduate students. In addition, the Instituut had an active Cultural Committee. Prominent members of that committee were the University of Amsterdam historian A.N.J. den Hollander, and former Foundation grantee, C.J. van der Klaauw, now at the Utrecht University. It should be noted that on the Instituut's board were always representatives of the Holland-America Line, Philips, and other prominent industrial and financial organizations.

By that time, however, the American side suffered from lack of interest. Dinners with newly instituted annual awards were given in honor of Barnouw in 1946 and Watson in 1947, but funding for other activities began to dwindle. Especially, the student exchange program suffered. As reported at the annual meeting in 1948, many partial scholarships offered to Dutch students had to be rescinded because of the lack of funds to supplement them. At an Executive Committee meeting in July of that year, the executive secretary reported that there would only be enough money in the treasury to see the Foundation through November. No new funds were forthcoming and president Grimm informed his board that the Foundation would suspend its activities but that the legal status would be preserved and that the Executive Committee would meet from time to time to review the state of affairs.⁶⁹ Adriaan Barnouw published his final *Monthly Letter* in June 1948 and retired from his Queen Wilhelmina Chair at Columbia.

Other Initiatives, Renewal and Decline

The Netherland Benevolent Society had been under the leadership of president Dorus van Itallie and secretary Hans IJssel de Schepper since 1945. It kept its focus on social services within the Dutch-American community in greater New York. The membership, like that of the Foundation, diminished somewhat in the post-war years, but other support materialized. The Dutch Consulate in New York decided that the income from two of its trust funds,

⁶⁹The above notes are cited from a historical report written, but not published, in 1993 by M. Vinke. The meeting minutes for 1948, which she used, were available at the Foundation's office at the time, but they can no longer be found. During the many subsequent office moves, file folders were lost, unfortunately. The author has relied on Ms. Vinke's report for activities until 1960, unless otherwise cited. The author's original copy of this report was deposited with his collected research papers at the Cornell University Library. A copy has been placed in the Foundation archive.

the Planten en Pluygers funds, could be used to assist the Society in its endeavors. Van Itallie's secretary, Elizabeth Kayton, still served as the person who handled all of the requests for help. Taking notice of the dormancy of the Foundation, a proposal to expand the programs of the society into a Netherland Community Service was made to the board in 1949, but no action was taken. However, new programs did emerge in response to perceived needs. There were by this time quite a number of Dutch students in the United States, several of whom needed financial help. A student loan program was initiated in 1951, and a Committee for Netherlands Students was appointed. Its chair was Benjamin Hunningher, a Dutch theatre historian, who had succeeded Barnouw as the Queen Wilhelmina Professor at Columbia in 1948. A sum of \$2,500 had to be raised, which was administered separately from the other accounts on the urging of the ever vigilant treasurer, A.A. Mol. Hunningher established contacts with the Institute for International Education in New York and the United States Educational Foundation in The Hague, and the *Annual Report* for 1952 mentions that the first Dutch students were now being supported, that their loans were being repaid, and that there were a manageable number of requests for help.

During a 1952 New York visit by Queen Juliana, who had succeeded her mother in 1948, the Foundation organized a well-attended dinner, during which discussions about reviving the Foundation's activities took place. The initiative came from Dutch ambassador Baron de Vos van Steenwijk, who had contacted acting Foundation president, Peter Grimm. The ambassador brought encouraging news. Several corporations in the Netherlands, who were interested in strengthening the ties between the two countries, had raised a trust fund of \$87,000 to allow the Foundation to rebuild itself, with the continuing emphasis on student exchanges and lecturing tours by professors. A search for a new Foundation president was initiated in 1954. Harold O. Voorhis, vice-chancellor and secretary of New York University, who had previously served as president of the Holland Society, became the new Foundation president. A new executive committee and board were appointed. A renewed personal and corporate membership drive was launched and the Washington, D.C. chapter was re-activated. Adriaan Barnouw once again started writing his occasional musings, now called the *N.A.F. Letter*. In addition, a *NAF News Bulletin* was issued periodically. Both Queen Juliana and President Dwight Eisenhower accepted honorary patron roles. For all intents and purposes, the Foundation was functioning again. Between 1955 and 1956 some 13 scholarships were awarded. In 1957, the organization of the office was strengthened by the appointment of Jayne Ross as executive secretary.

Of course, the board of the Benevolent Society was well aware of these developments. It was noted at a Society board meeting that, as the Foundation was now offering scholarships ranging from \$200 to \$2,000, the Society would offer loans to those students who needed additional help. Coordination and cooperation was needed.⁷⁰

But the most innovative new activity of the Foundation was the initiation in 1955 of a trainee program for young Dutch professionals to gain practical field experience in American companies and organizations. The program was initially funded under the United States State Department Exchange Visitors Program. As the program developed, the Dutch government made several grants as well. The Nederland Amerika Instituut in Amsterdam, still under the direction of Wobina Kwast, took responsibility for the organization of the program in the Netherlands, which included the recruitment and the selection of the Dutch candidates. In 1957, the first secretary for the program, Mrs. W.G.E. Bertram, was appointed, and she soon became an important mentor to aspiring young Dutch men and women.⁷¹ The Foundation office in New York and its executive director, Jayne Ross, coordinated the placement and the mentoring of the trainees.

Over the next decade, some 2,000 young Dutchmen participated, making this program the Foundation's most visible and successful one. A 1960 *New York Times* article reported on the arrival of ten of the so-called Dutch "Half Mooners". They represented diverse fields, such as architecture, microbiology, hotel management, librarianship and teaching.⁷²

However successful the trainee program was, it also was a serious drain on the few financial resources available to the Foundation. Income from membership was insufficient to cover operating expenses, and the original trust fund was raided to supplement the budget. Many efforts were made to find new income sources, but none yielded enough to stem the tide and replenish the trust fund. Serious concerns about the financial situation were reported during 1956 and 1957. As a result of these problems, other Foundation activities, especially in the cultural area, were curtailed. Yet, the Foundation was able to support American tours of the Amsterdam Concertgebouw Orchestra in 1954, 1960 and 1964, and a tour by the Residentie Orchestra from The Hague in 1963. In addition, several concerts by various touring chamber music groups were supported. In 1959, the Foundation co-sponsored an important exhibition at the Smithsonian in Washington, D.C. of Dutch master drawings. And even the

⁷⁰Netherland Benevolent Society. *Annual Report*. 1955

⁷¹Nederland Amerika Instituut. *Annual Report*. 1958

⁷²*The New York Times*. April 6, 1960

dinner activities were opened up temporarily when Princess Beatrix visited New York in 1959.⁷³

In 1959, Harold Voorhis resigned as president. He was succeeded by another New York University professor and former Holland Society president Henry P. De Vries. Serving as secretary was Pieter J. Koopmans, while Leendert M. Reuvers became the treasurer. The latter had served on the finance committee of the Benevolent Society for many years. S.J. Veenstra served as chair of the trainee committee. At the 1960 board meeting, it was reported that there were now 254 members. The trainee program continued actively, while the scholarship program each year was able to support several Dutch and American students. Barnouw's second *Letter* series came to an end in December 1961. The board decided to start the *NAF News* as the best method to stay in touch with the membership. Leadership changed again in 1962, when Philip Young, United States Ambassador to the Netherlands for the previous four years, 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 as well, especially in the area of support for students. Dorus van Itallie still served as president, while Elizabeth Kayton continued her indispensable social services responsibilities. After van Itallie's retirement from his company, Elizabeth Kayton was hired directly by the Society as a social worker. Of note for this report was the election of Maurits Edersheim as treasurer of the Society in 1960, while Maarten van Hengel began his service on the finance committee a year later. Both gentlemen would play significant roles in the Dutch-American community in New York for many years to come.

The Foundation had a stable organization in the following decade. Chapters in Washington, D.C. and Philadelphia were operating more or less independently, with intermittent success. The financial shortages continued, however, despite frequent pleas and occasional warnings by president Young. The trainee program still was the most important program. On several occasions the Dutch government provided subsidies to keep the program going. The student exchanges were, of course, mostly funded under the Dutch-American Fulbright treaty through the office in the Netherlands. There were very few financial opportunities to support cultural and artistic exchanges. When the Dutch Consulate in New York appointed a consul for cultural affairs, the felt need for a Foundation role further diminished.

⁷³*The New York Times*. September 17, 1959



Maurits Edersheim
(Photo courtesy
Mrs. Maurits (Claire)
Edersheim)



Her Royal Highness
Princess Beatrix,
Heir Presumptive of
the Netherlands,
on the occasion of her
21st birthday, on
January 31, 1959
(Photo credit: Netherlands
Information Service)

In 1966, Sarah L. Baldwin was appointed as executive secretary, succeeding Jayne Ross, who had resigned after nine years of service. The trainee program was now coordinated in New York by Doris Houghton. However, after several years of a somewhat strained relationship with the Nederland Amerika Instituut over the economics of the trainee program, it was decided to discontinue the relationship. Instead, a group of trainee alumni had proposed to set up a Dutch branch of the Foundation, which would take over the coordination of the program in the Netherlands. NAF Nederland, as it was called, was founded in The Hague in 1966. The new organization brought renewed energy to the trainee program for which Susanne Visser was now the coordinator. At its annual meeting in 1968, the Foundation fondly remembered Adriaan Barnouw, who had recently passed away at the age of 91.⁷⁴ At the same meeting, president Young stepped down, and Hans IJssel de Schepper succeeded him. The secretary was Carel Paauwe, while Charles Stapper now served as treasurer. In the same year, Dorus van Itallie, the president of the Benevolent Society, passed away. He had served as its president since 1945, and had served on the boards of the Foundation, the Netherland Club and the Chamber of Commerce, as well.⁷⁵ A memorial endowment was established in his name, which, a year later, reported a balance of almost \$25,000.⁷⁶ The new Society president was Hans IJssel de Schepper, who, as we noted before, also served as president of the Foundation, while Maurits Edersheim continued as treasurer. For several years, the Benevolent Society had given financial support to Dutch students who wanted to pursue their studies in the United States. There were initially not too many applications, but this changed when the Dutch business school Nijenrode entered into an exchange arrangement with the University of Oregon. The word about possible financial support

⁷⁴The Foundation sponsored the publication of an anthology of Barnouw's *Monthly Letters* in 1969, published by van Gorcum in Assen.

⁷⁵*The New York Times*. March 21, 1968

⁷⁶Netherland Benevolent Society. *Annual Report*. 1969



Hans van den Houten
(Photo credit:
Howard Childs, 2005)

spread quickly, and the Benevolent Society had a steady stream of applicants. President IJssel de Schepper decided to appoint some younger members to the student committee in 1968 and among his appointees were Hans van den Houten, employed by Chase Manhattan Bank, and Rein van der Does, a colleague of Maurits Edersheim at Drexel Burnham. Both gentlemen would enjoy a long tenure in various Dutch-American organizations.

Change also came in the Netherlands. After twenty-five years of service, Wobina Kwast resigned from the directorship of the Nederland Amerika Instituut in 1971.⁷⁷ She was subsequently appointed as the director of the United States Educational Foundation in the Netherlands. At the same time, the administration of the Fulbright program was transferred with her. In a new 1972 agreement between the United States and the Netherlands, an organization was created to operate the Fulbright and other exchange programs, the Netherland America Committee on Educational Exchange (NACEE). Ms. Kwast became its first director and would serve in that role for another eight years. She truly was the Dutch face of the Fulbright program.

The Foundation's concern with the trainee program continued unabatedly. However, the Washington, D.C. chapter raised enough money for two scholarships at the prestigious Johns Hopkins School of Advanced International Studies.⁷⁸ A review of the trainee program took place in 1972. Funding had always been a problem and became more acute when the Dutch government indicated that its support would end. By now, other factors came into play as well. There was a decrease in applications from the Netherlands. The image of the United States in the eyes of many young Dutch men and women had changed as a result of the unpopular Vietnam War. Moreover, economic conditions within the United States made it increasingly difficult to find sponsoring employers for the trainees. Efforts were made to publicize the opportunities, and this resulted in the publication of the *NAF Times* edited by Bert Biemans, of which two issues appeared in 1973. After considerable deliberations, the review committee recommended ending the program, but the board deferred making a decision. However, when program director Doris Houghton decided to retire in 1974, the board finally made the decision to end its involvement. Continued access of young Dutch men and women to traineeships in the United States remained a high priority, however, and an apparent satisfactory solution was found by transferring the trainee program to the Maryland-based International Association for the Exchange of Students for

⁷⁷After an unsuccessful effort to raise funds for a new building, the Instituut was discontinued in 1972.

⁷⁸They had been administered through an ad-hoc agreement with the Nederland Amerika Instituut.

Technical Experience. This organization, funded by the United States State Department, was willing and able to take over the responsibilities. Its director, Robert Sprinkle, made the arrangements with Foundation president, Hans IJssel de Schepper, and all records were transferred.⁷⁹ 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, and the Consulate provided space for the remaining office files. Once again, the Foundation was dormant, awaiting better times.

Mergers

The Netherland Benevolent Society, meanwhile, continued its good works. Maurits Edersheim succeeded Hans IJssel de Schepper as president in 1975. Chris H. Grypma served as secretary, while Jan van Spronken took on the responsibility as treasurer. Administrator Elizabeth Kayton retired in that year, after a most remarkable 35 years of service. As her successor, Edersheim attracted the good services of Wanda Fleck, who had worked at the Dutch Consulate before that time. The social services program remained high on the agenda, but so did the work of the student committee. As before, the Consul General allowed the income of the Planten and Pluygers funds to be used for the various loan programs. In addition, Nederland ter Zee, the branch organization looking after the welfare of Dutch sailors, was trying to raise funds in support of the bicentennial 1976 Operation Sail, a major naval event in which the Dutch Navy was planning to participate.

But the leadership of the Dutch-American community in New York was not quite satisfied with the status quo. An exchange of letters between Foundation board members, Jacob Ebeling-Koning and Maurits Edersheim, led to discussions about a possible merger of the two organizations, the Benevolent Society and the Foundation. At one time, the still active Washington, D.C. branch of the Foundation chimed in with the suggestion that the Foundation might merge with the Netherland Club, which was celebrating its 75th anniversary in 1978 with a successful dinner-dance at the Waldorf Astoria. That merger did not take place, but during 1978 the discussions between the Benevolent Society and the Foundation continued, and a formal merger proposal was developed. The Foundation board of directors met on October 24, 1978 and approved the plan.



Wanda Fleck
(Photo credit: Lydia Fleck)

⁷⁹Inadvertently, together with the Trainee Program files, other Foundation records were shipped to Maryland as well. After Robert Sprinkle retired, those files were subsequently stored in the basement of his home in Baltimore. Upon his death, Mrs. Sprinkle was kind enough to notify the Foundation office in New York, and since that time the files have been happily reunited.

Thus, on May 29, 1979, the merger of The Netherland-America Foundation, Inc. and The Netherland Benevolent Society of New York, Inc. took place. The new name of the merged organizations was the Netherlands-America Community Association. The goal was to incorporate and continue the programs of both the Benevolent Society and the Foundation. Patronage of Queen Juliana was sought and acquired. Maurits Edersheim became the first president. Heineken's agent in the United States, Leo Van Munching, who had long served on the Benevolent Society board, became vice-president, while Chris H. Grypma and Jan van Spronsen served as secretary and treasurer, respectively. Wanda Fleck was appointed as administrator. The existing programs continued in full force. There still were 23 active charity cases, which were supported with loans and grants. In addition, some 15 student loans were issued. Repayments of the student loans were greatly helped by the efforts of Hein W. Bosman in the Netherlands. Nederland ter Zee also continued its role.

The new organization also revived some of the traditional Foundation support for the arts. A new Cultural Committee was created in 1980 with New York University art historian Egbert Haverkamp-Begemann as its first chair. Among its early members were John Bertram, Edith Velmans and Wanda Fleck.⁸⁰ The Committee soon established a pattern of giving small grants to support a wide range of programs and events in the arts, music, dance and history.

Other Dutch-American stirrings took place around this time as well. The Dutch American West-India Company 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 were the Dutch Consul in New York, Leopold Quarles van Ufford, Johannes van de Pol and Henry Fischer. Soon afterwards, the restoration of St. Mark's Church in New York was taken on as a secondary fund-raising goal. Taking a cue from the earlier mentioned successful 75th anniversary Waldorf Astoria Ball of the Netherland Club in 1978, the board decided to organize its own fund-raising ball. It took place in May 1981 at the Vista Hotel in New York, where fellow Dutchman Eddy Florijn was the manager. This first so-called Peter Stuyvesant Ball was attended by Her Royal Highness Princess Margriet of the Netherlands and her husband, Professor Pieter van Vollenhoven. The first Peter Stuyvesant Award was given to former Consul General, Leopold Quarles van Ufford, in recognition of his creative and tireless efforts on behalf of the Dutch-American community.

The event was a great social and financial success and plans for a repeat were made soon afterward. After the second ball, the original fund-raising goals had been met. However, the Stuyvesant Ball tradition had now gained its

own momentum, and a third ball was organized in 1983. The proceeds were distributed by its organizers to various other worthwhile causes and charities in the United States and the Netherlands, such as the Anne Frank Center in New York and the Roosevelt Study Center in Middelburg. The Stuyvesant Ball now became an annual affair, and as a result, the Dutch American West-India Company Foundation became the most robustly financed Dutch-American philanthropic organization.



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 credit: Larry Barnes)

Spurred on by the government in the Netherlands with substantial funding, a group of Dutch expatriates and Americans with heritage and professional ties to the Netherlands rallied to celebrate and build awareness of the recognition of the United States of America by the States General of the Netherlands on April 19, 1782, the start of 200 years of uninterrupted diplomatic relations. They founded the Washington, D.C.-based Netherlands-American Amity Trust in 1980 with Ambassador J. William Middendorf II as its chairman, and Charles Tanguy as its Executive Director. Michigan businessman, Jay Van Andel, and public relations expert, Loet Velmans organized a gala dinner in Washington, D.C. attended by the senior management of many large Dutch companies, and the Trust orchestrated President Reagan's proclamation of April 19, 1982 as Dutch-American Friendship Day. Five Dutch Navy ships visited New York that year to add to the celebration, and Nederland ter Zee organized a program for the 600 officers and crew. After this bicentennial celebration, the Amity Trust continued with some activities in the following years, most notably the William & Mary Tercentenary in 1988 and 1989.

Meanwhile, the activities of the Community Association proceeded successfully. Its membership rolls and budgets grew slightly between 1980 and 1988. Various board changes took place. Jacob Ebeling-Koning became president in 1984 and was succeeded by Raoul van der Lugt in 1985, while Maurits Edersheim reduced his role to vice-president. Kersen de Jong, executive secretary of the Netherlands Chamber of Commerce in the United States, served as board secretary from 1984 on. Jan Flinterman of the ING Bank in New York became treasurer. But further merger discussions were on the agenda as well, urged on by the Dutch-American business community which was often besieged by competing funding requests. Officers of the Community Association initiated discussion with the Netherlands-American Amity Trust and the Dutch American West-India Company Foundation. The Amity Trust

⁸⁰Netherlands-America Community Association. *Annual Report*. 1979, 1980

representatives at that time were deeply involved in the 1988/89 William & Mary Tercentenary celebrations and were reluctant to focus on merger discussions, but there was a positive response from Johan H. Brinckmann, president of the Dutch American West-India Company Foundation. He approached Loet Velmans, whom he had gotten to know through the bicentennial celebrations and whose wife Edith was a member of the Association's cultural committee. Various studies and proposals were made and reviewed and finally an agreement was reached a year later.

New Beginnings, a Crisis and a Rescue

On May 1, 1989, the merger of the Netherlands-America Community Association and the Dutch-American West-India Company Foundation took place. As part of the agreement, it was decided to rename the new organization the Netherland-America Foundation. This was done in recognition of its long and illustrious history, including the association of President Franklin D. Roosevelt, Secretary of Commerce William G. Redfield and IBM president Thomas J. Watson. Thus, after a hiatus of a decade, the Netherland-America Foundation's name was prominently back. The Netherlands-America Community Association had been under the patronage of Queen Juliana, who continued in that role after she had stepped down in 1980. However, her daughter, Queen Beatrix wanted to limit her social responsibilities, and she kindly suggested that her sister, Princess Margriet and her husband Pieter van Vollenhoven, might be able to pay more attention to such patronage. They had become involved with the Tercentenary Celebration of *The Glorious Revolution of 1688*, where the Dutch Stadhouder William III and his wife, Mary, ascended to the throne of England. Events at the College of William & Mary in Williamsburg, Virginia and the Smithsonian's Cooper Hewitt Museum in New York City were spearheaded by the Netherlands-American Amity Trust and the Dutch West India Company Trust and the Peter Stuyvesant Ball in 1988 was similarly themed. Thus, there were already many connections and Princess Margriet and Professor Pieter van Vollenhoven have played an active role as the Foundation's Patrons ever since.

The composition of the reconstituted Netherland-America Foundation board was reflective of the two sponsoring organizations. The chairman was Loet Velmans, who had been the intermediary in the merger discussion, and Raoul van der Lught served as president. Maurits Edersheim became vice-president, Arthur Arnold treasurer, and Kersen de Jong secretary. Wanda Fleck was again appointed as administrator. The committee structure was expanded and now included committees on investment, scholarships, culture, charitable, histori-



Her Royal Highness
Princess Margriet of the
Netherlands and Professor
Pieter van Vollenhoven
(Photo credit:
Albert Niebor/
www.Royalpress.nl)

cal, fund raising, special events, Nederland ter Zee and, of course, the Peter Stuyvesant Ball. The chair of that committee was Peter Vanbrugh, who also served as the 1989 Ball chair. Board member Regine Laverge, who had been in charge of organizing and managing the Ball since 1986, continued in that role. During the first year, the student loan program supported some 60 Dutch and American students, and the Cultural Committee awarded 20 grants sponsoring performances, exhibitions and educational activities. At the Peter Stuyvesant Ball in October of 1989, the Foundation honored Francis McKee Stone, who had played such an active role in promoting the Foundation's interests at the end of World War II and beyond. The proceeds of the Ball that year were used to support Holland Village Inc., the organization engaged in building a full sized replica of Henry Hudson's *De Halve Maen* which displayed a model of the ship at the Ball, the Roosevelt Study Center, and the New Netherland Project in Albany, New York, which was, and still is translating and publishing authoritative versions of early Dutch-American records.

Leendert M. Reuvers, long active in the Netherland Benevolent Society and the Foundation had passed away in 1988, leaving the disposition of his estate in the hands of his good friend and banker, Maarten van Hengel. The latter proposed to establish the Wilhelmina en Leendert Reuvers Educational Fund as part of the Netherland-America Foundation. The initial board discussions centered on endowed fellowships to bring more Dutch talent to the United States. Several options were discussed, including a relationship with the Royal Netherlands Academy of Sciences in Amsterdam. Former United States ambassador to the Netherlands L. Paul (Jerry) Bremer III, who had joined the Foundation board upon his return, suggested another option. He urged that the funds be directed towards scholarships for outstanding Dutch university graduates to pursue further graduate work in the United States. During his tenure in The Hague, Bremer had been a strong supporter of the Fulbright program, which was administered by the Netherland America Committee on



Jan Veldhuis
(Photo credit: Peter Cutts
Photography, 2005)



Age B. Diedrick
(Photo credit:
Melanie Einzig)

Educational Exchange (NACEE). To underscore his case, Bremer called on Jan Veldhuis, president of Utrecht University, who had just been appointed as chairman of the Committee. Recognizing the significance of the proposed Reuvers fellowships, Veldhuis promptly traveled to New York and made his plea to the Foundation board. And he was successful. Van Hengel negotiated the arrangement with chairman Velmans and on a subsequent visit to the Netherlands, both gentlemen met with Veldhuis and newly appointed NACEE director Marcel Oomen to arrange the necessary administrative details. Following the professional experiences of both Velmans and van Hengel, the initial fields of study were restricted to media studies and business administration.

Soon afterward, the first slate of potential candidates was prepared. In New York, Loet Velmans asked this author, Hendrik Edelman, professor of Library and Information Science at Rutgers University, to chair the reconstituted Education Committee, which was charged with reviewing the files of the candidates that were pre-screened by NACEE, and selecting the winners. Four promising Dutch students, Pieter Bierkens, Tjerk Grasman, Gerda van den Bergh and Johanna Vos were the first recipients of these newly established Reuvers fellowships in 1990. In addition, during that year, 12 Dutch and American students were awarded student loans. The new Reuvers funds gave increased visibility to the work of the Education Committee. Maarten van Hengel and, at van Hengel's request, Ennus Bergsma, joined the committee, which also included Nicolaas van Vliet, Gerard Vlak and Sara Zwart, among others. The list of awards by the Cultural Committee, still chaired by Egbert Haverkamp-Begemann, showed a rich diversity of historical and contemporary arts, music and theatre. Other committee members included Edith Velmans and Cornelis Los. The Special Events committee, with Antonie Knoppers as chair, sponsored a series of lectures, the first one of which was by former KLM president and former Secretary of the Dutch Ministry of Foreign Affairs Ernst van der Beugel on the topic of "New Europe." Loet Velmans chaired the 1990 Peter Stuyvesant Ball. The size and complexity of the organization of the Ball had grown to the point that Regine Laverge recommended to the Board that the time had come to retain a professional event manager. Her happy choice was Age Diedrick, who took charge with high energy and authority and who has successfully performed that role as an independent contractor to this day.

The tenth Peter Stuyvesant Ball in 1991 was once again held at the Waldorf Astoria, this time graced with the presence of the Foundation's patrons, Princess Margriet and her husband Professor Pieter van Vollenhoven, as well as two of their sons, the Princes Maurits and Bernhard. There is no doubt

that the increased attendance of the Ball could be attributed to the large Royal participation. The Peter Stuyvesant Award went to Maarten van Hengel in recognition to his many invaluable services to the Foundation.

At the same time, William Tucker of the Netherlands-American Amity Trust in Washington, D.C., with help from Congressman Guy Vander Jagt, former United States Ambassador to the Netherlands and Amity Trust chair, J. William Middendorf II, and other prominent Dutch-American politicians, arranged for President Bush to declare November 16, 1991 Dutch-American Heritage Day, in commemoration of the "First Salute" of the American flag by the Dutch governor of St. Eustatius on November 16, 1776. A director of the Amity Trust, 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 United States in the cultural, political, or commercial spheres. The award carries the name of J. William Middendorf II. The first recipient of the award, which was presented in the fall of 1991 at a gala dinner in Washington, D.C., was Congressman Vander Jagt, and the event was attended by Princess Margriet and Pieter van Vollenhoven. This award and gala dinner became an annual tradition until it was suspended in 1998. Similarly, Jan Flinterman and Thomas Wysmuller persuaded a group in Los Angeles to establish the Dutch American Heritage Foundation and to organize an annual gala, where an honoree is given a Dutch American Heritage Award.

In June 1992, Foundation president Richard Spikerman, who had succeeded Raoul van der Lugt, proposed that the Foundation acquire the Netherlands Institute in New York. The Institute had been established that year by Ludmilla M. Kerman, to promote educational and cultural exchanges between the two countries, including the teaching of Dutch language courses, lectures and literary events. Ms. Kerman had been a successful teacher of Dutch in New York for some time and proposed to substantially increase her range of activities with this merger. A glossy new magazine, *Cultural Crossings*, was produced, outlining several of the new initiatives. Kerman was appointed as the Foundation's Executive director, while Wanda Fleck became her assistant. The offices were relocated to the Institute's premises on 39th Street. Unfortunately, however, the ambitious plans for the new combined organization were not backed up with the necessary fund-raising and the Foundation's unrestricted funds proved inadequate to cover the increased expenses. When Richard Spikerman left the Foundation presidency a few months later to return to Europe, his successor, Jan Flinterman, had no choice but to liquidate the Institute's assets and close the office. The Foundation was now operating with a deficit and difficult decisions had to be made.



J. William Middendorf II
(Photo credit: Peter Cutts
Photography, 2005)

It was a crisis indeed. Both Kerman and Fleck were terminated. The Foundation's files were transferred to Kersen de Jong's Chamber of Commerce office in Rockefeller Center, where his assistant, Jurgen van der Leur, valiantly tried to keep the Foundation's activities aloft. But there was no real substitute for the experienced Wanda Fleck, and the chairs of the all-volunteer committees had to scramble to maintain their meeting schedules and to make responsible program decisions. But the good works did proceed somehow. The Stuyvesant Ball took place. Scholarships and student loans were issued as well, and some cultural grants were awarded. President Flinterman and board chair Loet Velmans announced that a new corporate membership drive was beginning to show promising results.

Maarten van Hengel came to the rescue. Concerned about the effect this turmoil and potential disintegration could have on the operation of the Reuvers Educational Fund, he committed \$200,000 toward strengthening the Foundation's administration and improving its fund-raising over a three year period. Wanda Fleck was rehired as administrator while Regine Laverge was put in charge of development. Jan Flinterman's ING offered rent-free office space in its building on 57th Street. In December 1993, van Hengel succeeded Velmans as chair and the Foundation was on its way to recovery and renewed expansion. The Investment and Membership Committees were put on more solid footing, while the Charitable Committee continued to see a slowly dwindling clientele.

Stability and Growth

In many ways, the four years of Maarten van Hengel's tenure as board chairman were decisive for the future of the Foundation. His naturally forceful, yet positive and encouraging management style brought stability and allowed the committees to do their work and, more importantly, to establish and document policies and procedures that made administrative sense and charted the way for continuity. He appointed Ennius Bergsma, Director of McKinsey & Company's Finance Practice, as treasurer to strengthen financial oversight and control. The fellowship program, already firmly anchored with the NACEE in Amsterdam, was substantially strengthened when the board decided in 1995 to apply some of the proceeds of the Stuyvesant Ball to the program. A major change indeed, as, for the first time, American students gained access to fellowships to study at Dutch universities. Going back to the early roots of the Foundation, the initial screening of potential candidates



Maarten van Hengel
(Photo credit:
Matar Studio Inc., 1987)

was put in the experienced hands of the staff of the Institute of International Education in New York, which also provided such services to the Fulbright program. Since the inception of the program in 1990, 54 Foundation fellowships had been awarded. The annual meeting and reception of the current fellows in New York, by now well-established, became a popular event and efforts to establish an alumni organization were underway.⁸¹

The work of the former Historical Committee was now combined with that of the Cultural Committee. In practice, this allowed for a more rigorous review and decision-making process. The Committee continued to support mostly young and emerging individual artists, designers, composers and performers, as well as special events at established cultural institutions. The composition of the Peter Stuyvesant Ball Organizing Committee was further strengthened when Hans van den Houten became its chairman, while Regine Laverge and Age Diedrick continued in their roles as experienced members of that committee.

The Foundation celebrated its 75th anniversary in May 1996 with a festive dinner at the Century Club in New York, the same place where the founding meeting was held in 1921. The mood was optimistic indeed. The Foundation's finances were on the rebound, the income from the Stuyvesant Ball increased year by year, the organization was stable and the future looked bright. Annual Dutch-American Heritage Day celebrations were held in various cities and in Los Angeles, Atlanta and Chicago, the occasion was used to raise funds for music scholarships and student exchange.

In 1988, Lane Grijns and Hans van den Houten were elected to four-year terms as chairman and president, respectively. Ennius Bergsma continued to serve as treasurer, as did Kersen de Jong as secretary. With the main programs firmly in place, the new leadership wanted to address the larger financial picture. The membership rolls had not been expanded significantly over the

⁸¹The information in the following paragraphs has been largely drawn from the Foundation's *Annual Review* for the relevant years. They contain a complete record of the educational and cultural grants, a synopsis of major occurrences as well as financial statements.



Lane Grijns
(Photo credit: Peter Cutts
Photography, 2004)

years and no new endowments were received besides the Reuvers Fund, which received a final contribution in 1994. In 1999, Age Diedrick succeeded Regine Laverge in the role of development director. Also in 1999, the *Campaign for the 21st Century* was launched. The aim was to raise ten million dollars over a five-year period through major corporate and private gifts and bequests. The new campaign was headed by Dirk Sturop, Johan de Voogd and Neill Andre de la Porte. The initial response was encouraging with a reported \$1.5 million in early pledges from Maurits Edersheim, Fred G. Peelen, Louise Pierot and Dirk Sturop. The sponsorship of the Stuyvesant Ball remained an important fund-raising opportunity, as were the corporate and personal underwritings of fellowships. 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.

The terrorist attacks on the World Trade Center and the Pentagon on September 11, 2001, suddenly and tragically disrupted the life of the nation. Needless to say, it immediately affected the Foundation as well. Peter Stuyvesant Ball manager Age Diedrick was ready to mail the invitations, written by the Dutch ambassador, Joris Vos, to the 20th Ball, to be held in November. At the very last minute, she was able to stop the mailing. Following Mayor Giuliani's urging to "return to normal living," the decision was made to continue with the Ball preparations, and direct the proceeds to a charity with the purpose to support children of the attack victims. And so it happened. Princess Margriet, her husband Pieter van Vollenhoven and their son Prince Floris were present, and although participation was lower than in previous years, the tradition continued. In subsequent years, the Stuyvesant Ball resumed its place as the pre-eminent occasion celebrating Dutch-American relationships. The campaign to build endowment and membership was disrupted, however, and it would take much longer for it to get back on track.

The years 2002 and 2003 brought new changes. Kersen de Jong was succeeded by Rutger de Wit Wijnen as secretary. When he soon afterward returned to the Netherlands, he was succeeded by Jan J.H. Joosten, partner at Hughes Hubbard & Reed. Wanda Fleck, after distinguished service of over 30 years as the Foundation's administrator, decided to devote herself full-time to a promising and satisfying career as a music impresario. As her replacement, but now with the elevated title of Executive Director, David B. Roosevelt was appointed. He was a grandson of President Roosevelt, so closely associated with the original Foundation history. His tenure, however, was not successful and the Foundation was lucky, a few months later, to attract the services of Joan C. Kuyper, whose family had roots in Dutch-American Western Michigan.



Fulbright Ceremony, 1996
(Photo credit: Leo J.N. van der Valk)

In recognition of the increasing role the Foundation was playing in the funding of the student exchanges between the Netherlands and the United States, the board approved a proposal by Jan Veldhuis, chairman of the NACEE board in Amsterdam, and its director, Marcel Oomen, to formally combine the Foundation fellowships with the Fulbright program. As of 2002, all of the exchanges now were to be known as NAF-Fulbright Fellowships. This having been accomplished, Hendrik Edelman resigned as chair of the Education Committee, after a decade of service, leaving the program in the hands of Professor Mary Reuchlin Rifkin of Mt. Sinai Medical Center. In addition to the 22 NAF-Fulbright Fellowships awarded in 2002, the Foundation also funded student exchanges between Leiden and Rutgers University, as well as between Groningen University and the University of North Carolina. Five promising young Dutch violinists were enabled to attend the California Summer Music Program in Pebble Beach, California.

The Cultural Committee, now under the leadership of Professor Theodore Prudon, Professor in Conservation Architecture at Columbia University, who had succeeded Professor Haverkamp-Begemann as chairman in 2000, selected some 28 proposals in the fields of music, dance, visual arts, literature and history. Among the grants awarded was one to Kevin Beavers, an American composer and former Foundation Fellow, for the commission of a violin concerto in honor of the Foundation's 80th anniversary in 2001.

Stability and Expansion

Ennus Bergsma, the Foundation's long-time treasurer, succeeded Lane Grijns as chairman in 2004. The Board had agreed to simplify the governance structure by eliminating the position of president. Jan J.H. Joosten continued to serve as secretary and C. Jurjan Wouda Kuipers, partner at Ernst & Young, became treasurer. Professor John M. Palms, President Emeritus of the University of South Carolina, became chair of the Education Committee, while Professor Prudon 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. The new 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, but much work needed to be done.

A key aspect of the plan was the implementation of “going national”. So, after many years of discussions between the Foundation and the Netherlands-American Amity Trust in Washington, D.C., two directors who served on both organizations' boards, Jan Flinterman and Thomas Wysmuller, set in place a structured plan to help make the merger come about. 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, 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 Guy F. Jonckheer and C. Howard Wilkins, Jr. Wilkins subsequently succeeded Paul 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, due to the untimely death of the Amity Trust's executive director, Charles Tanguy. In fact, in anticipation of an eventual agreement, the first NAF Awards Dinner had already been held in April 2003. The prior Amity Trust awards, named after the former United States ambassadors to the Netherlands: J. William Middendorf II and C. Howard Wilkins, Jr., were reestablished. A new award, named after former ambassador K. Terry Dornbush, was added. These awards were given that year to, respectively, Ewald Kist, Chairman of the Executive Board of ING and Jay Van Andel, Chairman Emeritus of Alticor, a long-time contributor to Dutch-American



Her Royal Highness Princess Margriet of the Netherlands, Professor Pieter van Vollenhoven and Fred G. Peelen at the 2011 Peter Stuyvesant Ball (Photo credit: Melanie Einzig)



Paul J. Klaassen, NAF Vice-Chair and Chair and Master of Ceremonies of the NAF Awards Dinner presents the Amb. C. Howard Wilkins, Jr. Award to Jay Van Andel, 2003 (Photo credit: The Netherland-America Foundation)



2007 NAF Awards Dinner. From left: William Tucker, Chair of the Organizing Committee; Ambassador K. Terry Dornbush; Ambassador J. William Middendorf II and Ambassador C. Howard Wilkins, Jr. (Photo credit: Tony Powell)

causes, both past board members of the Amity Trust, and to Maarten van Hengel. The chairman of the organizing committee was William Tucker, who had also chaired the dinners during the Amity Trust days. Age Diedrick provided the professional organization for the event. The annual Award Dinner tradition in Washington, D.C. was herewith reestablished and it again became the city's premier event for the Dutch-American community.

Similarly, after several years of discussion, 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 Hoepen, organizer of their Dutch American Heritage Day Gala, joined the Netherland-America Foundation board. Prior to the establishment of a Boston Chapter, its eventual chair and member of the Foundation's board, Hans Gieskes, orchestrated the alignment of several partly overlapping Dutch American organizations in the Boston area. New chapters were started in Chicago, Northern California and Western Michigan. The Fellowship alumni committee now also included an active chapter in the Netherlands.

Successful efforts were made to increase funding for the cultural programs, for which many more deserving requests were received than the Foundation could fund. In addition, the Cultural Committee became alert to opportunities for arranging special member events with recipients of cultural grants. 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.

None of this would have been possible without streamlining and strengthening the information technology in the Foundation's office in New York. In addition to the typical administrative and financial office activities, the production of the Foundation's publications and the support for its national events, this office also coordinates and supports many chapter activities. This work is done by a small team of professional staff and consultants, supported by a strong corps of volunteers with a wide variety of expertise and experience.



Her Royal Highness
Princess Margriet
of the Netherlands
with Mark C. Pigott,
Chairman and CEO,
PACCAR Inc and
2008 Peter Stuyvesant
Ball Chair
(Photo credit:
Melanie Einzig)

In 2007, Joan Kuyper retired and was succeeded as Executive Director by Angela Molenaar. Jurjan Wouda Kuipers had to resign as treasurer due to heavy travel obligations. He was succeeded in 2006 by Caroline van Scheltinga, who in turn was succeeded in 2007 by Pauline Verheijen-Dop, and a year later by Philip Takken, who transferred to Australia in 2009. In 2009, Wouda Kuiper's 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. More recently, Mark Pigott, chairman of United States based PACCAR Inc, the parent company of DAF trucks in the Netherlands, chairman of the 2008 Peter Stuyvesant Ball and a NAF Awards Dinner honoree in 2009, established the Pigott Family Education Fund, to provide supplemental study loans to NAF-Fulbright fellows.



2009 Transatlantic Dialogue. From left:
Fay Hartog Levin, U.S. Ambassador to The
Hague; Judith McHale, Undersecretary of
State for Public Diplomacy and Public Affairs;
Judith van Kranendonk, Undersecretary and
Director General for Culture and Media
(Photo credit: Melanie Einzig)



2009 Transatlantic Dialogue panelists in New York. From left:
Michael Machczynski, Buford Alexander, Mark Vlasic, Eulani Labay,
Ennus Bergsma, Roos Stallinga, Theodore Prudon and Philip Ugelow
(Photo credit: Melanie Einzig)

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 of the Henry Hudson 1609-2009 celebrations.

On September 12, 2009, over 100 guests gathered in 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. Participating in Amsterdam was the Minister of Education, Culture and Science Ronald Plasterk. In New York, Undersecretary of State for Public Diplomacy and Public Affairs Judith McHale, U.S. Ambassador to The Hague Fay Hartog-Levin and Undersecretary and Director General for Culture and Media Judith van Kranendonk of the Netherlands Ministry of Education, Culture and Science were present. Panelists on both sides included alumni of the NAF-Fulbright program, NAF study loan recipients, NAF Board members and representatives from academia. The dialogue explored how life in another country and education within its system can fundamentally change one's perspectives and practices. Topics included cultural differences such as egalitarianism, work-life balance, competition, internationalism, multiculturalism and the impact of the Fulbright Program.

The Netherland-America Foundation began to celebrate its 90th anniversary on May 18, 2011, with a festive luncheon at the Netherland Club of New York. Some 24 former and current officers and members came together to share thoughts about the Foundation's history. They were reminded that the original organizing meeting for establishing our Foundation took place at another luncheon like this, held at the Century Club on May 10, 1921. As it enters the last decade of its first century, the Foundation can look forward with confidence. Its mature and efficient organization with strong volunteer and professional leadership, its broad base of individual and corporate support, its improved financial assets and its continuing diverse programs in support of educational, cultural and business exchanges between our two countries, have proven to be a strong basis for moving forward.



From left: Sara Zwart, Rutger Lambriex, Lane Grijns, Regine Laverge



From left: Matthijs de Clercq, Egbert Haverkamp-Begemann, Edith Velmans



Photo credit:
Diederik Rijpstra

Board Chair Ennius Bergsma addresses the guests



Jan Flinterman and
Hendrik Edelman



Rein van der Does



Johannes van der Pol and
Thomas Wysmuller



Regine Laverge



Kersen de Jong



Jan Joosten and
Maarten R. van Hengel



Loet Velmans



Drusilla van Hengel and
Ennius Bergsma



Theodore Prudon and Johan de Voogd



Pieter Hoets



Otto Heldring



Adriana Vink

Acknowledgments

As with all such enterprises, the author had support and help from many sources and people. First of all, I want to mention the Netherland-America Foundation's board, and its chairman Ennius Bergsma, which approved my proposal to write this history. The professional staff members of the Special Collection Departments of the New York Public Library; the Rutgers and Columbia University Libraries; the Rollins College Library in Winter Park, Florida; the Roosevelt Archive in Hyde Park, New York; and the Roosevelt Study Center in Middelburg, the Netherlands, have been helpful in locating and copying pertinent documents for my use.

Personal interviews with Kersen de Jong, Fred Peelen, Hans van den Houten and Age Diedrick yielded insights that could not have been acquired otherwise. Readers of earlier drafts were Marcel Oomen, Hans Krabbendam and Jan Veldhuis in the Netherlands and Ennius Bergsma, Jan Joosten and Johan de Voogd in the United States. Their comments were most helpful. My wife, Antoinette Kania, has been, as always, my most careful reader and editor. I want to gratefully acknowledge the unstinting interest and support from Angela Molenaar, the Foundation's Executive Director. Needless to say, all omissions and errors remain my responsibility.

I am pleased to report that the remaining historical archives of the Foundation will be transferred before long to the Special Collections and Archives Department of the Columbia University Library, where they will join, at last, the papers of Foundation co-founder and chronicler, Adriaan Barnouw.



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Rutgers University

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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 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

On the initiative of and with endowment by one of its Directors, Thomas H. Wysmuller, the Netherlands-American Amity Trust, which later entered into an agreement to combine its operations with the NAF, established the J. William Middendorf II Award, to be given to a Dutch or American person who has markedly contributed in either the commercial, cultural or political field to the furtherance of amity between the Netherlands and the United States. The Award carries the name of the former NAAT Chairman, who served as U.S. Ambassador to the Netherlands from 1969 to 1973.

1991 The Honorable Guy Vander Jagt, U.S. Congressman
1992 Dr. H. Onno Rusing, Vice Chairman, Citicorp/Citibank
Wim Dik, Chairman, 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 and CEO, KLM Royal Dutch Airlines
1997 Kees Storm, Chairman of the Executive Board, AEGON NV
2003 Ewald Kist, Chairman of the Executive Board, ING Group
2004 Donald J. Shepard, Chairman Executive Board and CEO, AEGON NV
2005 Peter C. Sutton, Executive Director & CEO, The Bruce Museum of Arts and Science
2006 Peter A. Benoliel, Chairman Emeritus, Quaker Chemical Corporation
2007 P. Jan Kalff, Former Chairman, Managing Board, ABN AMRO Holding NV
2008 Steve Van Andel, Chairman, Alticor Inc., Co-Chief Executive Officer, Amway Corporation; Doug DeVos, President, Alticor Inc., Co-Chief Executive Officer, Amway Corporation
2009 Albert P.L. Stroucken, Chairman and Chief Executive Officer, Owens-Illinois, Inc.
2010 Henri Termeer, Chairman, President and CEO, Genzyme Corporation
2011 Rose-Marie and Eijk van Otterloo, Art Patrons

The Ambassador C. Howard Wilkins, Jr. Award

Named for the U.S. Ambassador to the Netherlands from 1989-1992 who endowed it in 1998, the C. Howard Wilkins, Jr. Award replaces the Dutch-American Achievement Award. Men and women of either United States or Dutch nationality are eligible for this Award, which recognizes outstanding professional accomplishments in fields of business, banking, corporate leadership, politics, government and diplomacy, arts and sciences, entertainment and sports.

- 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, Chairman and CEO of Sunrise Senior Living
- 1998 Toon Woltman, Vice President, KLM Royal Dutch Airlines
- 2003 Jay Van Andel, Chairman Emeritus, Alticor Inc.
- 2004 Gualtherus Baron Kraijenhoff, former Chairman/Supervisory Council, Akzo NV
- 2005 Nancy McKinstry, Chairman, Executive Board, Wolters Kluwer NV
- 2006 The Honorable Peter Hoekstra (R-MI), U.S. Congressman, Chairman, Select Committee on Intelligence
- 2007 Jeroen van der Veer, Chief Executive, Royal Dutch Shell
- 2008 Brenda C. Barnes, Chairman & Chief Executive Officer, Sara Lee Corporation
- 2009 Arkadi Kuhlmann, Chairman & Chief Executive Officer, ING DIRECT USA
- 2010 Herman Dijkhuizen, Chairman, Board of Management, KPMG NV
- 2011 Buford Alexander, Director Emeritus, McKinsey & Company

The Ambassador K. Terry Dornbush Award

Named for and endowed by the U.S. Ambassador to the Netherlands from 1994 to 1998, the K. Terry Dornbush Award was created in 2003 to honor individuals whose marked contributions in the fields of philanthropy, education or culture in the Netherlands or the United States have served to strengthen relations between the two countries.

- 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. Padgett, Venture Philanthropists
- 2007 Jan A. Zachariasse, President and CEO, Waterford Development, LLC
- 2008 Bert W.M. Twaalfhoven, Founder, EFER (European Foundation for Entrepreneurial Research)
- 2009 John A. Fentener van Vlissingen, Chairman, BCD Holdings NV
- 2010 Mark Pigott, Chairman and Chief Executive Officer, PACCAR Inc
- 2011 J.C. Huizenga, Chairman and Founder, National Heritage Academies

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The Netherland-America Foundation, Inc. 82 Wall Street, Suite 709 New York NY 10005-3643 www.thenaf.org

ISBN 978-1-4675-2909-9

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