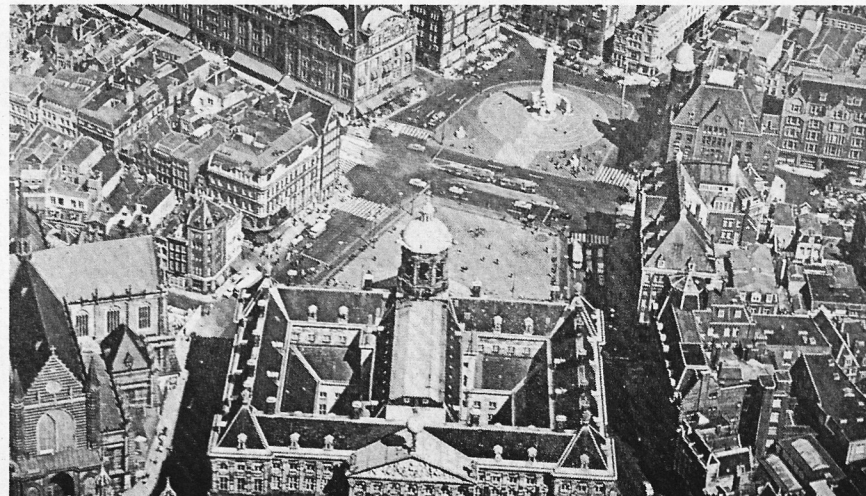




YEARS AGO WINDMILLS pumped water out of the polders to keep the low lands dry.



A BIRDS EYE VIEW of Amsterdam shows centuries-old churches, plus municipal and residential buildings around a square.



WOODEN SHOES are practical for farm families.



DE AFSLUITDIJK, 20 miles long, protects the center of the Netherlands from flooding.

Tek Heerenveen prepares to celebrate 20th anniversary

From windmills and wooden shoes, the Netherlands plays world role in commerce

By PIM BROUWER
Operations Manager-designate
Tek Heerenveen

Once I was asked whether the toilets of the Dutch homes were inside the house or in the backyard. I reacted as if it was a joke, but the man was serious.

I think we, the Dutch people, create this type of problem ourselves. We keep promoting the Netherlands by

Tektronix Heerenveen will celebrate 20 years of operation June 17 and 18. President Earl Wantland, who was instrumental in opening the plant in 1961, will be one of the speakers. In observance of this anniversary, Tekweek will run a two-part series to acquaint readers with the Netherlands and the Heerenveen operation. The country, its people and customs are featured this week in this article submitted by Pim Brouwer.

showing windmills, wooden shoes, costumes, Amsterdam with its canals, its centuries old facades and the Rijksmuseum. Apart from the tulips and the well known red light district in Amsterdam, the so-called "Wolletjes", one may get the impression that the Netherlands is a museum of history.

Costumes and Wooden Shoes

These tourist attractions are often ignored by the Dutch people. Only when one has visitors and wants to show the country will we go to these tourist traps and, believe it or not, we as native Dutchmen are impressed. It is really great to be exposed to this part of the Netherlands. It's fun and gives a flavor of some traditional Dutch life style.

As you may have read between the lines, the costumes have disappeared from the regular Dutch scene except for some towns or villages where either a percentage of the population, or just some older people, perpetuate this tradition. The wooden shoes remain in use as practical and comfortable footwear by farmers and those who work on wet and/or dirty surfaces.

Hans Brinkers

But what about Hans Brinkers, did he ever save the Netherlands by putting his finger in the dike? Forget about it, there are very few Dutch people who have even heard of this story fabricated by an American journalist except those, for instance, who live in the neighborhood of the village of Spaarndam where you will find a bronze statue of Hans Brinkers. The statue, erected in 1950, represents the son of a fisherman of that village and attracts primarily the attention of American tourists.

It may be interesting to know that Hans Brinker (without the 's') and the Silver Skates, and this story about the hole in the dike probably got confused. Depending on who tells the story about the boy and the finger in the dike, one uses Hans or Peter as his name.

Let us use the finger of Hans Brinkers to point out that if our dikes were destroyed, or if we would experience a long term power outage, about one third of the Netherlands would be flooded. In the early days windmills were used to pump the water out of the polders to keep the "low lands" dry.

Nowadays, of course, almost all of the water pumps that keep the Netherlands from being flooded are power driven.

The Dutch may soon conclude that using a windmill is not such a bad idea after all. In light of our attempt to conserve energy from fossil fuels, they may decide to be progressive by reverting to the use of windmills.

Holland or the Netherlands?

The "low lands" we spoke of is the literal translation of the "Netherlands." "Holland" translates to "hollow land" which means virtually the same.

Sometimes people ask me whether I feel offended when they say "Holland" rather than "the Netherlands." I don't feel offended, but some Dutch people may. Why? Within the Netherlands there are two provinces named "Noord-Holland" and "Zuid-Holland", sometimes collectively referred to as Holland. Those people outside this area and having a local or provincial pride, may want to be distinguished as not belonging to Holland.

The official name of the country is "Het Koninkrijk der Nederlanden" being "The Kingdom of the Netherlands." In some languages, however, the official name for the Netherlands sounds more like Holland, such as Olanda in Italian. In Spain, one uses Holanda. It all refers to low lands. And the Netherlands is low and flat. Our highest hill, we like to call it a mountain, is 1000 ft. This highest point of the Netherlands is generously shared with our neighbors, Germany and Belgium. We call this "het Drie Landen Punt", which means "The Three Countries Point."

Why do we call an inhabitant of the Netherlands Dutch?

I would almost respond with "don't ask me." I may be able to provide some background, but that's all.

We in the Netherlands call such a person "een Nederlander" and as an adjective we use "Nederlands." In our language the word "Duits" refers without exception to Germany. The genuine name for Germany is Deutschland, in the Netherlands we say Duitsland.

The confusion most likely has to do with the Pennsylvania Dutch, who are descendants of immigrants from Southern Germany and Switzerland. This community, living somehow in isolation, maintained their use of the "High German" language. Either by ignorance or misunderstanding one started to use "Dutch" for other people using such a funny sounding language, like the language of the Netherlands.

Anyway, we Nederlanders are "in Dutch" through this mixup. The Dutch treat is not something to be proud of, nor is Dutch gold, a Dutch uncle, going Dutch, Dutch courage or double Dutch, something that the Nederlanders feel is an image they deserve.

Water—a Threat and a Blessing

Coping with water is probably the most characteristic aspect of the Dutch endeavors:

- in building dikes and dams
- in reclaiming land
- in shipping and trading
- in digging canals and harbors
- in complaining about the weather and hoping to have a dry tourist season.

The Dutch learned to build dikes and reclaim land many centuries ago, around the year 1000, and are currently using the most advanced and innovative methods in fighting the battle against water.

When traveling to the Tektronix plant in Heerenveen, in the province of Friesland, you can see some of the impressive achievements of this branch of civil engineering.

Coming from Amsterdam, the northern route to Heerenveen leads across the "Afsluitdijk", the world's largest sea dam. This dam connects the province "Noord-Holland" with "Friesland", measures over 20 miles in length and is about 300 ft. wide. This sea-dam converted the former "Zuider Zee" (sea) into the "IJssel Meer" (lake).

Another route to Heerenveen, the middle route, leads through the world's largest polders (hundreds of square miles), reclaimed land from the IJssel Meer. Since the polders have been reclaimed over a period of 30 years, one can see the different stages of development, from desert-like environment to settled towns and farms, covering 30 years of change in one hour.

The purpose of this reclamation activity is to add valuable land to the small territory we possess for use as farmland, towns, industrial sites and recreation. The construction of dams is a multi-purpose endeavor.

Dams

- Dams are constructed to:
- protect against flooding from the sea,
- improve the communication (highways, infrastructure), and
- create fresh water basins which prevent groundwater in farmland from becoming salty.

Construction of the "Afsluitdijk", completed in 1932, prevents a large exposed area in the center of the Netherlands from being flooded in case of high tides and strong winds.

The Dutch were aware that more protection was needed in the southwestern part of the Netherlands, primarily the province of Zeeland and a part of Zuid Holland. An unusual combination of full moon, high tide, and a northerly wind at a force of 11 or 12, with a chance of occurring once every 500 years, could destroy a good portion of this area. For planning purposes, it was convenient to presume that such an unfortunate coincidence would not occur until the magic year 2000, when all dams were scheduled for completion.

This disastrous situation, however, happened in 1953, flooding and thereby devastating total islands and large areas of mainland, drowning 2000 people, flushing away large sections of dikes and inundating precious farmland with salt water. It took many months to repair the dikes and reclaim the island. It has taken many, many years to convert the ruined farmland into fertile soil again.

To prevent such disasters from happening again, the planned multibillion dollar project was accelerated. During the last 25 years these so-called "Deltaworks" in the deltas, the estuary shaped southwestern part of the Netherlands, has approached its completion.

Through building dams the exposed coastline of the Netherlands has been shortened by 400 miles!

This gigantic project, whereby numerous advanced

techniques have been applied, has given a new momentum to the art of knowing how to control water, waves and currents. This know-how has become one of the important export "commodities" of the Netherlands.

Shipping and Trading

Shipping and trading are other genuine Dutch guilds. Did you know that the harbor of Rotterdam is by far the busiest port in the world? The Rotterdam harbor handles over 300 million metric tons of seagoing cargo per year. This is three times the amount of cargo handled in the largest seaport in the USA, the Port of New York!

Being a very strong international trading country, the Netherlands provides an excellent base for international organizations such as the EMC, the European Marketing Center of Tektronix, which is located in Amstelveen near Amsterdam.

The Dutch economy depends heavily on international trade. Export pays for 50 per cent of our Gross National Product, whereas our imports require 50 per cent of our GNP. A yardstick which is often used to indicate how open an economy is, is the sum of import and export as a percentage of the GNP. For the Netherlands, this figure is over 100 per cent. This percentage is among the highest in the world.

The USA has a closed economy by comparison where this figure is almost 20 per cent. To put this figure in proper perspective, it is important to realize that the 20 per cent of the U.S. GNP represents one-fourth of the world trade.

Shipping, exploring and traveling around the world, has made the Netherlands a seagoing nation. With colonies in Asia, before its independence, "the Dutch East Indies," currently "Indonesia," and in the Caribbean the Dutch West Indies, the Dutch sailors stopped in many countries. The Netherlands once possessed Manhattan, having bought it for \$24, not such a bad deal after all.

In the shipping business and through rescuing ships and digging harbors, the Netherlands has obtained an outstanding reputation.

If a ship is stranded or burned and needs to be salvaged or rescued anywhere in the world, chances are that the Dutch firm, Smits International, is on the scene. If a huge drydock or drilling platform needs to be transported, Smits International usually does the job.

Guinness Book of World Records recognizes the dredger "Prins der Nederlanden" as the most powerful dredger in the world. The same book recognizes the earliest crossing of the Atlantic by a power vessel in 1827 from Rotterdam to the West Indies.

In line with this advanced approach to transportation and communication, the Dutch airline KLM (Royal Dutch Airlines) has set a record of being the oldest existing national airline, established in 1919.

The Dutch telephone company, PTT, has in line with the mentioned records, made the Netherlands to be the first country in the world with a fully automated telephone system.

Besides the business of shipping, transportation, communication and trading, the Dutch have a large industrial activity and also many farms.

Exploiting Precious Farmland

The Netherlands is a small country. When you don't know where to find the Netherlands on a globe, you will have a hard time finding it; it's like a pinhead. The Netherlands with less than 16,000 square miles would fit six times into the State of Oregon. The Netherlands with 14 million inhabitants has a population density of almost 900 per square mile. Oregon with its 2.4 million people has a density of only 25 per square mile.

Despite its size, the Netherlands is still an important farming nation. By necessity and through agricultural knowledge, the Netherlands has the highest return per acre in the world. It makes a difference in the selection of fertilizing methods and selection of seeds whether you have an abundance of farmland like in the U.S.A., or

whether you have to exploit every square meter of soil.

One can understand that these circumstances provide a natural climate for the Agricultural University in Wageningen (the Netherlands) and its associated research institutes to develop the highest degree of skill in this science.

As a by-product of this science, the Dutch research institutes have developed new seeds for the third world countries which give higher yields in those countries to help win the war against famine.

The Greenhouse Impact

A relatively large portion of the Netherlands is covered with glass to control the growth of vegetation in so-called greenhouses. Through heating, artificial light and irrigation many plants are drawn, growing 24 hours a day through which in one greenhouse four crops can be harvested per year.

In these greenhouses the Dutch grow flowers, tomatoes and vegetables which we export in abundance. When you buy flowers in Berlin, you most likely will buy Dutch flowers and the flower stand will say so "Blumen aus Holland." When you buy tomatoes in Cologne, you most likely buy Dutch tomatoes.

The flower market in Aalsmeer, Holland, is unique. With highly effective transportation arrangements through KLM (Royal Dutch Airlines), Dutch fresh cut flowers are available in many places in the world within 24 hours after cutting; a remarkable achievement in truly international business.

Fortune's Listing of Top Corporations

Again, recognizing the small size of the Netherlands, it is impressive to see that Fortune's listing of the Largest Industrial Corporations outside the U.S.A. has three Dutch and Anglo-Dutch companies in the top 10. The number one company outside the USA is Royal Dutch Shell. The other two companies ranking in the top 10 are Unilever and Philips. These companies could only grow that big through true international trade.

The industrial climate in the Netherlands is supported by many technical universities, colleges and vocational schools. The Netherlands provides the right environment for the manufacturing and engineering of high technology products. To select the Netherlands as a country to establish a Tektronix manufacturing plan was an excellent choice. The Tektronix plant in Heerenveen keeps proving through quality and proficiency that the decision made 20 years ago was the right one.

Language Abilities

International trading is embedded in the Dutch society and dates back to the days when the Netherlands had large colonies. Working with other nationals means communicating in different languages. Since few foreigners learn to speak Dutch, the Dutch have learned to speak other languages.

The high school education which prepares the students for University encompasses at least the four languages; Dutch, English, German and French, whereas it is not uncommon to have Latin and Greek on top of this. In Friesland, the Frisian language is often further added to this package.

Many Dutch are not afraid of learning additional languages if so desired for business or pleasure. The broad language base helps to grasp new languages fast.

Proud of the Netherlands

With this story about the Netherlands, I have tried to share with you what I know about my country and what makes me feel proud of it.

I hope this article will help to better understand the country and the people. A people generally speaking, being entrepreneurial, innovative and progressive.

