



LA CONFRÉRIE

# LA LETTRE

FRIDAY 01/03/2024

[WWW.LACONFRERIE.EU](http://WWW.LACONFRERIE.EU)



6TH EDITION

01/03/2024

# LA LETTRE

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## A WARM WELCOME

Dear alumni, waarde Confrérianen,

*"La Confrérie creates everlasting memories and friendships while encouraging personal development and embracing inclusiveness."* Welcome to the latest edition of La Lettre, your source of updates, insights, and opportunities to actively engage with our beloved Brotherhood.

In this edition of La Lettre, an update is given by Lotte de Vries, General Commissioner of the Board of La Confrérie. Additionally, we will explore an industry-specific topic: the hotspots in The Hague to enjoy the spring sun, along with an interview featuring Henk Jan Kakebeen, a truly versatile alumnus.

We hope that this edition of La Lettre will again evoke fond memories, spark inspiration, and provide you with valuable insights into the dynamic world of our beloved La Confrérie. We encourage your active participation and warmly welcome any contributions or feedback you may have.

We wish to thank Henk Jan for sharing his experiences with us! Our association is build on experiences such as his and our brotherhood is lucky to have such a strong foundation

Vive La Confrérie!

## IN THIS EDITION

### **An Update From Board Griever**

Embracing Traditions, Forging New Paths by our General Commissioner Lotte de Vries

### **In the Spotlight**

Henk-Jan Kakebeen, founder of RARE and member of La Confrérie's Board of Trustees

### **Industry Specific**

Spring Bliss: Unwind at These Charming Hotspots

### **Successes and Accomplishments**

Club Night, Council & Committee Borrel and DGDS Vuurzee

### **Then VS Now**

Mostert Meal

## ASSOCIATION CALENDAR

### **La House**

4 March 2024

### **Padel Tournament**

5 March 2024

### **Borrel evenings at the Ping Pong Club**

7, 18 & 26 March 2024

### **Soccermatch ADO Den Haag**

11 March 2024

### **Introduction Weekend**

15,16,17 March 2024

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## EMBRACING TRADITIONS, FORGING NEW PATHS

*by our General Commissioner Lotte de Vries*

My name is Lotte de Vries, and I am honored to serve as the General Commissioner of the Board of La Confrérie.

Embarking on this journey was initially overwhelming, but it unfolded into a rich experience filled with opportunities and valuable challenges we've navigated together.

From the very beginning, our mission has been twofold: preserving the time-honored traditions that define our community and daring to chart new paths for growth and relevance. This balance has guided every decision we've made.



Our events have been the tangible expression of this ethos. An upcoming event is our support for ADO Den Haag in the football match on March 11. We have also collaborated with EventCie a themed party at the Hifi in Leiden, showcasing our commitment to unity and celebration.

However, our journey has not been without challenges. Effectively organizing our bar nights presented a significant dilemma. It was crucial to find a way to capture the spirit of these gatherings, and cherished traditions within our community. Fortunately, the Soos Commissioner's initiative to plan trial evenings at the Paap was a success, showcasing our adaptability and innovation. We also look forward to our first tryout evening at the Ping Pong Club in the Palace Promenade on Thursday, March 7.

In every opportunity seized and challenges faced, we have been guided by the principle of "Embracing traditions, forging new paths." This philosophy shapes not only our approach to event organization but also how we envision the future of La Confrérie.

Moving forward, we do so with confidence, grounded in our traditions yet unafraid to embrace change. Our strength and identity lie in the dynamic interplay between the old and the new. With this spirit, we will continue to lead La Confrérie into a future filled with promise and possibility.

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## INDUSTRY SPECIFIC THIS EDITION: SPRING BLISS: UNWIND AT THESE CHARMING HOTSPOTS

A delightful exploration of the season's most inviting outdoor locales. As nature awakens with vibrant colors and fragrant blooms, join us on a journey to discover enchanting terraces that beckon with warmth and charm. From cozy cafes to picturesque rooftops, each hotspot promises an escape from the hustle and bustle, inviting you to relax, unwind, and embrace the bliss of spring. Let's embark on this scenic adventure together and uncover the perfect spots to soak up the season's beauty in style.



### JAMEY BENETT, PLAATS 11, DEN HAAG

Right next to the Binnenhof, you'll find the charming Jamey Bennett, named after a spy who worked for the British secret service. For an extensive lunch on a terrace in The Hague, this is the place to be. You can also visit for dinner, even if it's just for their delicious desserts (the Chocolate Bomb with cotton candy is renowned here).

### BLEYENBERG GROTE MARKT 10, DEN HAAG

After office hours, whether you want to catch some sun or simply enjoy the weather in the middle of the day, you can do so on the green rooftop terrace of Bleyenbergh in The Hague. In any case, you're sure to find relaxation at Bleyenbergh. It offers five floors of inspiration and fun: a restaurant, meeting and event spaces, the first Hague rooftop bar, and seven private karaoke booths, all in one building. You'll never want to leave! Is it raining? No need to worry! You're always in good hands on this covered terrace in The Hague.



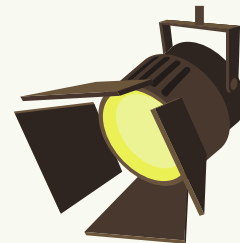
### ANNA PAUWLONA PLEIN

On the un-Dutch Anna Paulowna Plein (a piece of France in The Hague, if you ask us), there are a few gems. The eponymous hotel, of course. And you have Wicked Wines (take a guess why you'd come here), and Bite Me (not the most subtle title, that's true, but don't be fooled: it's excellent!).

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## IN THE SPOTLIGHT: HENK-JAN KAKEBEEN

In every edition of La Lettre, we interview a La Confrérie Alumnus, to ask questions about their life after Hotelschool and reminisce on stories from their time at Hotelschool The Hague as a student and school-going member of our association. In this edition, we unfold Henk-Jan Kakebeen's story, an alumnus from the semester 1988-II. Today Henk-Jan stands as a beacon of entrepreneurial success with his company and successful events, whilst also being a member of La Confrérie's very own Board of Trustees and member of Fraternity Party Colare.

*"My career started in IT. I liked working with my colleagues, but I didn't really like the industry I was working in... I found happiness actually in creating my own event company and especially working in everything that had to do with food."*

Henk-Jan's journey is a story of transition, as he navigated a career shift from the confines of IT to the boundless possibilities of the events industry. At the age of 56, Henk-Jan is now a proud father of two, a husband, and a resident of Bussum. He carved a niche for himself with his successful company called RARE, where he mainly works as a consultant for renowned brands such as Nike and Tony's Chocolonely, and the inception of the Bite of Amsterdam, formerly known as Taste of Amsterdam.



His transition from IT to entrepreneurship was fueled by a desire for independence and the pursuit of passion in the food industry and events. When we asked about the early challenges of starting up his own company Henk-Jan responded with *"Oh, so many things that went wrong, but that only accelerates the learning process and enhances the quality of your organization long-term. Learn by doing.... "*

Despite early challenges, including navigating the transition from business events to public events, Henk-Jan's "learn by doing" ethos has propelled him to success. His company, RARE, is a testament to his dedication to creating unique culinary experiences, underscored by his role in consulting on high-profile assignments and training a team of young professionals who eventually become family.

*"I put a lot of effort into training my team, until the point that they got better than me in a particular area of the business. Experts so to say. That's what I really like, to build a team with young people, them getting older and getting more experienced. You build relationships with them... It's a bond that you have forever... The kind of business that I'm in creates also a bond. Every event or festival creates an everlasting memory, something you share with your team and that's very rewarding."*



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## A CULINARY CELEBRATION

Bite of Amsterdam stands as a testament to Henk-Jan's vision and passion for food. It is a culinary festival that offers a platform for chefs and restaurants to showcase their talents to a discerning audience.

*"You can help brands, companies and chefs create something together... this gives more flavour to the message you would like to send to your audience during an event or festival."*

*"It's a restaurant festival... a platform for restaurants and chefs to showcase themselves to the audience... It's a celebration of everything that has to do with food and the Dutch and Amsterdam kitchen, which is a mix of so many cultures."*

The event features a mix of B2B and B2C elements, culinary theatres, culinary market, and an array of top restaurants making it a gastronomic delight for food lovers and industry professionals alike. Henk-Jan's commitment to innovation and quality has made the Bite of Amsterdam a distinctive event in the culinary calendar, celebrating the diversity of food cultures and the fusion of culinary traditions.

## REFLECTIONS OF HIS STUDENT TIME

Looking back at his time at Hotelschool The Hague, Henk-Jan recalls the challenges of adapting to the school's environment and the pivotal role of La Confrérie in his personal and professional growth.

*"After the first year, I started to love everything that had to do with Hotelschool... I became part of the community. My first year at Hotelschool I was still playing soccer in the first team of where I came from. So every weekend I needed to go home and play soccer... But after that first year, I stopped playing soccer and started to spend more time in the Hague and got more involved in school activities."*

*I became part of the team 'Algemeen Medewerkers', followed by being a member of 'Raad Inversum' during Introduction Weeks back in the day.*

*I was also part of the soccer team of La Confrérie playing every weekend. And also playing thrilling matches during BAVO weekends against the Hotelschools from Leeuwarden and Maastricht. After two years, I became a member of fraternity Party Colare which nowadays is still a very active fraternity. My love for organizing events started, I think, with organizing galas for La Confrérie.*



La Confrérie - Former Soccer Team

From his involvement in organizing galas and being part of the Algemeen Medewerkers and Raad Inversum, which we now call Grape and Care Council during the Introduction Weekend. Henk-Jan's experiences at Hotelschool and within La Confrérie have been instrumental in shaping his career in events.

*"I am still in contact with many people from Hotelschool The Hague. Not only because of being a member of Party Colare, but also other long-existing friendships. We have the same kind of DNA. Therefore it is quite easy to make a connection with alumni you meet in daily life."*

These experiences not only honed his skills but also forged lasting relationships and a network that continues to support both his professional and personal endeavours.

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## ADVICE TO YOUR YOUNGER SELF

When asked about the advice he would give to his younger self or current students at Hotelschool The Hague, Henk-Jan emphasizes the convenience of having a clear vision and exploring one's passions early on during your student time.

*"One piece of advice I would give to my younger self is to visualise what your future can be like..."*

He advocates for a focused approach to career development, encouraging students to step out of their comfort zones and consider their future paths with intent and purpose.

*"I admire people who already knew what they wanted to do, and what kind of business they wanted to pursue. Very focused... it could help you speed up your career path."*



Young Henk-Jan during his internship at Holland America Line



Smoelenboek from 1991

## A LEGACY CONTINUED

Henk-Jan Kakebeen's story is a vibrant chapter in the chronicles of Hotelschool The Hague and La Confrérie, highlighting the impact of education, community, and passion on personal and professional development. His achievements in the culinary world and his contributions to the alumni community serve as an inspiration for current and future students of Hotelschool The Hague, reminding them of the endless possibilities that await beyond the school's doors.

As we celebrate Henk-Jan's successes and the indelible mark he has left on the culinary landscape, his journey from a student at Hotelschool The Hague to a renowned entrepreneur serves as a beacon of inspiration, embodying the essence of innovation, leadership, and community that defines the spirit of La Confrérie.

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## PARTNER PERSPECTIVES

### ENJOY €10 OFF YOUR NEXT 10 RIDES WITH FIGO!

We've partnered with Figo, a recently launched e-scooter app, to offer you an exclusive deal: €10 off your next 10 rides! Simply use code **VIVE10** in the Figo app before July 31, 2024, and enjoy convenient rides with Felyx and Check scooters. Don't miss out on this fantastic offer – start riding with Figo today!

With Figo, exploring the city has never been easier or more affordable. Have a great time scooting around!



## OPEN SEATS: EXCITING OPPORTUNITIES FROM OUR SPONSOR

**BOHEMIAN BIRDS CURATES UNIQUE GROUP TRIPS, PUSHING BOUNDARIES FOR UNFORGETTABLE EXPERIENCES**



Are you ready to turn your passion for travel into a career filled with adventure? Look no further than Bohemian Birds, where we specialize in curating unique group trips that push boundaries and create unforgettable experiences.

Job Opening: Bucketlist Consultant Intern:  
[Stagiair\(e\) Bucketlist Consultant](#)

Job Opening: Assistant Commercial Manager:  
[Assistant Commercial Manager \(Stage\)](#)

*For questions contact our PR Commissioner Thaliyah Lejuez*



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## PARTNER PERSPECTIVES

### EXPLORE YOUR CAREER OPPORTUNITIES AT THE INTERNATIONAL HOSPITALITY FAIR

Are you a student, starter or (young) professional and do you want to orient on the job market or even find your (new) dream job? Then please make sure you visit The International Hospitality Fair, part of The National Career Fair, in RAI Amsterdam on March 22nd & 23rd.



Here you will meet almost 300 top employers such as KLM, Club Med, Corendon, Holland Casino and Center Parcs. Download your free e-ticket for The International Hospitality Fair via [carrierebeurs.nl](https://carrierebeurs.nl) or download the carrierebeurs app.

### ABN AMRO MEES PIERSON

#### INSIGHTS FROM LAURA, OUR MEMBER: MY EXPERIENCE AT ABN AMRO MEESPIERSON

In our October 2023 edition, La Confrerie announced a partnership with ABN AMRO MeesPierson. Now, as the ABN AMRO MeesPierson Stagedesk, we offer unique student opportunities. MeesPierson, ABN AMRO's Private Bank, caters to clients with assets starting from €500,000, maintaining personalized service in a digital world. Join us at the ABN AMRO MeesPierson Stagedesk, where we seek talented individuals to become brand ambassadors. Apply for internships; all positions are listed at: <https://www.werkenbijabnamro.nl/>

My name is Laura and three weeks ago I started my LYCar internship at ABN AMRO MeesPierson as a Private Banker Intern. The main responsibility is to keep the client portfolio up-to-date by adopting a proactive approach to stay in touch with your clients. Think of taking your clients to events, holding interesting meetings about their capital goals, or visiting events to meet new interesting clients.

Looking back on the past weeks, the first thing I think of is the comfort I feel within the team. I can ask anyone in the team anything, and I am involved in their daily activities, which is a crucial element in the learning process of an intern. So, if you are interested in finance combined with customer contact and would like to be part of a dynamic team, then ABN AMRO MeesPierson is the right place for your LYCar! Feel free to contact me at [701161@hotelschool.nl](mailto:701161@hotelschool.nl) for any questions.



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## SUCCESSES AND ACCOMPLISHMENTS



### YEARCLUB OLYMPICS: FIRST NIGHT AT MUZIEKCAFÉ DE PAAP

We started the year with a banger! On the 9th of January, EventCie hosted the Yearclub Olympics at Muziekcafé De Paap with STÄLZ Hard Seltzer. It was a fantastic turnout with lots of dancing and fun. Additionally, a huge round of applause for Bram Doornbos and Sietse de Haas, our former CBB members, for their dedicated efforts behind the bar. Here's to more successful club nights at De Paap!

### COUNCIL & COMMITTEE BORREL

On January 17th, Board Griever organised a Council & Committee borrel, expressing their appreciation towards our dedicated members for their invaluable contributions to La Confrérie. Our brotherhood thrives on the dedication, passion, and enthusiasm of our members to organise enjoyable times for all. We want to give a special thanks to Corps Le Chai, who took the time to arrange drinks and delicious snacks for us.



### EXCITING NEW SPONSOR: A PARTNERSHIP WITH DE GOEDE & DE STOUTE

During November's board change, many enjoyed Vuurzee, a signature drink by De Goede & De Stoute. Vuurzee, an award-winning beer presented in a Champagne bottle, has garnered acclaim in numerous Michelin-starred restaurants across Europe. Now, La Confrérie has access to their member shop. Stay tuned for special days organized by the Sponsor Committee to purchase bottles for your events or as cherished gifts. Cheers to unforgettable moments!





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## THEN & NOW: MOSTERT MEAL

In the heart of our association lies a cherished tradition: the Mostert meal, a living testament to a chapter in history that shaped our identity. It all began in 1957 during a student uprising against the strict regulations of Hotelschool The Hague. Mr. Mostert, a passionate lecturer, stood by the students during this pivotal moment, playing a crucial role in the establishment of La Confrérie.

Each year, the Mostert Meal stands as a commemorative celebration, a time-honoured event that reflects not just the enduring history of our association but also the resilience and unity forged during that fateful student strike. As the dinner unfolds, speeches resonate through the room, weaving a narrative that intertwines with the thread of La Confrérie's past.



La Confrérie

### Halleluja Victorie

Zag je die jochies binnenkomen, zich verspreiden over onze vloer  
Dat de zovloed zo moest komen, La Confrérie leek wel een hoer  
Ze probeerden haar te ontkrachten, vol bravoure en met geweld  
Maar zij waren niet bij machten, haar maagdelijkheid werk niet  
ontveld

(1x)  
Halleluja Victorie  
Confrérie U zij de glorie  
U kwam, U zag en overwon  
Voordat de strijd nog maar begon

Toen kwamen de stukken en stoten, vol met oorlogskleuren  
beklad  
Met die jongen in Nina Ricci bespotten, vuile trucies noemen we dat  
Maar het heeft ze niet geholpen, nee het heeft ze niet gebaad  
Want zij liepen met hun stomme koppies, tegen ons fiere  
apparaat



The significance of this gathering extends beyond the confines of time, creating a timeless tapestry of shared experiences. Gossips and anecdotes echo, adding layers to the narrative, and emphasizing the unique bonds that tie us together. The atmosphere is charged with the essence of our collective journey, a testament to the camaraderie built over the years.

Adding a symphonic touch to the evening, our talented members step into the spotlight, serenading the gathering with our unique songs. The melodies become the soundtrack to the memories being made, infusing the air with a sense of unity and joy.

As the Mostert meal draws to a close, it marks not just the end of an event but the beginning of a new semester for our association. It breathes life into our community, promising to carry forward the legacy of La Confrérie and create everlasting memories that will be woven into the fabric of our shared history.

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## A BIG THANK YOU!

*Our association is grateful for the fruitful collaborations with our sponsors. Each sponsor truly brings something unique to our brotherhood.*

*Our current sponsors are:*

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**DO YOU WANT YOUR COMPANY  
IN THE NEXT EDITION?**



**InTension**

*Thaliyah Lejuez, the PR Commissioner of the Board of La Confrérie is happy to discuss options.*



**drukbedrijf.**  
*drukt alles op alles!*

**Contact:**

[PRcommissioner@laconfrerie.eu](mailto:PRcommissioner@laconfrerie.eu)

*Please send an email to [secretary@laconfrerie.eu](mailto:secretary@laconfrerie.eu) if you wish to be added to the alumni data base!*