



fundament

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about alumni



Foundation
HMMSM

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10 jaar Teaching Hotel

Bastiaan Klomp en Bart Bloothoofd
over hun reünie

Interviews

with alumni about
social responsibility

Goed in Food is the name under which **Andreas Oerlemans [F 1987]** offers his services. That 'goed' or good can't be said too often. Adding value to food organizations is what he does. He now has over 30 years of professional experience in the food and beverage industry, if you don't count the years he spent in hotels as a child.

BY **NICOLINE WISSE SMIT [F 1994]**

IMAGES **NATHALIE BRUGMAN FOTOGRAFIE**

From profit to inclusive thinking

Hospitality is acting

As grandson of Mary Dresselhuis and son of Petra Laseur (red. both actresses in film and TV-series), Maastricht was an obvious choice. However, this was not for the 'Toneelacademie'; the Hotel Management School Maastricht had won his heart. During family holidays when he was young, you'd always find him near the reception desk or helping in the restaurant. He wanted to be certain that the hospitality industry was for him, so after passing his final exams, he took a gap year to pass the 'vakdiploma cafébedrijf' (cafe establishment diploma). He applied to six hotel management schools at home and abroad but Maastricht was the obvious choice. 'I grew up in Amsterdam and The Hague felt too close to home, whereas abroad was just that bit too far away. Maastricht seemed like a perfect compromise; a real *home from home*. Moreover, at that time Maastricht had the reputation of

being more practically oriented. That really appealed to me and still appeals to me to this day.' His love for practical work, enterprise and taking action, was clear from a young age. He started cooking when he was twelve and both he and his brother each cooked once a week. He remembers the first meal his brother made; pasta with butter and salt. For his first dish he went for stuffed rolled sole in white wine. As a child he wanted to become a top chef and, in the end, chose the food & beverage route in the hotel industry. He gained his experience at Fagel family restaurants, Amstel Hotel, De Kersentuin, Oostwegel Collection, and later the Bijenkorf. He discovered that hospitality had a lot in common with the acting

world; offering a guest experience is comparable to standing on stage and interacting with the audience in the room. In 2007, he decided to develop further as independent foodie and registered *Goed in Food* with the Dutch Chamber of Commerce. *Goed in Food* is his way of adding value in the food chain. He does this as concept developer and project and interim manager. Once *Goed in Food* was established, he discovered that it was easier to work in partnership. He started collaborating with P2 who has currently seconded him to the *Food Center Amsterdam* where he is working on restructuring the area.

Inclusive thinking

Andreas doesn't only use his knowledge and skills



CV

2015 – present:

P2, Project Manager

2007 – present:

Goed in Food, Owner

2003 – 2006:

Hema, F&B Manager

1987 – 2003:

From Banqueting Manager at Amstel Hotel to Commercial Affairs Manager at ArenA and many others (see LinkedIn)

1983 – 1987:

Hotel Management School Maastricht

Extracurricular HMSM activities:

Sport Committee and Board Member of Amphitryon

HMSM involvement:

Guest lectures and former selection committee

commercially. He is also chairman of Broodfonds Victorie in the Alkmaar region; an innovative version of the often-unaffordable disability insurance for self-employed persons. He mentions the shift in thinking that lies at the foundation of this fund; a shift founded on trust and solidarity. He is also chairman of Mama Louise, a foundation in Amsterdam-Noord. He talks about the project in Van de Pekstraat with pride; a project that offers potential entrepreneurs opportunities on the market by using vacant property. It has enabled many young entrepreneurs to flourish.

'As well as being chairman of several boards, I'm very much involved in *social responsibility*. It is a basic principle these days to

think about how to integrate those who are distanced from the labour market when developing a new project, as well as including and involving the district or neighbourhood in the daily process. Today's approach is more about 'inclusive thinking'. It used to be that everything was about *profit* but now we focus on *people* and *planet*. When I worked at Bijenkorf, there was a CSR manager who visited us every once in a while. We listened to him but then just carried on earning money. If you think about it, the focus on people and society has developed significantly in a relatively short period of time. For instance, increasing numbers of people no longer eat meat for environmental reasons, we have much more local and seasonal food, we don't use prawns that are flown to Morocco for peeling before being flown back, and there are so many more examples I could mention. This awareness, thinking in terms of what can I do to contribute to a better future, is perhaps the biggest transition since I obtained my Funda.' After a short silence he adds: 'Doing something that matters gives you energy. That yearning for materialism has changed. It's no longer just about wanting to earn more and more. I gained that insight over the years. The current generation seems to understand that better than we did.'

The strength of togetherness

Although Andreas is now much more aware of this need to contribute, it was unconsciously already there during his time at the Hotel Management School Maastricht. He was initially part of the Sports Committee and later on the Board of Amphitryon. 'I was a Board member for a year and half.



'Hospitality connects cultures and creates understanding'

At that time, Hotelschool Maastricht switched from being a three-year to a four-year study. My cohort was the only one that enjoyed that three-and-a-half years of education. We were right in the middle of the transition. I still see contributing to Amphitryon and being part of what happened as being a real opportunity. I learned so much. We ran three-day events with some 400 people. These were really intense projects and we just got on with it together. In hindsight I think: 'It's amazing that everything went well.' It forms an important part of everything I learned at the hotel school. So much is possible if you do it together.'

Looking to the future

Contributing and sharing is in his blood. Andreas is currently working on a series of interviews with eleven hospitality greats. The interviews are an ode to the hospitality industry. 'What we can learn from the hospitality industry is inspiring. Hospitality connects cultures and creates understanding for people who think differently. In one of the

interviews, **Camille Oostwegel Sr. [F 1972]** even shares a vision of how hospitality can contribute to world peace. Hospitality has so much to offer.'

Andreas still finds the time to contribute now and then to Hotel Management School Maastricht: as guest lecturer in food services or by taking on a role in the selection committee. He thinks it's great that the Hotelschool Maastricht has such a fantastic reputation in *food*. He compared then with now: 'I'm not that familiar with the current curriculum, but I can imagine that there isn't a separate course on Corporate Social Responsibility (CSR). I suspect that, like I come across within the projects in which I work, CSR is integrated in the teaching material. On the other hand, a CSR minor in hospitality or specifically related to food would be a great idea. We can certainly learn a lot from the current generation of students.'

Food Service Track

The Food Service Track is training a new generation of young food professionals who understand all aspects of the food-service chain. This track consists of two minors, a research project, and a management work placement position in the world of food and drink. The track has two perspectives: original producers and the food industry. If you are looking for fourth-year students to take on an innovative project in the Food Service field, please contact Claire Souren (track coordinator, claire.souren@zuud.nl)