



**KLV**

WAGENINGEN  
ALUMNI NETWORK

# ANNUAL REPORT KLV

# 2010



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## ACKNOWLEDGEMENTS

KLV Update is the quarterly magazine of KLV, the Wageningen Alumni Association, which has been fostering contacts between its members and with the university since 1886. We want our role to be that of a lively meeting forum, both face to face and online. There is a Young KLV programme for students and recent graduates.

The advantages of KLV membership include:

- a way of keeping up to date about Wageningen's fields of interest
- a professional network
- a link with Wageningen

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[www.klv.nl/en](http://www.klv.nl/en), [www.klv125.nl](http://www.klv125.nl)  
[www.wageningenalumniportal.nl](http://www.wageningenalumniportal.nl)

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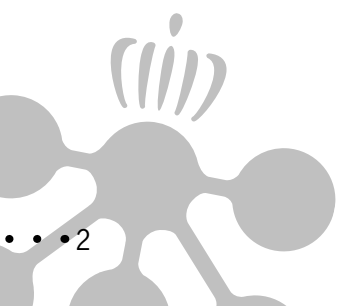
Membership can be cancelled in writing (attn.: KLV Membership Administration, Parkweg 27, 2585 JA The Hague, The Netherlands) until 1 December. After 1 December, your membership will be automatically extended for one year.

This English annual report is a summary of the Dutch version. For reasons of clarity, some details regarding Dutch activities have been omitted.

Printed on FSC certified paper

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# FROM THE BOARD

The upward trend of previous years in terms of activities and growth in member numbers continued unchanged in 2010.

From the management point of view, the year was above all dominated by the preparations for the 125th anniversary in 2011 and cooperation with the university.

We have the opportunity to make a memorable jubilee year of it, helped by the reservations that we made in previous years. It was decided that the activities, or at least the majority of them, should be linked to the theme “How to feed our world”. The approach we used to give substance to this theme was that our members/alumni, who are now working throughout the world, are ideally placed to be able to tell us what the key dilemmas are. Methods such as crowd sourcing were to be used to collect and process opinions on this topic. To this end, the KLV125 website was launched in November and emails were sent to all members and alumni inviting them to take part in this process. And it soon yielded a satisfying amount of food for thought.

Crowd sourcing for the jubilee was also a significant step in our continuing efforts to computerise KLV, a policy that was decided upon as part of the strategic project KLV 2015. This is also why KLV is using social media such as LinkedIn, Facebook and Twitter more and more.

Detailed discussions were held with the university about cooperation. This was because the cooperative format that had been agreed in 2008, in which KLV was to implement the alumni policy defined by the university in a synergistic combination alongside the association’s own policy, was not really getting off the ground. The net result of these discussions is that the cooperation will continue in a ‘light’ variant, for which the details are yet to be agreed.

The surveys carried out in the autumn looking at our ‘brand familiarity’ and image produced some excellent results. Not only were large numbers of people ready to fill in the questionnaire, but the recognition of our name also proved to be very good. This also provided some good focal points for new policy. The survey will also be repeated after our jubilee to measure the effect that it had.

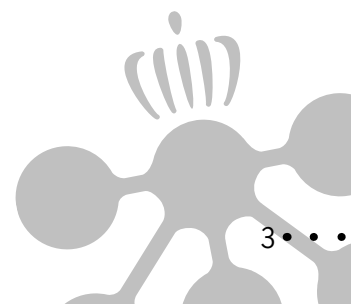
Another golden moment in the year was on 30 April, when Marian Bos-Boers was admitted to the order of Oranje Nassau in the Queen’s Birthday Honours list, on our recommendation. Marian deserved this honour for her ground-breaking work carried out for the KLV studying the position of Wageningen graduates on the labour market, women in particular.

The professionalisation of NJAS - Wageningen Journal of Life Sciences - took another good step forwards with the first edition to be published by Elsevier.

In summary, we can look back on a good year. The number of members continued to grow and there were plenty of activities on offer. You can read more about all those aspects in this annual report.

With kind regards,

**Margriet Tiemstra**  
Chair KLV



# 1. GENERAL INFORMATION

## 1.1 BOARD

On 31 December 2010, the board consisted of:

Ir. Margriet Tiemstra (chair)

Prof. dr. ir. Tiny van Boekel (vice chair)

Dr. ir. Elmar Theune (secretary)

Ir. Carel Jaspers (treasurer)

Dr. ir. Anton Franken (board member)

Ir. Marjolein Helder (board member)

Margot Baas BSc (board member)

Dr. ir. Gitte Schober (board member)

Ir. Janine Quist (advisor from WUF)

Prof. dr. Martin Kropff (advisor from the board of Wageningen University)

## 1.2 STAFF KLV

On 31-12-2010, the KLV staff consisted of:

Drs. Paul den Besten (director)

Ir. Elvire Schlösser (vice director)

Ir. Saskia de Boer (coordinator)

Cis Doorman (coordinator)

Erica Teuling (project coordinator)

Ir. Silvia Blok (job market researcher)

Janna van Hoek (secretary)

## 1.3 YOUNG KLV AMBASSADORS

On 31-12-2010, the team of Young KLV Ambassadors consisted of:

Fritz van Deventer BSc

Antoon Kanis BSc

Ye Tian MSc

Jelmer van Veen BSc

Jasper van de Woude BSc

Jing Zhang PhD

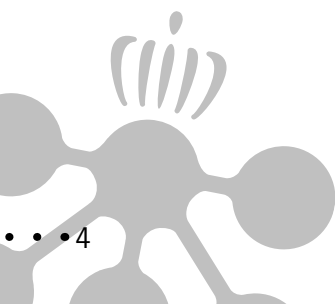
Other support was given by:

Vid Karmarkar PhD (PhD and Post-doc)

Bas Kierkels BSc (Futurepoint)

Leonie Kohl BSc

Isabella van Rijn BSc



# 2. MEMBERS

## 2.1 MEMBERS

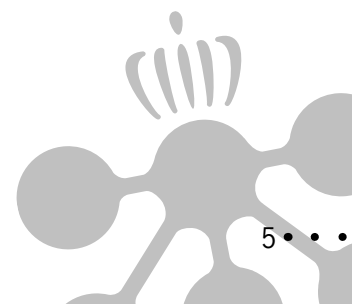
Members on 31 December 2010

Total members	8154
Of which:	
Honorary *	5
Regular	3746
Retired	504
Housemate	416
Young member Dutch	567
Student Dutch*	1882
Regular member international	175
Young member international	180
Student international*	677
Member through organization	2

*\*free membership*

## 2.2 DECEASED

Ir. J. H. Baarslag (L I)  
Dr. ir. L. Bos (L I)  
Ir. J. M. Bosman (N-41)  
Ir. N. Broertjes (VI)  
M. A. Douna  
Dr. ir. P. Gaastra (L I)  
Ir. A. J. Grinwis (T33)  
J. W. Herman MSC BSC (MFN)  
Ir. J. L. M. Janssen (VI)  
Ir. B. van der Kolk (L III)  
Ir. J. A. van 't Leven (L V)  
Ir. R. M. Pfeiffer (NM-20)  
Ing. A. Pouwer  
Ir. J. P. P. van Rooij (X)  
Prof. dr. ir. P. Stam (XIV)  
Ir. D. in 't Veld (L I)  
Ir. A.D. van Vessem (N-33)  
Prof. dr. ir. F. B. de Walle (XI)  
Ir. H. F. M. Weersink (N-15)  
Ir. J. H. Wever (N-20)  
Dr. ir. J. N. de Wit (V)  
Ir. D. van der Zaken (L I)



# 3. COMMUNICATION KLV


## 3.1. ONLINE COMMUNICATION

### 3.1.1 Social Media


In 2010 KLV started to put a lot of effort in the use of Social Media. LinkedIn has been the most effective channel so far (see table 1).

TABEL 1: Overview of social media that KLV uses

NB. The LinkedIn-group is only accessible for KLV members

 Group: KLV Wageningen Alumni Network  
515 members (153 in 2009)

 Fanpage: klvnetwork  
220 fans (0 in 2009)

 Account: @KLVNetwork  
173 followers (9 in 2009)

 Channel: KLVNetwork  
7 videos (7 in 2009)

Website [www.klv.nl](http://www.klv.nl): on average more than 9900 visits per month (7700 in 2009).

Jubilee website [www.klv125.nl](http://www.klv125.nl) (launched 15 Nov. 2010): 1300 visits (of which 930 unique) between 15 Nov. and 31 Dec.

Website [www.wageningenalumniportal.nl](http://www.wageningenalumniportal.nl): on average 3800 visits per months.

### 3.1.2 Newsletters Flits/Flash

Old format until August. A new module was developed by Else Webconsultancy and was launched in October. Besides, a jubilee template has been developed by Live Solutions with MailChimp, see figure 1.

Figure 1: Header of the jubilee newsletter



### 3.1.3 GoogleAdWords

A Google AdWords campaign has been set up in Dutch. See figure 2.

Figure 2: The Dutch ad about the KLV jubilee





### 3.1.4 Google Places

KLV was found 3770 times per month (on average) via Google.

## 3.2 HARD COPY COMMUNICATION

### 3.2.1 KLV Update

The KLV Update was published in Dutch. An English version is planned for 2011.

### 3.2.2 Wageningen World

The quarterly magazine Wageningen World was sent to all members in a new, fresh style. This is a coproduction of Wageningen UR and KLV Wageningen Alumni Network.

# 4. ACTIVITIES AND SERVICES

## 4.1 PREPARATION 125TH ANNIVERSARY 1886-2011

The preparation consisted of selection of an event agency to work with: Live Solutions Events B.V. A scientific committee was founded and a theme was defined "How to feed our world". KLV used crowd sourcing to gather input around the theme. A jubilee logo was designed (see figure 3) and a jubilee website (see 3.1.1).

*Figuur 3: Jubilee logo 125 years of KLV*



## 4.2 DEBATES, LECTURES AND WORKSHOPS (IN DUTCH)

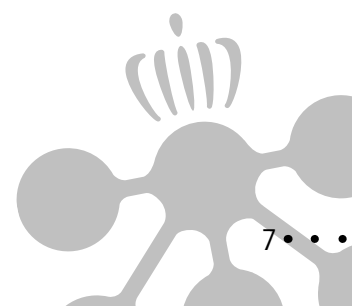
Five 'Wereldlezingen' (World Lectures) have been organized. Together with Schuttelaar and Partners and Wageningen UR KLV organized five 'Maatschappelijke cafés' (Social Cafés). Also two workshops about LinkedIn were given.

## 4.3 OTHER ACTIVITIES (IN DUTCH)

Career café to work on your career in small groups  
Business café for entrepreneurs

### 4.3.1 Young KLV Events

For an overview of Young KLV events, see table 2.



Tabel 2: Activities Young KLV

Title activity *	(NL/EN)	Data 2010	Speakers
Networking & business etiquette 1	EN	11 and 25 Jan	Meira van der Spa en Simon Vink
CV writing	EN	4 and 18 Febr, 20 Sep, 5 Nov	Geraldine Sinnema
CV Walk in session	EN	18 Feb, 2 Mar, 28 Sep, 17 Nov	G. Sinnema / E. Schlösser
Working for a multinational	EN	15 Mar	E. Schlösser en Peter van Asten
Social Media Marketing	EN	18 Mar	YEBC and Leonardo Zangrando
From Facebook to LinkedIn	EN	29 Apr	Jeanet Bathoorn
Guidelines for a job in NL	NL	10 May	Rina Joosten-Rabou
Proudly present yourself	EN	18 May	Geraldine Sinnema
Make an excellent LinkedIn profile	EN	1 Jun	Jeanet Bathoorn
Career café NL starters	NL	14 Jun	G. Sinnema and Gonja Hikspoor
Career café international starters	EN	26 Jun	G. Sinnema and G. Hikspoor
Speed reading	EN	15 Sep	Mark Tigchelaar
Career café international starters	EN	28 Sep	G. Sinnema and G. Hikspoor
An introduction to entrepreneurship	EN	4 Oct	Gitte Schober and Niek Weelinck
Career café NL starters	NL	11 Oct	G. Sinnema and G. Hikspoor
Should I do a PhD?	EN	27 Oct	Pim Brascamp and Detmer Sipkema

#### 4.3.4 Wageningen Futurepoint (WFP)

Wageningen Futurepoint (WFP), which was opened in September 2007, is a helpdesk for students and alumni of Wageningen University that assists them in finding their way in the future in the labour market. Its purpose is to provide straightforward access to the currently rather fragmented information about preparation for the labour market. It is a cooperative project run by KLV, the Alumni & Funds office of Wageningen University, KLV Professional Match, AIESEC and Integrand.

Interest in WFP has been disappointing since its start in 2007. In 2010, Wageningen University asked a group of students to carry out a study into options for the future of Futurepoint.

The principal conclusion of the study was that the most critical success factor for a careers centre is that Wageningen University must take clear responsibility for it. After the presentation of the study report in October, the university decided to take up the gauntlet. At the end of the reporting year, however, no concrete plans for this were yet known.

#### 4.3.5 Alumni meetings (together with Wageningen University)

KLV and Wageningen University have organized several alumni meetings (regiokringen) in the Netherlands in the North, East and in the areas of Utrecht and The Hague. There was one meeting in Belgium, in Brussels.

#### 4.3.6 Reunions

On instructions from the Alumni & Funds office of Wageningen University, KLV organized three successful reunions in 2010 for students who matriculated 25, 40 and 50 years ago.

##### 25-year Reunion Day, matriculation year 1985

Alumni who started their studies in 1985 were invited to Wageningen on 18 September to renew their acquaintance with Wageningen University and with each other. This year, no less than 15 alumni came along from abroad and the total of 270 registrations - a record number - meant that the reunion was a great success.



#### **40-year Reunion Day, matriculation year 1970**

A 40-year reunion was organized for the first time in 2010. On 6 November 2010, 115 people returned to the lecture hall seats of Wageningen University after 40 years.

#### **50-year Reunion Day, matriculation year 1960**

On 1 October, over 100 students of the 1960 vintage met up at the new Forum education building in Wageningen. The following people from that year worked to prepare for the day: Els Creutzberg (WVSV), Udo Perdok (Ceres), Romke Woudstra (Unitas), Jan Visser (SSR-W) and Aad van Wijk (KSV).

### **4.4 INDIVIDUAL SERVICES**

#### **4.4.1 CV check**

In 2010, 79 KLV members used CV check service.

#### **4.4.2 Visa Card**

In 2010, 21 KLV members applied for a Visa Card.

#### **4.4.3 Jobspider (search engine for vacancies)**

Jobspider was visited 162 times per month (on average), mostly on Monday.

#### **4.4.4 Assistance for graduates**

Approximately 30 members made use in 2010 of the opportunity to obtain a maximum of half an hour's free legal advice from the lawyers Schaap & Partners. The vast majority of these cases involved employment law.

#### **4.4.5 Recession discount**

Only a few members used the recession discount, which implies a discount on the membership fee or on services from KLV Professional Match.

#### **4.4.6 Discount on KLV Professional Match services (in Dutch)**

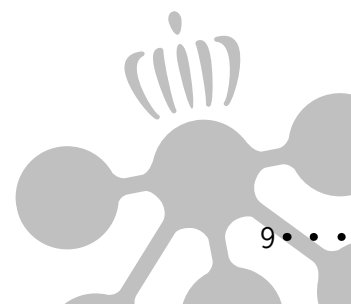
KLV Professional Match is the expert intermediary for life science jobs. This sister organization also offers career and skills training courses in Dutch. About 50 members used the discount option. KLV Professional Match introduced a new house style, which has some more similarities with the house style of KLV Wageningen Alumni Network (see figure 4).

*Figure 4: New house style of KLV Professional Match*



#### **4.4.7 Discount Wageningen Business School**

About 30 members used the discount option of WBS.



#### 4.4.8 Job Market research

KLV delivered the following results:

1. A4 Sheets per study
2. MSc Programme Evaluation
3. WU-KLV Career survey
4. WO monitor
5. NIBI research (Biology)
6. Customized requests, e.g. for Resource Magazine

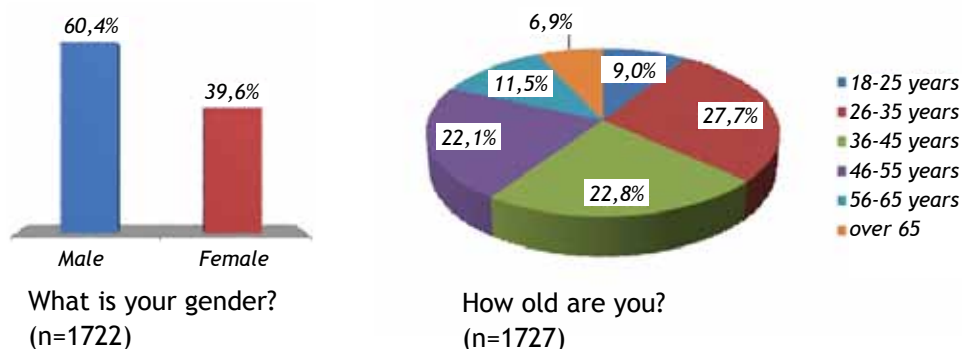
#### 4.4.9 Brand awareness and image survey

*KLV Wageningen Alumni Network is well known and appreciated*

KLV will be celebrating its 125<sup>th</sup> anniversary in style in 2011. The association is investing a lot in this. To make the intended brand awareness and positive image effects quantifiable, KLV decided to have two sets of measurements made. This article is about the baseline measurement in October 2010, before the jubilee.

On instructions from KLV, the largest Wageningen Alumni Network, Trigenum carried out a (baseline) survey in September and October 2010 of its image and brand awareness. Both members and non-members were asked to take part in the survey, without the name of the principal being stated beforehand. A total of 1,982 people took part in the survey.

87.5% of these (n=1,734) studied at Wageningen University in the past. *Respondent demographics:*



The number of respondents is comfortably enough to allow good and reliable statements to be made. A number of important results are given for you below.

#### ***KLV brand awareness is very high!***

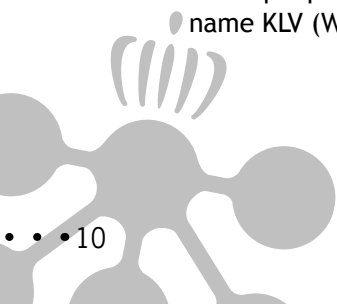
##### ***Spontaneous familiarity with the name***

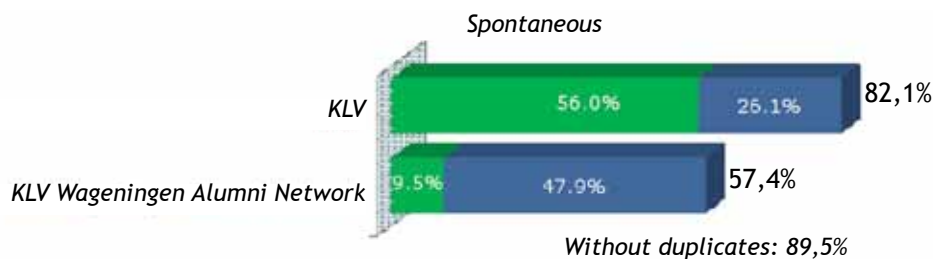
56.0% of those asked mentioned KLV spontaneously, with it being top of mind (KLV mentioned first) for 50%. 9.5% spontaneously gave the full name, KLV Wageningen Alumni Network, with it being top of mind for 8.8%.

Overall, 62.0% gave one of the two names, i.e. KLV or KLV Wageningen Alumni Network (excluding the duplicates). As might be expected, the familiarity is greatest among members. Additionally, we see that members aged 18 to 26 are more familiar with KLV than their older counterparts.

##### ***Assisted brand awareness***

When people are shown a list of various organizations and networks for graduates, familiarity with the name KLV (Wageningen Alumni Network) increases to 89.5%.





Assisted brand awareness  
(n=1961)

#### 4.4.10 Entrepreneurship

KLV is one of the partners in the DAFNE project, which stands for Dutch Agro Food Network of Entrepreneurship. DAFNE is the educational centre for entrepreneurship in Life Sciences. It is a network of partners who believe it is important that entrepreneurship and the entrepreneurial spirit should be encouraged among students, tutors and researchers.

KLV is running the sub-project entitled “The classroom entrepreneur”. As part of this project, a matching tool was launched as a component of the alumni portal allowing potential entrepreneurs to obtain advice from more experienced business people who have volunteered for the role.

In addition, a series of video clips was produced in which entrepreneurs from Wageningen’s areas of interest gave a short and to-the-point information about aspects of entrepreneurship.

#### 4.4.11 Directory

The 2010-2011 address book appeared in April 2010 in a print run of 7000 and was distributed to KLV members. This address book or directory is issued every two years in a bilingual format by KLV, giving names and addresses and details of the employers of Wageningen graduates at all academic levels and of KLV members. It is a valuable source of information containing more than 600 pages.

## 5. PUBLICATIONS

### 5.1 NJAS - WAGENINGEN JOURNAL OF LIFE SCIENCES

Under the watchful eye of editors Prof. Paul Struik and Dr. Jan Wienk, volume 57-2 appeared on schedule. The Editorial Board consisted of Prof. Lijbert Brussaard, Prof. Tiny van Boekel, Prof. Tuur Mol, Prof. Anke Niehof, Dr. Kor Oldenbroek and Prof. Gert Spaargaren.

NJAS has been published by Elsevier since 1 January 2009. A special web page has been created on ScienceDirect for KLV members who have a subscription to this journal, where they can use their own login name and password to access the most recent issue of the magazine ([www.sciencedirect.com/njas](http://www.sciencedirect.com/njas)). *In press* articles are also available for subscribers here.

### 5.2 PLANT AND SOIL

1409 manuscripts were submitted for publication in 2010. Twelve volumes were published, consisting of 24 issues. 21 of these issues contained regular articles, and there were also three special issues:

- Volume 326(1): Soil-plant interactions in arid and semi-arid environments/guest edited by Yongchao Liang and Yong-Guan Zhu (7 articles)
- Volume 334(1): Phosphate as a limiting resource/guest edited by Michael Denis Cramer (12 articles)
- Volume 335(1): Potassium role and benefits in improving nutrient management for food production, quality and reduced environmental damage/guest edited by Ismail Cakmak (10 articles)

The Editorial Board consists of Hans Lambers, Editor-in-Chief, University of Western Australia, Perth, WA, Australia; Lieve Bultynck and Pieter Poot, Managing Editors, University of Western Australia, Perth, WA, Australia.

## 6. PARTNERSHIPS

KLV continued or started partnerships with AIESEC, Argo, BCF, Ceres, Integrand, DLG-GE, Eursafe, Hyphen-projects, Schaap & Partners, Integrand, KLV Professional Match, KSV, NIBI, Schuttelaar & Partners, SSR-W, Study association (=Sv) Aktief Slip, Sv Alchimica, Sv Aquarius, Sv Biologica, Sv Dei Gratia, Sv Di-et-tri, Sv Genius Loci, Sv Heeren XVII, Sv Mercurius, Sv Nicolas Appert, Sv Nitroca, Sv NSW, Sv Pyrus, Sv Semper Florens, Sv De Veetelers, Sv Sylvatica, Visa, VVA-Larenstein, Wageningen University and WBS.

## 7. SPONSORING ESSAY PRIZES

KLV is the sponsor of the essay prizes that the **Wageningen University Funds** awards annually. This is also why KLV's name is included in the name of the prize, which is also awarded during the annual board members' social event.

Thanks to the essay prizes, extra attention can be paid to exceptional performance by individual students. A jury of former professors selects one essay from each of the four educational domains (social science, environmental science, life science and plant science).

The prize consists of a cash award of €500, a diploma with remarks by the jury and a statuette designed especially for the prize.

The winners were:

Martine Burger, a Forest and Nature Conservation (MFN) student

Ekaterina Grekova, a Social Science (MME) student specialising in Management

Maartje Bakker, a Biology student (Radboud University), written at Wageningen University

Wouter Bac, an Agricultural and Bioresource Engineering (MAB) student

Lucas Nebert, a Soil Science (MMS) student.

## 8. STUDY GROUPS

A variety of study groups and networks operate under the umbrella of KLV, however, at the moment, the study groups and networks are all run in Dutch, except SKOV.

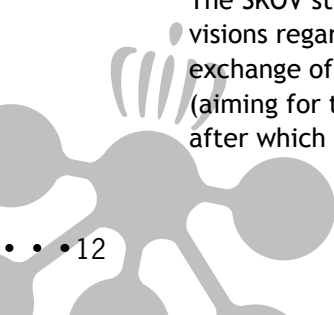
### **KLV STUDY CIRCLE FOR DEVELOPMENTAL QUESTIONS (SKOV)**

Founded in: 1977

Members as at 31-Dec-2010: 155

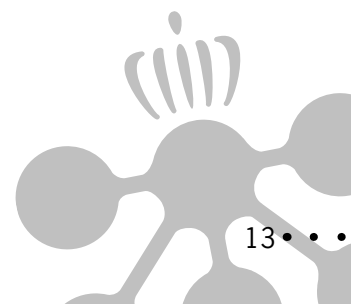
#### **General**

The SKOV study group aims to contribute to the creation and dissemination of composite general visions regarding developmental problems throughout the world. It also aims to encourage the exchange of information in this field between its members. To do this, themed meetings are organized (aiming for three per year) at which speakers examine the theme's topic from various perspectives after which they discuss it with those present.



**Board structure**

Cor de Jong (chair), Corrie Roeper (vice-chair), Jan Bouwhuis (general deputy), Marijke Huydts (secretary/treasurer). The Board of SKOV is looking to be strengthened and would like to make contact with members who would like to help think through and organize meetings on specific subjects.



# 9. FINANCES

## ACCOUNTANCY STATEMENT

The Accountancy statement is available but in Dutch and can be provided on demand by the secretariat of KLV.

The Executive Board of KLV  
Postbus 79  
6700 AB WAGENINGEN

The Hague, 29 april 2011

Dear members of the Board,

In accordance with your request we have prepared the financial statements over the financial year 2010 concerning KLV.

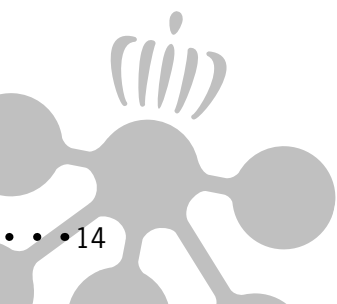
The Balance Sheet as at December, 31 2010, the Statement of income and expenditure and the explanatory notes which together form the annual account have been incorporated in this report.

We trust we have satisfactory met with your request and we will gladly give you any further information.

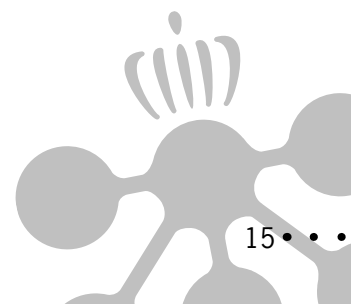
Yours sincerely,

**De Beek Verenigingen B.V.**

Jelle A. Pothuis  
Managing Director





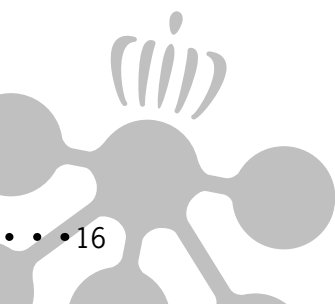


## ANNUAL ACCOUNT 2010 KLV WAGENINGEN

### Balance sheet as at December, 31 2010

(in Euro's)

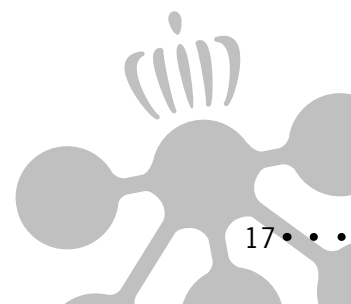
	december 31, 2010	december 31, 2009	Explanation
<b>FIXED ASSETS</b>			
Inventory	pm	pm	
Participation KLV-PM	504.493	483.029	see pag. 6
	504.493	483.029	
<b>CURRENT ASSETS</b>			
<b>Receivables</b>			
Contributions	16.376	27.179	see pag. 6
Receivables NJAS	0	0	see pag. 6
Current accounts Study Groups	7.087	18.531	see pag. 6
Taxes	47.281	31.950	see pag. 6
Debtors	155	114.774	see pag. 7
Accruals	297.664	302.036	see pag. 7
	368.563	494.471	
Cash and cash equivalents	1.716.755	1.567.519	see pag. 7
	2.589.811	2.545.020	



## Balance sheet as at December, 31 2010

(in Euro's)

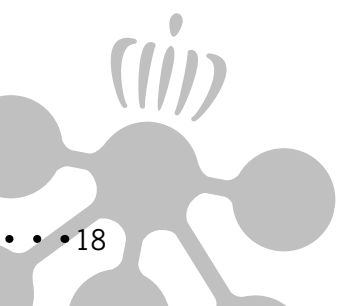
	december 31, 2010	december 31, 2009	Explanation
<b>EQUITY</b>			
<b>General Reserve</b>	982.472	829.433	see pag. 8
	<u>982.472</u>	<u>829.433</u>	
<b>Legal Reserves retained earnings participations</b>	496.113	474.649	see pag. 8
<b>Appropriated Reserves</b>			
Anniversary Reserve 2011	264.691	300.000	see pag. 8
NJAS Reserve	28.733	30.906	see pag. 8
Directory Reserve	23.300	61.122	see pag. 8
Website / Alumniportal Reserve	50.000	50.000	see pag. 8
Membership recruitment / retention members Reserve	92.287	132.008	see pag. 9
Social Security / continued payment sickness Reserve	8.000	8.000	see pag. 9
Housing Reserve	110.000	110.000	see pag. 9
Guest Artist Reserve	50.000	50.000	see pag. 9
Encouraging entrepreneurship Reserve	25.000	25.000	see pag. 9
Members Job loss associated with Crisis Reserve	70.000	70.000	see pag. 9
New Project and Services Reserve	71.000	71.000	see pag. 9
	<u>793.011</u>	<u>908.036</u>	
	2.271.596	2.212.118	
<b>CURRENT LIABILITIES</b>			
Creditors	69.906	75.579	
Current accounts Study Groups	143.128	122.819	see pag. 10
Taxes	17.081	32.043	see pag. 10
Accrued liabilities	88.101	102.463	see pag. 10
	<u>318.214</u>	<u>332.903</u>	
	<u>2.589.811</u>	<u>2.545.020</u>	



# Statement of income and expenditure for the year ended December, 31 2010

(in Euro's)

	2010	Budget	Difference	2009	Explanation
<b>INCOME</b>					
Membership contribution	302.709	320.000	-17.291	305.387	see pag. 11
Other income	576.619	427.355	149.264	576.723	see pag. 11
	<u>879.328</u>	<u>747.355</u>	<u>131.973</u>	<u>882.110</u>	
<b>EXPENSES</b>					
Personnel	343.076	304.552	-38.524	267.145	see pag. 11
Housing	38.900	30.000	-8.900	38.625	see pag. 12
Office costs	23.332	20.826	-2.507	19.045	see pag. 12
Third Party Services	134.852	132.131	-2.721	131.715	see pag. 12
Meetingcosts Board and Commissions	2.592	1.818	-774	2.811	see pag. 12
ICT costs	45.649	71.417	25.768	170.320	see pag. 13
Accosiation costs	284.757	221.611	-63.146	278.158	see pag. 13
	<u>873.159</u>	<u>782.354</u>	<u>-90.804</u>	<u>907.819</u>	
<b>Operating result</b>	<b>6.170</b>	<b>-35.000</b>	<b>41.169</b>	<b>-25.709</b>	
Interest	31.845	50.000	-18.155	51.951	see pag. 13
<b>Result</b>	<b><u>38.015</u></b>	<b><u>15.000</u></b>	<b><u>23.016</u></b>	<b><u>26.242</u></b>	



## General notes and Accounting principles

### Accounting principles

Unless otherwise stated, amounts are stated at historical cost.

Participations:

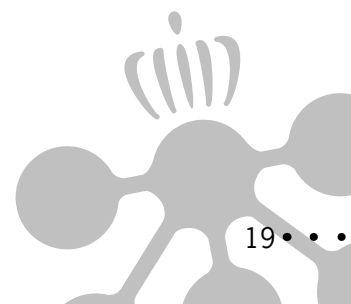
The Participation is a shareholding (46.56%) in KLV Professional Match BV, Wageningen, which is valued at net asset value.

Current assets and liabilities are stated at their nominal value.

The provision for bad membership contribution debts are calculated as follows:

Year of contribution	Provision
2010	20%
2009	50%
2008 and older	100%

The income and costs are stated at the amounts attributable to the respective financial year:



## Notes to the balance sheet as at December 31, 2010

(in Euro's)

### FIXED ASSETS

december 31, 2010                      december 31, 2009

#### Participation KLV-PM

Value as per Januari 1	483.029	493.575
Result year	95.960	129.134
Dividend paid in year	74.496-	139.680-
	<u>504.493</u>	<u>483.029</u>

### CURRENT ASSETS

#### Receivables

This item includes:

##### Membershipcontributions

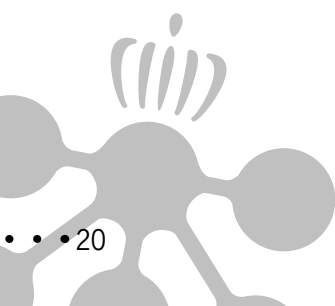
Outstanding contribution KLV and Study Groups	91.278	88.422
Provision outstanding contribution Study Groups	-6.614	-7.797
Provision outstanding contribution KLV	-68.287	-53.446
Balance membershipcontribution	<u>16.376</u>	<u>27.179</u>

##### Current accounts Study Groups

Nederlandse Bodemkundige Vereniging (NBV)	6.176	9.252
Netwerk Land en Water	911	0
Nederlandse Zoötechnische Vereniging (NZV)	0	1.257
Studiekring Informatici in de Agrarische sector (VIAS)	0	8.021
	<u>7.087</u>	<u>18.531</u>

##### Taxes

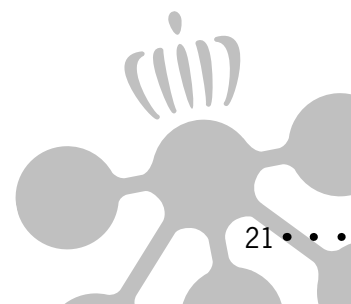
Value Added Tax	33.313	0
Dividend Tax	13.968	31.950
	<u>47.281</u>	<u>31.950</u>



# Notes to the balance sheet as at December 31, 2010

(in Euro's)

	december 31, 2010	december 31, 2009
<b>Debtors</b>		
Debtors	1.435	117.037
Provision for bad debts	-1.280	-2.263
	<u>155</u>	<u>114.774</u>
<b>Accruals</b>		
<b><u>Receivables</u></b>		
Receivable DAFNE	64.684	28.441
Receivable Royalties KLV PM	135.578	185.698
Receivable Dividend KLV PM	79.152	62.900
Receivable Interest	8.418	7.529
Receivable Eursafe	220	317
Receivable NJAS	6.000	10.777
Others	601	4.267
	<u>294.654</u>	<u>299.928</u>
<b><u>Prepayments</u></b>		
Depot TNT Post	1.261	1.261
Others	1.749	847
	<u>3.010</u>	<u>2.108</u>
	<u>297.664</u>	<u>302.036</u>
<b>Cash and cash equivalents</b>		
Pettycash	203	1.669
Paypal account	66	81
ING bank	52.786	4.854
ABN - Amro rekening courant	31.828	1.112
ABN - Amro Bonus rekening	1.631.872	1.559.804
	<u>1.716.755</u>	<u>1.567.519</u>



## Notes to the balance sheet as at December 31, 2010

(in Euro's)

EQUITY	december 31, 2010	december 31, 2009
<b>General Reserve</b>		
Balance at January 1	829.433	828.761
More : Result year	38.015	26.242
Change Anniversary Reserve 2011	35.309	-100.000
Change NJAS Reserve	2.173	16.734
Change Directory Reserve	37.822	19.863
Change Website / Alumniportal Reserve	0	2.000
Change Membership recruitment / retention members Reserve	39.721	15.872
Change Social Security / continued payment sickness Reserve	0	12.000
Change Guest Artist Reserve	0	-8.038
Change New Project and Services Reserve	0	16.000
Balance at December 31	<u>982.472</u>	<u>829.433</u>

### Legal Reserves retained earnings participations

Balance at January 1	474.649	485.195
More : Result year	95.960	129.134
Less : Dividend paid in year	-74.496	-139.680
Balance at December 31	<u>496.113</u>	<u>474.649</u>

KLV has no controlling interest in KLV Professional Match B.V. Consequently KLV can never, individually, lay claim to the revenue reserves of KLV Professional Match B.V.

### Appropriated Reserves

#### Anniversary Reserve 2011

Balance at January 1	300.000	200.000
More : endowment	0	100.000
Less : expenditure in year	-35.309	0
Balance at December 31	<u>264.691</u>	<u>300.000</u>

In 2011 KLV exists 125 years. A reserve has been formed for the celebration of this event.

#### NJAS Reserve

Balance at January 1	30.906	47.640
More/Less : Result NJAS	-2.173	-16.734
Balance at December 31	<u>28.733</u>	<u>30.906</u>

Reserve for the issue of NJAS.

#### Directory Reserve

Balance at January 1	61.122	80.985
Less : expenditure in year	-37.822	-19.863
Balance at December 31	<u>23.300</u>	<u>61.122</u>

Reserve in favor of the edition of the biennial directory.

#### Website / Alumniportal Reserve

Balance at January 1	50.000	52.000
More : endowment	0	50.000
Less : expenditure in year	0	-52.000
Balance at December 31	<u>50.000</u>	<u>50.000</u>

Reserve for maintenance and expansion automation (including the Web site).



## Notes to the balance sheet as at December 31, 2010

(in Euro's)

	december 31, 2010	december 31, 2009
<b><u>Membership recruitment / retention members Reserve</u></b>		
Balance at January 1	132.008	147.880
More : endowment	0	55.000
Less : expenditure in year	-39.721	-70.872
Balance at December 31	<u>92.287</u>	<u>132.008</u>
This reserve was formed to cover recruitment costs to future members.		
<b><u>Social Security / continued payment sickness Reserve</u></b>		
Balance at January 1	8.000	20.000
Less : expenditure in year	0	-12.000
Balance at December 31	<u>8.000</u>	<u>8.000</u>
Reservations for any continued payment with regard to extended sickness.		
<b><u>Housing Reserve</u></b>		
Balance at January 1	110.000	110.000
More : endowment	0	0
Balance at December 31	<u>110.000</u>	<u>110.000</u>
<b><u>Guest Artist Reserve</u></b>		
Balance at January 1	50.000	41.962
Less : expenditure in year	0	-41.962
More : endowment	0	50.000
Balance at December 31	<u>50.000</u>	<u>50.000</u>
<b><u>Encouraging entrepreneurship Reserve</u></b>		
Balance at January 1	25.000	25.000
More : endowment	0	0
Balance at December 31	<u>25.000</u>	<u>25.000</u>
<b><u>Members Job loss associated with Crisis Reserve</u></b>		
Balance at January 1	70.000	70.000
More : endowment	0	0
Balance at December 31	<u>70.000</u>	<u>70.000</u>
<b><u>New Project and Services Reserve</u></b>		
Balance at January 1	71.000	87.000
Less : expenditure in year	0	-16.000
Balance at December 31	<u>71.000</u>	<u>71.000</u>

## Notes to the balance sheet as at December 31, 2010

(in Euro's)

### CURRENT LIABILITIES

december 31, 2010

december 31, 2009

#### Current accounts Study Groups

Studiekring Biologische Landbouw (SBL)	4.184	3.143
Netwerk Land en Water	0	2.051
Nederlandse Zoötechnische Vereniging (NZV)	21.598	0
Plantaardige Productie (EFPP)	354	354
Studiekring Plantenveredeling	11.807	8.634
Studiekring Landbouweconomie	3.135	5.177
Studiekring Weide- en Voederbouw (NVWV)	0	2.103
Studiekring Ontwikkelingsvraagstukken (SKOV)	3.031	2.658
Studiekring Bedrijfskunde en Marktkunde Wageningen (KBMW)	22.422	21.499
Studiekring Consumentenstudies	0	2.132
Studiekring Levensmiddelentechnologie	0	4
Studiekring Milieu	3.202	3.400
Vrouwennetwerk Wageningse Ingenieurs	65.465	64.131
Studiekring Plantenteelt zonder aarde	810	854
Studiekring Voeding en voedsel in Ontw. Landen (SVVO)	4.141	3.701
Studiekring Zuivelaars Reunistenvereniging	1.967	1.966
Studiekring Beroepsethiek in Praktijk	1.012	1.012
	<u>143.128</u>	<u>122.819</u>

#### Accrued liabilities

Accrued vacationpay	9.614	7.453
Accrued Salary	845	0
Staff event savings	573	497
Pensions	0	855
Waeghals	2.892	2.892
Payable Memebershiprecruitment	5.116	0
Payable Dividend 2008	0	20.952
Payable Bankingcosts	134	306
Payable on Engineering Legal Assistance	12.000	12.000
Payable postage	1.500	3.000
Payable onKLV Update	6.783	8.300
Editors costs	3.500	7.900
Administration costs	10.256	10.124
Payable on Directory	0	6.908
Payable Telephone costs	488	500
Payable to WUR	19.668	7.826
Hulsink-Symposium	0	51
Payable to NJAS	7.980	9.445
Others	6.753	3.454
	<u>88.101</u>	<u>102.463</u>

#### Taxes

Value Added Tax	0	22.359
Wagetax	17.081	9.684
	<u>17.081</u>	<u>32.043</u>

## Notes to the Statement of income and expenditure for the year ended December, 31 2010

### Income

#### Membership Contributions

Description	(in Euro's)	2010	budget	Difference	2009
Membership contribution		302.709	320.000	-17.291	305.387

The budget for the revenues for membership dues was too high, this has been taken into account for the 2011 budget

#### Other income

All items that result from income generating activities are included such as DAFNE, activities for Study Groups and other associations as well as a cost allocation to NJAS.

Description	(in Euro's)	2010	budget	Difference	2009
Grant WUR *		75.000	153.000	-78.000	171.866
Charged to Study circles		21.940	30.000	-8.060	29.508
Charged to NJAS		3.762	14.312	-10.550	21.777
Royalties KLV PM		131.265	185.000	-53.735	186.439
Dividend KLV PM		93.542	0	93.542	74.578
Contributions DAFNE		50.762	0	50.762	0
Charged to Alumni		111.805	0	111.805	0
Charged to Alumni Reunion		27.425	0	27.425	0
Other Revenues *		5.345	25.043	-19.698	50.078
Miscellaneous income **		55.774	20.000	35.774	42.477
<b>Totaal diverse opbrengsten</b>		<b>576.619</b>	<b>427.355</b>	<b>149.264</b>	<b>576.723</b>

\* The Grant WUR and Other Revenues are lower than budgeted because of the per 2010 new cooperation agreement with the University (see also heading Charged to Alumni).

\*\* The Miscellaneous income is higher than budgeted due to a higher VAT refund from previous years.

### EXPENSES

#### Personnel

Description	(in Euro's)	2010	budget	Difference	2009
Gross wages, including holiday pay and 13th month		206.396	265.231	58.835	140.650
Social insurance and other insurance		36.445	22.981	-13.464	22.469
Pension		8.106	7.200	-906	6.837
Allocated Personnel expenses		90.473	0	-90.473	92.465
Received sicknesspay		-9.829	0	9.829	0
Traveling expenses		3.094	1.020	-2.074	2.112
Other personnel costs		8.390	8.120	-270	2.610
		<b>343.076</b>	<b>304.552</b>	<b>-38.524</b>	<b>267.145</b>

The Gross wages are budgeted including the Allocated Personnel expenses.

Personnel expenses are higher than budgeted due to an increase in operations for the implementation of the Alumni Policy. These costs, however, are charged to the University.

## Notes to the Statement of income and expenditure for the year ended December, 31 2010

### Housing

Description (in Euro's)	2010	budget	Difference	2009
Rent and fixed charges *	32.672	22.000	-10.672	31.928
Utilities	5.000	5.000	-0	4.775
Other costs and insurance	1.228	3.000	1.772	1.923
	38.900	30.000	-8.900	38.625

\* In 2010 an amended leasecontract came into force.

### Office costs

Description (in Euro's)	2010	budget	Difference	2009
Office Supplies	2.325	3.474	1.149	3.293
Copy Costs	1.500	1.530	30	1.500
Telephone	3.168	2.769	-399	2.476
Postage	9.729	10.322	593	7.243
Contributions and subscriptions	788	852	64	1.833
Bank charges	2.255	1.879	-376	2.608
Other Office Costs *	3.567	0	-3.567	92
	23.332	20.826	-2.507	19.045

\* The Other Office Costs are higher than budgeted due to a non-recurring collectingcharge on membership contributions from previous years.

### Third Party Services

Description (in Euro's)	2010	budget	Difference	2009
Auditor costs *	9.160	7.492	-1.668	7.633
Job Search / Jobspider	2.526	2.549	23	2.595
Accounting costs	123.066	120.894	-2.172	121.487
Consultancy costs	100	1.196	1.096	0
	134.852	132.131	-2.721	131.715

\* Audit fees are higher than budgeted because of the extra work on the VAT ruling.

### Meetingcosts Board and Commissions

Description (in Euro's)	2010	budget	Difference	2009
Travel and accommodation costs	1.293	1.039	-254	1.532
Representation and meeting expenses	1.299	779	-520	1.280
	2.592	1.818	-774	2.811

## Notes to the Statement of income and expenditure for the year ended December, 31 2010

### ICT costs

Description	(in Euro's)	2010	budget	Difference	2009
Internet/Intranet costs		607	1.000	393	524
Website costs		5.782	34.488	28.706	62.938
Alumni portal costs		25.600	15.000	-10.600	94.784
Other computer costs		13.661	20.929	7.268	12.074
		45.649	71.417	25.768	170.320

### Accosiation costs

Description	(in Euro's)	2010	budget	Difference	2009
Wageningen Update Issue costs		50.119	57.365	7.246	50.009
KLV Update Issue costs		28.362	32.958	4.596	29.719
Other printing costs		11.690	21.139	9.449	6.972
Directory Issue costs	*	37.822	31.518	-6.304	19.863
Travel representation association activities	**	9.787	4.570	-5.217	4.354
Meetings costs (debates, workshops, etc.)	**	18.818	15.000	-3.818	6.988
NJAS Result		2.173	3.000	827	16.734
Thesis price costs		4.000	5.000	1.000	5.905
Artist in Residence		0	0	0	48.301
DAFNE	***	29.371	0	-29.371	0
KLV Anniversary	*	35.309	0	-35.309	0
Engineering Legal Assistance		10.596	12.240	1.644	12.000
Volunteers Fees		8.002	6.000	-2.002	8.530
Project Lusthof voor Linnaeus		0	33	33	0
Membership recruitment, retention		29.781	32.788	3.007	18.701
Networking	**	6.575	0	-6.575	11.810
Branding KLV	*	1.938	0	-1.938	34.342
Miscellaneous expenses		413	0	-413	3.930
		284.757	221.611	-63.146	278.158

\* The actual expenditure of these items are higher than budgeted. These costs are covered by the relevant appropriated reserve.

\*\* Partially includes activities in the framework of the implementation of the WU alumni policy, which is charged to the university

\*\*\* These expenditures are fully charged to third parties.

### Interest

Description	(in Euro's)	2010	budget	Difference	2009
Interest received		31.845	50.000	-18.155	51.951
		31.845	50.000	-18.155	51.951

## Other information

### Appropriation of results

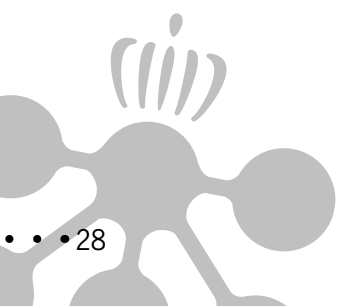
The result of € 38.015 is, in anticipation of the approval of the General Assembly, added to the general reserve.

From the general reserve, the following changes to the appropriated reserves took place:

Anniversary Reserve 2011	35.309
NJAS Reserve	2.173
Directory Reserve	37.822
Membership recruitment / retention members Res	39.721
Total changes to appropriated reserves	<u>115.025</u>
Increase in General Reserve	153.040

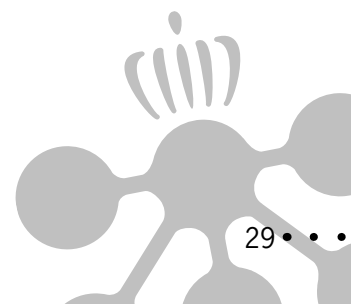
### Approval of the 2009 Financial Statements

The 2009 annual account has been approved during the General Assembly of June 8, 2010.



## Cash flow statement

	2010	2009
<b><u>Cash flow from operating activities</u></b>		
Result	38.015	26.242
Adjustments for:		
Change in working capital		
Change in receivables	125.908	89.132
Change in current liabilities	-14.689	84.327
Cash flow from operating activities	149.235	199.701
<b><u>Movement in cash</u></b>	<b>149.235</b>	<b>199.701</b>
Cash at end of year	1.716.756	1.567.520
Cash at beginning of year	1.567.519	1.367.820
<b><u>Movement in cash</u></b>	<b>149.235</b>	<b>199.701</b>



# 10. MINUTES GENERAL ASSEMBLY 2010

8 JUNE 2010

Start: 8 pm, location: KLV, Wageningen

Present (22): P Brascamp, E Schlösser (minutes), B Steiner, S de Boer, M Baas, M Helder, M Huydts, P den Besten, E Theune, C Jaspers, A Franken, T van Boekel, J van Gijssel, S Blok, E Teuling, H Hartman, J van Hoek, C Geerling, A Kanis, O Guérin, J Pijlman  
Absent: M Tiemstra, G Schober, C Doorman, J Kieskamp, M Kropff, M Oostendorp, B Kortenhoff

## 1. Opening

## 2. Minutes of the General Assembly 2009

The report for 2008 was approved. It was noted that the Bram Steiner Fund should be noted in the annual report if any activities took place during the year in question.

## 3. Announcements: none.

## 4. Annual Report 2009

Page 5

>> Add: Marjolein Helder as a board member.

>> Dr P den besten should read Drs P den Besten and Dr. B. Meijers should read drs. B. Meijers.

>> There were five honorary members in 2009.

>> It was decided that the form of address "mw" (Ms.) should no longer be used in the next annual report.

Page 16

>> Following on from: The Mercurius study group will take over the activities of the disbanded Consumer Studies study group.

Taking due note of the above-mentioned changes, the General Assembly accepted the 2009 annual report and the proposed disposition of reserves and discharged the management board of its duties for the policies implemented in 2009.

## 5. Facilitation of study groups

The General Assembly accepted the enclosed proposal.

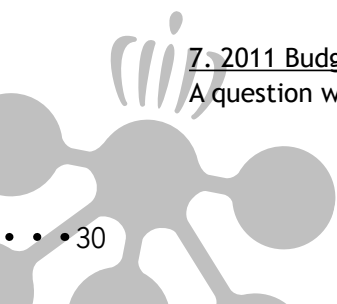
## 6. Board members

P Brascamp resigned. The General Assembly agreed to the new board structure and allocation of roles:

- o Margriet Tiemstra, chair
- o Tiny van Boekel, vice-chair
- o Elmar Theune, secretary
- o Carel Jaspers, treasurer
- o Anton Franken
- o Marjolein Helder
- o Margot Baas
- o Gitte Schober

## 7. 2011 Budget

A question was asked as to whether the accountancy costs and the administrative costs (members and





financial) could not be reduced.

The expenditure for the jubilee is distributed over two years: €50k in 2010 and €250k in 2011.

The General Meeting agreed the 2011 budget.

#### 8. Jubilee 2011: 125 years of the KLV

The approach suggested by the board was agreed without any further discussion.

#### 9. Any other business: no points were raised

#### 10. Closure

