

CULTIVATING CONNECTIONS: UNITING THE TURKISH COMMUNITY IN THE HEART OF DC

TurkNetwork®

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SPECIAL SECTION: BUSINESS SERVICES

Exclusive Interview with

YESIM DERETAM

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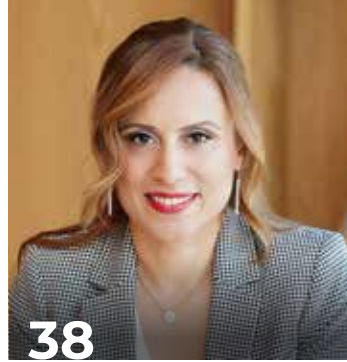
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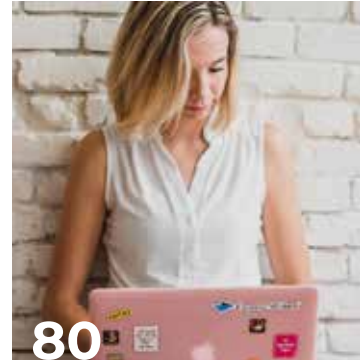
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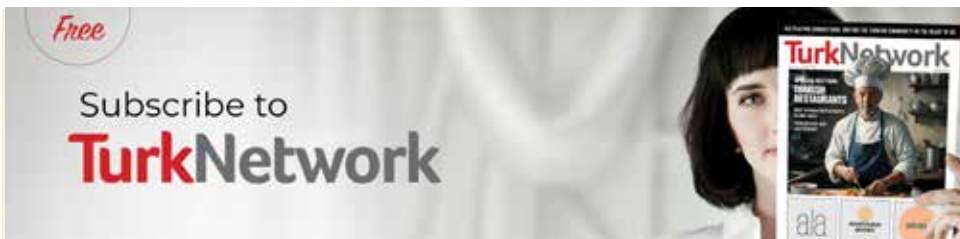
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BUILDING BRIDGES: SHOWCASING TURKISH EXCELLENCE IN US BUSINESS SERVICES

In this issue, we are excited to spotlight Business Services, a special section crafted to meet the evolving needs of our growing Turkish-American community. As the Turkish population in the US continues to expand, so does the number of successful Turkish-owned businesses launching each month. These entrepreneurs contribute significantly to the US economy, bringing innovation, diversity, and a strong work ethic that enriches Turkish and American business landscapes.

To support this momentum, we have compiled “The List of Business Services,” a comprehensive directory featuring essential services—ranging from insurance companies to accounting and financial firms, as well as experts in establishing businesses in the US. This directory functions as a trusted resource, akin to the Yellow Pages, tailored for the Turkish-American community. It simplifies finding and connecting with Turkish professionals, ensuring businesses and clients can easily collaborate.



As we celebrate one year of *TurkNetwork Magazine*, we remain committed to informing, inspiring, and elevating the talents of our vibrant community.

For businesses, this is a unique opportunity to promote your services and reach a larger audience within the community. It offers readers a convenient way to discover and engage with reputable Turkish companies, fostering mutual growth and success. We believe this initiative will increase the visibility of Turkish enterprises and strengthen the bonds within our vibrant business network.

This twelfth issue marks a milestone as we approach our first anniversary. We are deeply grateful for your continued support, and we are excited to celebrate this achievement with you as we prepare for the year ahead, bringing even more insightful and inspiring content.

This edition features an exclusive interview with Yesim Deretam, the visionary behind TAM Accounting. Based in Cary, NC, TAM Accounting provides much more than tax preparation—it offers personalized financial strategies that align with its clients’ long-term business goals.

We also proudly feature Filiz Odabaş-Geldiay, our Community Star, a dedicated advocate for women and children and a leader in promoting health through cross-cultural techniques.

Warm regards,

A handwritten signature in blue ink that reads "Sitki Kazanci". The signature is fluid and cursive, with a horizontal line underneath the name.

SITKI KAZANCI



ERDOĞAN HIGHLIGHTS UNITY AND CULTURAL PRESERVATION AT TURKISH-AMERICAN COMMUNITY EVENT



"Together, we stand strong against those who seek to divide and harm our nation."

During a heartfelt gathering in New York, President Recep Tayyip Erdoğan addressed the Turkish-American community, emphasizing the importance of preserving Turkish culture and strengthening unity in the face of global challenges,



particularly terrorism. The event, organized by the Turkish-American National Steering Committee (TASC), brought together leaders, entrepreneurs, and representatives of the Turkish diaspora.

Erdoğan expressed his gratitude to TASC for their ongoing efforts to introduce Türkiye's culture and values to American society. He praised the community's role in "citizen diplomacy" and their contributions to protecting Turkish interests abroad. The president highlighted the significance of the Turkish-American community's success in promoting Türkiye through initiatives like the "Turkish Day Parades" and festivals held across the United States, which help build bridges between Turkish and American communities.

"Your unity and solidarity are crucial for advancing the interests of the Turkish community at both local and federal levels," Erdoğan remarked. He commended the community's role in passing on Turkish national identity to younger generations, urging citizens abroad to maintain their faith and cultural values. He stressed the importance of integration without assimilation, stating, "While succeeding in the society you live in, never forget your language, culture, and essence."

A significant portion of Erdoğan's speech focused on Türkiye's ongoing fight against terrorism, particularly the FETÖ and PKK organizations, which he called major threats to both Türkiye and its citizens abroad. He urged the Turkish-American community to remain vigilant against divisive efforts by these groups, which seek to manipulate American decision-makers and harm Türkiye's interests.

"The support you provide in our struggle against terrorist organizations, especially FETÖ and PKK, is very important," Erdoğan said. He reaffirmed Türkiye's commitment to fighting terrorism through legal and diplomatic means, stressing that those who threaten the nation would be met with firm resistance.

Erdoğan's call for unity and cultural preservation resonated with the audience, as he reiterated Türkiye's ongoing support for the Turkish-American community. His speech served as a reminder of the strong ties between the diaspora and their homeland, encouraging continued solidarity and vigilance in the face of challenges.

CHP LEADER ÖZGÜR ÖZEL HIGHLIGHTS TÜRKEVİ'S ROLE IN FUTURE DIPLOMATIC MEETINGS

CHP Chairman Özgür Özel announced a shift in the party's approach to diplomatic engagements in New York, stating that all official meetings will now take place at the Türkevi building instead of hotel lobbies or conference rooms. Speaking before Türkevi, Özel emphasized, "From now on, the Republican People's Party will hold all formal contacts at Türkevi, as long as conditions allow."

Özel also underscored the importance of Socialist International's support for Türkiye's EU membership, saying, "The backing of the 77-member Socialist International is crucial for Türkiye's EU aspirations. Governments come and go, but protecting Türkiye's rights and interests remains essential."

Attending the Socialist International Presidential Council Meeting, Özel reiterated CHP's commitment to advocating for Türkiye, Northern Cyprus, and all the oppressed worldwide.



Republican People's Party Chairman Özgür Özel met with the President of the Turkish Republic of Northern Cyprus, Ersin Tatar, at Türkevi in New York.



TURKISH BUSINESS LEADERS GATHER IN THE US UNDER ASKON USA LEADERSHIP

The Turkish business community gathered in the US under the leadership of ASKON USA (Anatolian Lions Businessmen Association) for a strategic meeting to strengthen commercial ties between Türkiye and the United States. The event at Chart House in New Jersey focused on increasing business collaboration and enhancing the entrepreneurial ecosystem between the two nations.

Attendees included business leaders, investors, and entrepreneurs from various sectors, all engaged in discussions about deepening trade relations and encouraging more active participation from the Turkish business community in the US market. During his speech, ASKON USA President Ahhan Ozmekik emphasized the growing number of Turkish entrepreneurs in the US, highlighting their efforts to establish a robust economic bridge between the two countries. Ozmekik also noted that combining Türkiye's dynamic workforce and production capacity with the vast market opportunities in the US presents significant mutual benefits.

The meeting covered key topics such as guidance for Turkish entrepreneurs interested in investing in the US and potential partnerships that could facilitate this process. Participants also shared ideas on exploring

new business opportunities and discussed strategies to boost the visibility of Turkish brands and promote Turkish products in the American market.

The "Turkish Business Leaders Meeting" was graced by high-profile attendees, including President of the Turkish Republic of Northern Cyprus, Ersin Tatar; Minister of Trade, Prof. Ömer Bolat; Minister of Treasury and Finance, Mehmet Şimşek; Minister of Industry and Technology, Fatih Kacır; and AK Party Deputy Chairman, Istanbul MP

Zafer Sırakaya. ASKON General Chairman Orhan Aydın and over 400 business professionals were also present. Minister Şimşek delivered a keynote presentation during the event, further emphasizing the importance of economic cooperation.

In conclusion, this gathering, spearheaded by ASKON USA, marked a significant step toward deepening commercial collaboration between Türkiye and the US while increasing the impact of the Turkish business community in America.



MARYLAND AMERICAN TURKISH ASSOCIATION COMMEMORATES 102ND ANNIVERSARY OF VICTORY DAY WITH COMMUNITY PICNIC

On September 8, 2024, the Maryland American Turkish Association (MATA) hosted a vibrant community picnic at Rockburn Branch Park to celebrate the 102nd anniversary of Victory Day. The event brought together Turkish Americans and local residents to honor this significant milestone in Turkish history.

MATA President Aslihan Nuri opened the event with a warm welcome speech, followed by a solemn rendition of the Turkish National Anthem, setting a patriotic tone for the day. The gathering featured an array of traditional Turkish cuisine, including döner, baklava, and other appetizers, catered by Rudy's Mediterranean Grill, delighting attendees with authentic flavors.

Adding to the festive atmosphere, local Turkish musicians Cemil Akca and Murat Aytekin provided live performances, creating a lively ambiance for all to enjoy. A highlight of the day was the raffle, where guests eagerly participated and won prizes from local vendors, including Rudy's Mediterranean Grill and Salon Europa.

The event successfully fostered a sense of unity and cultural pride, as the Turkish American community came together to celebrate their heritage and Victory Day in a warm and festive environment.



NEYLA THE REALTOR HOSTS ANNUAL "THANK YOU" GATHERING

Neyla Brown, renowned for her success in real estate, hosted her annual "Thank You" gathering to celebrate and show appreciation for her clients, friends, and neighbors who have supported her journey. The event was a vibrant affair, featuring an array of delicious food, drinks, live music, dancing, and plenty of networking opportunities.

During her heartfelt speech, Neyla expressed her gratitude, stating, "Real estate is not just my job, it is my passion, and my dreams have come true because of you. As Goethe once said, 'Whatever you can do, or dream you can, begin it. Boldness has genius, power, and magic in it.' I look forward to helping many more of you find your perfect home and fulfill your dreams."

The *TurkNetwork* team was honored to attend and extends sincere thanks to Neyla for the invitation, wishing her continued success in her future endeavors.

For those looking to connect with Neyla:

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GRAPE LAW RANKED AMONG THE “TOP 100 SUCCESSFUL FIRMS IN THE US”

The US Chamber of Commerce, one of the most respected institutions in the American business ecosystem, honored America's most successful small and mid-sized firms with "The 2024 CO-100" list. In a process evaluating over 14,000 firms, companies were assessed based on their business cultures, innovation skills, and their success in overcoming challenges to determine America's top 100 small and mid-sized firms. Grape Law successfully completed the evaluation process and became one of the prestigious firms listed.

Grape Law was included in the list under the "Growth Accelerators" category due to "the uniqueness of its strategies in marketing, product innovation, and client services, as well as extraordinary creativity and expertise in its approach to growth."

A Hopeful Start to the Immigration Journey

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Founder Muhammed Üzüm offers services in many areas of US immigration law, including company formation in the US, and visa, Green Card, and citizenship applications. Mr. Üzüm's words prove this success is no coincidence:

"Our determination to do our job in the best way possible, our innovative ideas, our communication methods, and the technology investments associated with it have enabled us to create trust and satisfaction among our clients. It is gratifying to see that this trust and satisfaction we offer is also recognized by official institutions. We will continue to work diligently to ensure

that the immigration journey, often seen as a dream and usually faced unprepared against challenges, begins with the hope it deserves."

According to information released by the US Chamber of Commerce, "The 2024 CO-100" list includes firms from 16 different sectors. These firms, earning more than 400 million dollars in annual revenue, provide employment to over 5,000 people.

The firms listed in the "CO-100" will come together on October 8, 2024, hosted by the US Chamber of Commerce.

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Gaziantep's Culinary Scene Shines at GastroANTEP Festival



Gaziantep, Türkiye's gastronomic gem, recently showcased its rich culinary heritage at the annual GastroANTEP festival, drawing food enthusiasts and chefs from around the world. Renowned for its vibrant food culture and UNESCO-recognized cuisine, Gaziantep is celebrated for its unique dishes like baklava, kebabs, and pistachios. GastroANTEP highlights not only these iconic foods but also the city's deep-rooted culinary traditions, combining ancient techniques with modern flavors.

The festival featured cooking demonstrations, food tastings, and workshops where local chefs collaborated with international culinary experts. These events emphasize the importance of preserving traditional Gaziantep recipes while innovating for contemporary tastes. Visitors were treated to authentic

dishes like *katmer*, *çiğ köfte*, and regional specialties made from locally sourced ingredients.

Gaziantep Mayor Fatma Şahin emphasized the city's role in elevating Türkiye's global culinary reputation. With events like GastroANTEP, Gaziantep cements its position as a culinary powerhouse, drawing attention to the rich flavors and techniques that make Turkish cuisine so diverse and beloved worldwide.



The Yuvalama soup at MSM restaurant in Gaziantep.

PHOTO BY KLAUS JURGENS



PHOTO BY DIAGEO

JOHNNIE WALKER UNVEILS WORLD'S LIGHTEST SCOTCH WHISKY BOTTLE, SETTING A NEW STANDARD FOR SUSTAINABILITY

In partnership with Şişecam, Johnnie Walker has taken a significant step toward sustainability in the luxury beverage sector by developing the world's lightest 70 Scotch whisky bottle. The result of five years of research, this innovative bottle is designed to reduce carbon emissions.

This groundbreaking development demonstrates that lighter and eco-friendly designs are achievable and desirable in the luxury beverage industry, echoing trends seen in other sectors. Johnnie Walker aims to inspire others to follow suit with sustainable packaging solutions.



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STRATCOM PUBLIC FORUM 2024: Strategic Communication in the Era of Global Uncertainties

STRATCOM Public Forum, sponsored by the Presidency of the Republic of Türkiye/ Directorate of Communications and Halkbank, held its 2024 summit on September 20 at The Yale Club of New York City. The event coincided with the 79th Session of the United Nations General Assembly. This year's theme was "Strategic Communication in the Era of Global Uncertainties." Melissa Fleming, Under-Secretary-General for Global Communications at the United Nations, and Professor Fahrettin Altun, the Presidency's Head of Communications, delivered video messages.

Professor Kilic Bugra Kanat, SETA Washington Research Director, moderated Panel I, titled "International Cooperation and Communication in Crisis Response." Panelists included Professor Cagri Erhan, Rector of Altinbas University; Professor Linjuan Rita Men, University of Florida; James P. Farwell, Senior Fellow at the Institute for Strategic Studies; Maher Nasser, Director of the Outreach Division, Department of Global Communications, UN; and Assoc. Prof. Emel Ozdora, Bilkent University.

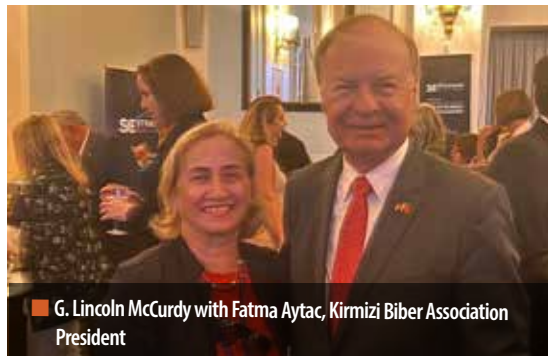


For Panel II, "The Role of Strategic Communication in Building Global Peace," Associate Professor Oguz Guner, Head of the Public Diplomacy Department, Directorate of Communications, served as moderator. Speakers included Professor Karen Freberg, University of Louisville;

Associate Professor Gaye Asli Sancar Demren, Galatasaray University; G. Lincoln McCurdy, Senior Advisor at the Assembly of Turkish American Associations (ATAA); and Idris Kardas, Coordinator of the Center for Combatting Disinformation, Directorate of Communications.



■ G. Lincoln McCurdy, Senior Advisor to ATAA and former president of TCA, who spoke on STRATCOM Public Forum's Panel II, is with Sevkiye Sun, Derya Taskin of Taskin Bakery, and Gunay Evinch of Saltzman Evinch Law Firm.



■ G. Lincoln McCurdy with Fatma Aytac, Kirmizi Biber Association President



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THE FUTURE OF BUSINESS SERVICES WITH SUSTAINABILITY AND ENERGY

The global market spend on sustainability consulting reached \$11.5 billion in 2022, and will grow at a compound annual growth rate of 27% to exceed \$48 billion by 2028.

By Olivia Manzagol

In today's rapidly changing world, businesses are increasingly focusing on sustainability and energy efficiency. These two areas are essential for long-term success and environmental stewardship.

To succeed in sustainability, businesses need a well-rounded approach. Modern consultants help companies create comprehensive sustainability strategies that cover everything from reducing carbon footprints to enhancing social impact. They also assist in climate resilience planning, preparing businesses to adapt to climate-related risks and changes. Just to put it in perspective, research by Verdantix finds that the global market spend on sustainability consulting reached \$11.5 billion in 2022, and will grow at a compound annual growth rate of 27% to exceed \$48 billion by 2028, so there is still a big need for sustainability and energy consultants in the market.

In addition to sustainability, another green business field is energy management. Energy management is more than just turning off lights or optimizing heating systems. Today's energy experts use advanced tools to help businesses achieve decarbonization goals. This includes adopting renewable energy sources like solar and wind, utilizing energy storage solutions, and integrating smart technologies. Smart grids and AI-driven analytics are now part of the toolkit

to optimize energy use and cut costs.

While focusing on management, the circular economy is all about reducing waste and maximizing resource use. Modern services help businesses implement zero-waste programs that aim to keep all waste out of landfills. This involves enhancing recycling efforts and developing innovative ways to reuse materials. Circular economy models also focus on extending product life cycles and closing the loop on resources.

Managing carbon emissions is critical for businesses aiming to reduce their environmental impact. Some business services now offer detailed carbon footprint assessments, help set science-based reduction targets and provide strategies for carbon

offsetting. This comprehensive approach ensures businesses are on track to meet their climate goals.

The focus on green buildings has intensified, with a shift toward designing net-zero energy structures that produce as much energy as they consume. Smart building technologies, including IoT and automation systems, are increasingly used to enhance energy efficiency, manage resources better, and improve overall building performance.

Modern business services also offer training programs that not only educate employees on sustainable practices but also engage them through interactive and gamified learning. Leadership programs are also available to develop skills in sustainability management in addition to insights into evolving regulations and help businesses develop strategies to meet legal requirements.

The landscape of sustainability and energy business services is evolving rapidly. With a focus on comprehensive strategies, advanced technologies, and clear communication, businesses are better equipped than ever to meet their sustainability goals and drive positive environmental change. ■



Olivia Manzagol is an economist, a finance specialist in energy, sustainability, and private equity, a university lecturer, a strategist, a mentor, and an author. She has been living in the US for about 25 years.



PROTECTING TÜRKİYE'S BELOVED STRAY ANIMALS

“Street animals are not just nameless creatures wandering our cities—they are friends who share our spaces and enrich our lives.”

By Şenay Ataselim-Yılmaz, PhD

Tombili, affectionately named after the common Turkish nickname for “chubby,” was a beloved Istanbul street cat. Known for the way he lounged, with one paw draped casually over the edge of a sidewalk in Kadikoy, a neighborhood on the Asian side of the city, Tombili became an unexpected symbol of Türkiye's love for street animals. Shopkeepers and residents provided Tombili with food, water, and shelter. Tuna, a Kadikoy local, ensured that Tombili's vaccinations were up to date and his health looked after.

Tombili's experience is not unusual in Türkiye. Street cats and dogs are beloved nationwide and, in fact, an integral part of a Turkish city's fabric.

This harmonious coexistence is now at risk. A new Animal Protection Law has been enacted, enabling the collection

and removal of all stray animals, affecting roughly 4 million street dogs and cats. While intended to manage the street animal population, this law challenges a cherished aspect of Turkish culture—one that celebrates the communal care of stray animals, a tradition that makes Türkiye unique. Tombili's statue is not just a tribute to a cat's pose but a testament to what he meant to the locals and the values they hold dear.

The legislation, while aiming to address legitimate concerns such as public safety, disease control, and urban cleanliness, challenges a longstanding cultural norm where people and street animals live side by side. However, removing these animals could inadvertently cause new problems, such as increased rodent populations, which these cats and dogs help to control, and a loss of the community spirit that comes from shared caregiving.

For many, street animals are a symbol of compassion. They are companions for the lonely, a source of delight for children, and even stress-relievers for busy city people. It is the everyday people like Tuna, her neighbors, and the local butcher who fed Tombili that make street animals feel safe and loved. The removal of these animals threatens to unravel the social fabric of cities and the values residents hold dear.

Moreover, with the country's current shelter capacity limited to about 100,000 animals, the new law risks creating overcrowded conditions, leading to poor welfare outcomes for these animals. To address this, TPF has launched the Street Animals in Türkiye Fund, aiming to ensure these animals continue to receive the care they deserve while promoting community-based solutions that benefit both the animals and urban environments.

We believe compassion and community spirit should guide the way forward, much



like the legacy of Tombili. His story is a powerful reminder that street animals are not just nameless creatures wandering our cities—they are friends who share our spaces and enrich our lives. The stories of Pamuk, Paşa, Tosun, Minnoş, Duman, and countless other street animals reflect a community's dedication to care and protection. Finding a solution to the challenges posed by the new law is not just about protecting animals; it is about preserving the heart of the community itself, while also considering the practical benefits of humane coexistence.

HOW CAN YOU HELP?

Contribute to TPF's Street Animals in Türkiye Fund:

All donations to TPF's Street Animals in Türkiye Fund will go directly to our partners working on animal rights in Türkiye. We specifically aim to:

1. Increase Shelter Capacity and Improve Conditions:

- Expand shelter spaces, transforming them into temporary safe havens until the animals find their forever homes.
- Provide essential supplies, including food, vaccinations, and neutering services, to meet the immediate needs of these animals.

2. Support the Adoption Process:

- Facilitate the adoption of stray animals, ensuring they find loving families, whether in Türkiye or the US.
- Streamline the adoption process, making it as smooth as possible for both the animals and their new families.



Adopt a Stray Animal from Türkiye:

Give a stray dog or cat a loving home. Trustworthy organizations like HEPAD, Kurtaran Ev, and Dort Ayakli Sehir can guide you through the adoption process. Whether you are in Türkiye or the US, these organizations will support you every step of the way.

Become a Flight Volunteer:

Change the life of a stray animal by becoming a flight volunteer if you are traveling from Türkiye. If you have your flight confirmed, please contact HEPAD to become a flight volunteer and transport an animal safely.

Become a Guardian for a Shelter Animal:

Support the nutrition, vaccinations, and neutering of an animal living in a shelter by becoming their guardian. HEPAD, Kurtaran Ev and Dort Ayakli Sehir will match you with an animal in need.



Raise Awareness: Share TPF's campaign on your social media accounts to spread the word. Encourage friends and family to consider adopting or supporting the cause.

Start a Fundraiser: It only takes a few minutes to create a fundraising campaign at TPF. Share your page with your network, and all donations will go directly to support the TPF Street Animals in Türkiye Fund.

Double Your Impact with Matching Gifts: If you donate to the TPF Street Animals in Türkiye Fund, let your employer know of your interest in supporting this important cause.

TPF is recognized on all major corporate giving platforms, giving you the chance to double your impact. ■

About Turkish Philanthropy Funds

For 17 years, Turkish Philanthropy Funds (TPF) has served our community to channel the generosity of over 100,000 donors to disburse more than \$40 million. As a community foundation, our intimate knowledge of community needs has fueled innovative solutions to pressing challenges. We have directly impacted over 3 million lives, offering strategic guidance to donors to maximize

their philanthropic reach. TPF is a collaborative hub where donors, businesses, and non-profits unite, pooling resources and expertise. Together, we have fostered resilient communities and built a LEGACY of positive change that we are all proud of.

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Senay Ataselim-Yilmaz leads Turkish Philanthropy Funds as its executive director and has been instrumental since its inception. She is also a writer, lecturer, and advocate for social change. Honored as an International Herst Fellow by the Center on Philanthropy and Civil Society and a Young Society Leader by the American

Turkish Society, Senay frequently writes for the *Huffington Post* and teaches at Fordham University and the Center on Philanthropy and Civil Society. Senay has a PhD in Political Science from Graduate Center, CUNY, and business certifications from Columbia and Harvard Business Schools. Additionally, she is a trained yoga and mindfulness instructor.



COMMUNITY STAR: FİLİZ ODABAŞ-GELDIAY

This month, TurkNetwork Magazine proudly features Filiz Odabaş-Geldiay as our Community Star, an extraordinary advocate for women and children, human values, and breath-based techniques for health and well-being that bridge cultures. Filiz has left an indelible mark on Turkish communities and international platforms, from promoting the recognition of Türkiye's April 23 Children's Day at the United Nations to working alongside global humanitarian leaders. As one of the founders of the Atatürk Society of America, her work spans continents, inspiring countless individuals. In this interview, she shares her journey, from her formative years to her profound impact on the world stage.

By Oya Bain

Filiz Odabaş-Geldiay has led a life marked by resilience, leadership, and a profound sense of service. From her early years in Istanbul to her international work in conflict management and human values, Filiz has left an undeniable mark on the world stage. A journalist by training, she later founded the World Children's Day Foundation and dedicated herself to promoting empowerment of women, children, and global peace. In her multifaceted career, she has collaborated with international

organizations, led initiatives to alleviate stress and foster leadership, and played a significant role in humanitarian efforts. In this interview, she opens up about her personal journey, the challenges she has overcome, and the values that have guided her work.

Can you tell us about your early beginnings? Your childhood, birthplace, parents, and siblings?

I was born and raised in Istanbul, where I lived until finishing high school. My childhood took a dramatic turn when my father, who was the

Secretary-General of the National Productivity Center of the Turkish State, tragically passed away in a car accident when I was in first grade. His commitment to improving underprivileged regions in Türkiye left a lasting impression on me. After his death, my mother, Nermin, became the sole provider for my younger sister, Serap, and me. We faced significant challenges, but my mother's determination kept us going.

What factors influenced you most during your formative years?

My father's devotion to public service and my mother's unwavering strength and resilience shaped my worldview. Instead of seeking a stable job, my mother created an organization in my father's name and championed the causes he cared about. She thrived in a male-dominated industry, organizing global seminars on labor-state relations, and even acted as a mediator during labor strikes. Watching her stand as the only woman in rooms full of men left a deep impact on me. Her remarkable journey was so influential that it became the subject of a Turkish TV documentary and a novel.

One of the values my mother emphasized was preserving our family name. Because of that, I kept my maiden name after marriage, and my husband, Vedat, supported this by hyphenating his own surname.





“

From a young age, I dreamed of becoming a journalist and had the privilege of seeing my articles published in The Washington Post and Nation's Business.



Where did you pursue your higher education, and what did you study?

Due to the political instability in Türkiye at the time, I moved abroad for my studies after high school. My sister Serap soon joined me, and I was overjoyed to reunite with her. I began my studies at St. Aldates College in Oxford, UK, and later relocated to the United States. In 1981, I earned

a Bachelor of Arts in International Relations and a Master of Arts in Communications and Conflict Management from American University in Washington, DC.

How did you choose your career path?

From a young age, I dreamed of becoming a journalist. I had the opportunity to work as a

correspondent for the USA edition of *Hürriyet*, and some of my articles were published in *The Washington Post* and *Nation's Business*.

In 1987, I saw an opportunity to create the World Children's Day Foundation, inspired by Türkiye's April 23 Children's Day. The vision was to empower elementary school students to take responsibility for shaping the future. I collaborated with



"In 1987, I created the World Children's Day Foundation, giving children from around the world a platform to lead and shape the future."

UNICEF and the United Nations, creating a platform where children from all over the world could serve as symbolic leaders for a day. Global media outlets, including *Good Morning America*, *CNN*, *ABC*, and *The New York Times* covered the event. Celebrities like Roger Moore, Harry Belafonte, Marlo Thomas, and Ahmet Ertegun were part of my advisory board and attended the event. I paused my work in 1993.

What led to the pause in your career, and how did you become involved with your current position?

I paused my work to focus on raising my two daughters. During this period, I was involved in a car accident that triggered a chronic condition called fibromyalgia. Despite undergoing extensive physical therapy and receiving cortisone injections, I continued to experience significant pain and eventually fell into depression. However, there was a silver lining to this experience.

My life changed when I met Gurudev Sri Sri Ravi Shankar, a renowned spiritual leader. Through practicing his SKY breathing techniques, I was able to fully recover from fibromyalgia. Grateful for this healing, I began volunteering for his organization, eventually becoming an Art of Living teacher in India. Later, I was appointed Executive Director of the International Association for Human Values (IAHV), an organization founded by Gurudev. For the past 20 years, I have worked to alleviate stress, foster leadership, and promote human values in communities worldwide.



Could you tell us more about Art of Living?

The Art of Living is one of the largest volunteer-based organizations, operating in 186 countries. It offers simple, accessible techniques to improve mental well-being, and I am always amazed by how quickly people experience transformations. Those who come to our courses stressed or burdened often leave feeling lighter and more capable of handling life's challenges. Our techniques have been extensively researched by top universities like Harvard, Yale, Stanford, and UCLA.

Some readers may have attended the Fourth World Culture Festival in Washington, DC, in September 2023. The event coincided with the 40th anniversary of Art of Living and was attended by 1.1 million people. Former UN Secretary-General Ban Ki-moon chaired the reception, and many heads of state, as well as members of the US Congress, participated.

Can you share some of your projects from our region?

I am particularly proud of our projects in Türkiye, where our teachers have been providing trauma relief courses to earthquake survivors in Hatay,

Antakya, and Kahramanmaraş. They have been doing this for over a year and a half under incredibly challenging circumstances. Additionally, we have received federal grants for our women's empowerment projects in Iraq. To meet the grant requirements, I traveled to Baghdad during a period of intense violence, staying in the Red Zone to find sustainable ways to support our programs.

What were some memorable experiences as a leader of the Atatürk Society of America (ASA)?

I was raised with a deep appreciation for Türkiye's secular values and Atatürk's progressive reforms, particularly those that advanced women's rights. Supporting Hudaî and Mirat Yavalar's efforts to establish the ASA in 1995 was a natural fit for me. As a founder and board member, I have had the opportunity to discuss Atatürk's reforms at institutions like the US Department of State, George Washington University, and the Harvard Club of Washington. Some of my most memorable experiences include assisting both in the installation of Atatürk's statue in Washington, DC, and securing ASA's affiliation with the United Nations.



Can you tell us a little about your family?

My husband, Vedat, recently retired from his position as a senior engineer at Northrop Grumman and has been my greatest supporter throughout my career. We are blessed with two wonderful daughters. Selin, a product manager, lives in California with her husband, Jack, while Melis, a veterinarian, resides in Texas and is engaged to her fiancé Austin. The loss of my sister Serap three years ago was the hardest experience of my life. I remain close with her children, Sibel and Meric, as well as other extended family members in both the US and Türkiye.

What does your daily routine look like?

My mornings always start with meditation and breathing exercises—just as essential to me as brushing my teeth. Afterward, I manage overseas calls, answer emails, and attend virtual meetings. In the afternoons, I often go to the Sri Sri Center for Peace and Meditation in downtown

DC, where I work and teach SKY meditation courses. Some weekends, I lead Silent Retreats.

What is your proudest moment?

I am proud of many things, especially involving my daughters. Professionally, I am honored to have received awards such as the Vishalakshi Service Award from the Art of Living Foundation, the Nation's Top 90 Women Mentoring Leaders recognition, and the Students' Capitol Hero Award from American University. However, my most touching moment was when my mother's doctor at Georgetown Hospital told me, "You took magnificent care of your mother." That continues to give me comfort.

Who has been the most influential person in your life?

In the past 30 years, Gurudev Sri Sri Ravi Shankar has been my greatest source of inspiration. His timeless wisdom, insights on current topics, and tireless mission to create a stress-free,

violence-free world, have profoundly impacted me. I also appreciate that women hold key positions within his organizations, which has always been important to me.

What might *TurkNetwork* readers be surprised to learn about you?

Many may be surprised to know that I hold an international certificate in parachute jumping from Türk Kuşu. I was passionate about parachuting as a child and took advantage of the State's free classes for aviation enthusiasts. Though it was terrifying at first, jumping into the unknown became a metaphor for how I approach life. ■



Oya Bain is a retired biochemist from Georgetown University Hospital. She has been a long-standing activist in the Turkish community, both in cultural and political affairs. She has served and still does on the boards of many Turkish American organizations.

She believes in strong ties between Türkiye and the US and strives to promote Turkish history and culture at every chance.

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ECONOMY



HOW INTEREST RATES AFFECT THE US MARKETS

Lower rates make borrowing money cheaper. This encourages consumer and business spending and investment and can boost stock prices.

By David N. Smith

Interest rates are a critical factor influencing the US economy, affecting everything from consumer spending to business investment and market performance. The Federal Reserve, responsible for maintaining maximum employment, price stability, and moderate long-term interest rates, adjusts interest rates as a primary tool to achieve these goals. Recently, the Federal Reserve made headlines by cutting its target federal funds interest rate by 0.50%, bringing the range to 4.75%-5.00%. This marked the first rate cut in four years, a significant decision designed to stimulate the economy amidst concerns about inflation, economic growth, and employment trends.

US GOES BIG WITH FIRST INTEREST RATE CUT IN FOUR YEARS

The Federal Reserve's 0.50% rate cut is seen as a substantial measure aimed at promoting economic activity. Prior to the announcement, economists and investors were divided on whether the rate cut would be 0.25% or 0.50%. The larger reduction underscores the urgency with which the Fed is addressing concerns about slowing economic growth and inflation. This move also marks the first rate cut since the COVID-19 pandemic began in 2020, highlighting the importance of interest rate adjustments in steering the economy through challenging times.

This rate cut has already started to influence various sectors of the financial markets, particularly stocks and bonds, as investors reassess their strategies in light of the new economic landscape. The decision aims to encourage borrowing, business expansion, and consumer spending, all of which are vital for a healthy economy.

THE RIPPLE EFFECT OF INTEREST RATES ON STOCKS AND BONDS

Interest rates have a broad impact on financial markets, with stock and bond investors responding differently to changes. For stock market investors, lower interest rates generally boost optimism, as reduced borrowing costs enable both consumers and businesses to spend more. Consumers are more likely to make large purchases, while businesses can finance expansions and investments at lower costs. As a result, corporate profits often increase, which supports rising stock prices.

On the flip side, higher interest rates tend to suppress consumer and business spending. When borrowing costs rise, businesses may delay expansion plans, and consumers may hold off on major purchases. These reductions in spending

can negatively affect corporate earnings, leading to lower stock prices. In this way, interest rate hikes can slow economic growth and depress stock market performance.

The bond market reacts to interest rate changes differently. When rates rise, newly issued bonds come with higher yields, making them more attractive than existing bonds, which typically have lower interest payments. As a result, the prices of existing bonds fall. Conversely, when the Federal Reserve lowers interest rates, the value of existing bonds increases because their fixed interest payments become more valuable in a low-interest-rate environment.

Understanding these dynamics is crucial for investors. While rate cuts can stimulate stock market gains, they can also lead to inflationary pressures, which may erode bond returns. Investors must carefully balance their portfolios to take advantage of opportunities while managing risks.

HOW INTEREST RATES AFFECT SPENDING

Interest rates have a direct influence on consumer and business spending. Lower interest rates reduce the cost of borrowing, making it easier for individuals and companies to take out loans. For consumers, this often leads to increased spending on big-ticket items such as homes, cars, and appliances. Lower mortgage rates, for instance, can encourage more home buyers to enter the market, while lower interest rates on auto loans can boost car sales.

For businesses, lower rates make it cheaper to finance capital investments, such as new equipment, technology upgrades, or even mergers



ECONOMY



and acquisitions. These expenditures can drive growth, create jobs, and improve productivity, all of which are positive for the overall economy.

However, when interest rates rise, the cost of borrowing increases, and both consumers and businesses may cut back on spending. Higher mortgage rates can slow the housing market, and more expensive loans can reduce consumer demand for cars and other large purchases. Businesses may delay expansion plans or scale back investments, leading to slower economic growth and weaker stock market performance.

HOW BUSINESS SPENDING CHANGES

Business spending is highly sensitive to interest rate fluctuations. In a low-interest-rate environment, companies are more likely to borrow money to fund expansion projects, invest in new technologies, or acquire other businesses. These actions typically lead to future growth, higher revenues, and improved profitability, which supports rising stock prices.

In contrast, when interest rates are high, companies may be hesitant to take on additional debt. Expansion plans may be put on hold, hiring may

slow, and investments in research and development may be scaled back. These cutbacks can negatively affect future growth prospects, leading to lower stock prices and potentially weaker economic performance.

Business investment decisions are often influenced by the broader economic outlook as well. If companies believe that economic conditions will improve, they may continue to invest even in a higher-rate environment. However, if they anticipate a slowdown or recession, they are more likely to conserve cash and reduce spending, regardless of interest rates.

WINNING AND LOSING SECTORS

Not all sectors of the economy are equally affected by interest rate changes. Some industries tend to benefit from low-interest rates, while others may face challenges. For example, sectors that rely heavily on borrowing, such as real estate, consumer discretionary, and utilities, often perform well in low-interest-rate environments. In these industries, lower borrowing costs can lead to increased profits and higher stock prices.

The real estate sector, in particular, tends to thrive when interest rates are low. Lower mortgage rates make buying homes more affordable, which drives demand for housing and boosts the profitability of real estate developers and mortgage lenders.

Conversely, financial sectors such as banks and insurance companies may struggle when interest rates are low. These institutions typically earn profits from the difference between the interest they charge on loans and the interest they pay on deposits. When interest rates fall, their profit margins may shrink, leading to weaker financial performance.

On the other hand, higher interest rates can benefit financial institutions, as they can charge more for loans and increase their earnings. Sectors like energy and materials may also see a boost in a rising-rate environment, especially when higher inflation accompanies higher rates. This can drive up demand for commodities and energy products, supporting growth in these industries.

HOW INTEREST RATES AFFECT INFLATION AND RECESSION

One of the Federal Reserve's key objectives in

adjusting interest rates is to manage inflation. Lower interest rates can stimulate economic activity by encouraging borrowing and spending. However, if too much money flows into the economy, it can lead to inflation, where the cost of goods and services rises rapidly. Inflation reduces the purchasing power of consumers, and if left unchecked, it can destabilize the economy.

To combat inflation, the Federal Reserve may raise interest rates. Higher rates make borrowing more expensive, which can slow spending and investment, helping to cool inflation. However, raising rates too quickly can slow the economy too much, potentially leading to a recession. In a recession, businesses cut back on hiring, consumer spending declines, and overall economic activity contracts.

The relationship between interest rates, inflation, and recession is complex, and the Federal Reserve must carefully balance its actions to avoid overheating the economy or triggering a downturn. Investors need to stay informed about interest rate trends, as these changes can significantly impact their financial decisions and market performance.

THE BOTTOM LINE

Interest rates are a powerful tool that influences the broader economy, impacting everything from consumer spending to business investments and market performance. Whether interest rates are rising or falling, their effects are felt across the stock and bond markets. Lower interest rates generally stimulate economic activity by making borrowing cheaper, encouraging both consumers and businesses to spend and invest. However, they can also lead to inflation, which may eventually necessitate rate hikes to keep the economy balanced.

Higher interest rates, on the other hand, tend to slow economic growth by discouraging spending and investment. This can result in weaker corporate profits and lower stock prices, although certain sectors, such as financials and energy, may benefit from rising rates.

For investors, understanding the relationship between interest rates and market performance is crucial. By staying informed about Federal Reserve policy and the broader economic outlook, they can make more informed decisions and position their portfolios to navigate changing interest rate environments. ■

TurkNetwork®

SPECIAL SECTION: BUSINESS SERVICES

Exclusive Interview with

YESIM DERETAM

THE VISIONARY BEHIND
TAM ACCOUNTING'S
SUCCESS

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SPECIAL SECTION





THE POWER OF PROACTIVE TAX PLANNING: SHAPING YOUR FINANCIAL FUTURE TODAY

“Consistent bookkeeping not only provides clarity on your finances but also equips you with the data needed to make informed, strategic decisions for your business’s future.”

By Yesim Deretam

In today's fast-paced business world, taxes are an inevitable part of our lives. Whether we like it or not, as we earn more, a mandatory portion of our income is taken away—sometimes reaching up to 50%. This means that managing what we keep is just as important as what we earn. At TAM, we believe that proactive tax planning is not just a financial necessity; it is a strategic advantage that can make a significant difference in both your current operations and future growth.

An essential part of this strategy is maintaining organized and accurate bookkeeping. Proper bookkeeping is the foundation

of effective tax planning, and it can save you thousands of dollars in taxes. By accurately tracking your expenses, you ensure that every deduction is claimed and can be supported, reducing your tax liability. On the other hand, incorrectly reporting expenses or not having the proof to back them up can lead to costly errors and put your business at risk. Consistent bookkeeping not only provides clarity on your finances but also equips you with the data needed to make informed, strategic decisions for your business's future.

WHY TAX PLANNING MATTERS

Tax planning is not just about compliance and ensuring that you file your taxes correctly. It is

about making thoughtful, strategic decisions throughout the year that minimize your tax liabilities and align with your broader financial goals. Whether you are a small business owner, an entrepreneur, or managing a larger corporation, taxes impact every aspect of your operations, from cash flow to long-term growth.

When tax planning is done right, it can:

- **Maximize deductions:** By knowing which deductions you are eligible for and how to take full advantage of them, you can significantly reduce your tax burden. This requires a deep understanding of the latest tax laws and how they apply to your specific situation.



- **Improve cash flow:** Effective tax planning allows you to predict your tax obligations and prepare for them in advance, ensuring you maintain healthy cash flow throughout the year.
- **Fuel business growth:** Reducing your tax liabilities means more money that can be reinvested into your business. This can fuel expansion, hiring, or other strategic initiatives that drive long-term growth.

THINKING PROACTIVELY: TODAY'S DECISIONS SHAPE TOMORROW'S SUCCESS

Many business owners only think about taxes when the deadline approaches. However, reactive tax management often results in missed opportunities. Being proactive means thinking about tax implications all year round—especially when making key business decisions such as expanding operations, purchasing equipment, or even restructuring the business.

Here are a few proactive strategies that can make a significant difference:

1. Entity Structure Optimization

The type of business structure you choose—whether it is an S Corporation, LLC, or C Corporation—has a major impact on your tax obligations. For instance, an S

Corporation may help reduce self-employment taxes, while a C Corporation might be better suited for businesses seeking more flexibility in profit distribution. Regularly reviewing and adjusting your entity structure as your business evolves is a proactive step that can lead to substantial tax savings.

2. Retirement Contributions and Benefits

Retirement plans, like an SEP IRA or 401(k), offer business owners and employees significant tax deductions while building a more secure future. These contributions reduce taxable income while providing long-term benefits for your financial well-being. Understanding which retirement plan is most beneficial for your company structure and growth stage can make a meaningful difference.

3. Tax Credits and Incentives

The US tax code offers a variety of tax credits and incentives for businesses, from research and development (R&D) credits to energy efficiency deductions. By staying informed about new tax incentives and how they apply to your industry, you can reduce your tax liability while investing in your business's future. Proactively identifying and claiming these credits can provide a competitive advantage, especially for innovative or tech-driven businesses.

THE ROLE OF A TAX STRATEGIST

One of the key lessons I have learned in my career is that tax planning should not be an afterthought. It should be an integral part of your overall financial strategy. At TAM, we do not just focus on compliance; we specialize in tax strategy. Our goal is to ensure that our clients are not only compliant with tax regulations but also strategically positioned to minimize their tax liabilities and maximize their financial outcomes.

Being proactive means taking a holistic view of your business and personal financial situation. This includes everything from business entity selection, retirement planning, and investment strategies to estate planning and charitable giving. Every decision you make has tax implications, and as your business evolves, your tax strategy should too.

SECURING YOUR FINANCIAL FUTURE

Proactive tax planning is about more than saving money today—it is about securing your financial future. The decisions you make now, from how you structure your business to how you manage cash flow, can have a long-term impact on your business's sustainability and growth. By thinking ahead, you position yourself to weather financial storms, seize new opportunities, and build a legacy that lasts.

In a world where taxes are a constant, the power to shape your financial future lies in your hands. By embracing proactive tax planning, you are not just navigating the complexities of today's tax code; you are setting the stage for lasting success. At TAM, we are here to guide you every step of the way, ensuring that your hard-earned money works for you and fuels your ambitions. Remember, it is not just about compliance—it is about taking control and building a future where your business thrives. The time to start is now. ■



Yesim Deretam is a tax and accounting expert based in the United States. As the founder of Tam Accounting, she leverages her credentials as an IRS Enrolled Agent and Certified Tax Coach to offer comprehensive financial services to both businesses and individuals. / www.tamaccounting.com



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MAXIMIZING TAX EFFICIENCY: ESSENTIAL STRATEGIES FOR BUSINESSES

Effective tax planning is not just about what you deduct, but when you recognize income and expenses, allowing businesses to smooth out taxable income and avoid large tax spikes.

By David N. Smith

As tax laws continue to evolve, businesses of all sizes must stay proactive in their approach to accounting and tax planning. Navigating the complex landscape of corporate taxation requires careful analysis, strategic decision-making, and a forward-looking approach. Effective tax planning not only reduces tax liability but also strengthens a company's financial health. In this article, we will explore several critical strategies that businesses can implement to optimize their tax efficiency while ensuring compliance with applicable laws.

1. UNDERSTANDING YOUR BUSINESS STRUCTURE

The structure of a business plays a crucial role in determining its tax obligations. Whether a

business is structured as a sole proprietorship, partnership, limited liability company (LLC), or corporation, each has distinct tax implications. A key consideration is whether the business will benefit from pass-through taxation, where profits are taxed at the individual level (such as in partnerships and LLCs), or whether the business should elect to be taxed as a corporation, subject to the corporate tax rate.

Corporations, for example, are taxed at a flat rate of 21% as of the latest US tax laws. However, pass-through entities allow owners to report income directly on their personal tax returns, which could be advantageous if the business is operating in a lower tax bracket. Each structure presents opportunities and challenges in minimizing tax obligations, making it essential for business owners to regularly evaluate whether their current structure is the most tax-efficient.

2. LEVERAGING TAX DEDUCTIONS AND CREDITS

A well-executed tax strategy involves taking full advantage of deductions and credits available to businesses. Deductions reduce taxable income, while credits directly reduce tax liability, often yielding significant savings.

Some commonly overlooked deductions include:

- **Home office deduction:** For businesses operating from home, a portion of rent or mortgage interest, utilities, and other home-related expenses can be deducted if the space is used exclusively for business.
- **Depreciation of assets:** Businesses can deduct the depreciation of equipment, vehicles, and machinery over time, or elect to use accelerated depreciation methods like Section 179

to deduct the full cost of certain assets in the year of purchase.

- **Research and Development (R&D) Credit:**

This credit encourages innovation by offering tax incentives for companies investing in research and development. Even businesses in industries such as technology or manufacturing can benefit by investing in new processes or products.

Regularly reviewing eligible deductions and credits ensures that businesses do not miss out on potential savings.

3. TIMING INCOME AND EXPENSES

Effective tax planning is not just about what you deduct, but also about when you recognize income and expenses. Timing can play a critical role in optimizing tax liabilities, especially at the end of the tax year.

- **Deferring income:** If a business expects to be in a lower tax bracket next year, it may make sense to delay receiving certain income until after the year ends. For example, delaying invoices until January can shift the income to the next tax year, reducing current year tax liabilities.
- **Accelerating expenses:** Conversely, businesses can accelerate deductible expenses into the current tax year to lower taxable income. This could include paying bonuses early, stocking up on supplies, or prepaying certain expenses like rent or insurance.

By effectively timing income and expenses, businesses can smooth out their taxable income over the years and avoid large tax spikes.

4. EMPLOYING RETIREMENT PLANS

One of the most tax-efficient strategies for businesses is establishing retirement plans for owners and employees. Contributions to retirement accounts, such as 401(k)s, SEP IRAs, or SIMPLE IRAs, are tax-deductible for the business. Additionally, employer contributions are not subject to payroll taxes, making them even more attractive.

- **Employer-sponsored 401(k) plans:** Businesses can match employee contributions



up to a certain percentage, deducting the total employer contribution from their taxable income. Self-employed individuals can also take advantage of solo 401(k) plans to maximize their contributions and reduce personal tax liability.

- **SEP IRAs (Simplified Employee Pension):** Ideal for small businesses and sole proprietors, SEP IRAs allow higher contribution limits than traditional IRAs, offering a powerful tool to both save for retirement and lower tax burdens.

Offering retirement plans can also improve employee retention, making it a win-win for businesses looking to attract top talent while benefiting from tax savings.

5. NAVIGATING PAYROLL TAXES

Payroll taxes are another significant expense for businesses. However, there are ways to manage these costs while remaining compliant. Ensuring that you accurately classify employees and independent contractors is vital to avoid costly penalties and audits. Misclassifying workers can lead to back taxes, interest, and fines from the IRS.

Moreover, businesses should review tax-saving opportunities related to employee benefits. Offering benefits such as health savings accounts (HSAs), transportation benefits, and tuition reimbursement can provide tax advantages for both employers and employees.

6. STATE AND LOCAL TAX (SALT) CONSIDERATIONS

Beyond federal taxes, businesses must also navigate state and local tax obligations. The State and Local Tax (SALT) deduction allows businesses to deduct up to \$10,000 in state and local taxes, including property, sales, and income taxes, from their federal taxable income.

In states with high tax rates, businesses should be particularly diligent in identifying any available local tax credits, as these can help offset higher state tax burdens. Additionally, businesses with multi-state operations need to carefully track where their income is generated, as states may have different apportionment formulas and tax filing requirements.

CONCLUSION

Effective tax planning is a year-round process that requires a thorough understanding of both federal and state tax laws. By choosing the right business structure, maximizing deductions and credits, strategically timing income and expenses, and offering tax-efficient benefits like retirement plans, businesses can significantly reduce their tax liabilities. Furthermore, consulting with a qualified tax strategist or accountant can ensure that businesses remain compliant while optimizing their tax strategy. Whether your business is in its infancy or well-established, implementing these strategies can enhance long-term financial health and foster sustainable growth. ■



At TAM Accounting, we go beyond tax preparation—we offer proactive, personalized strategies that align with our clients' long-term business goals.



Exclusive Interview with YESIM DERETAM

THE VISIONARY BEHIND TAM ACCOUNTING'S SUCCESS

"Proper tax planning can change the course of a business—most owners do not realize they are overpaying every single year."

By Sitki Kazanci

In today's fast-paced and ever-evolving financial landscape, having the right tax strategy is critical for businesses and individuals alike. Few understand this better than Yesim Deretam, CEO and Certified Tax Coach of TAM Accounting, a firm renowned for its personalized and proactive approach to tax and accounting services. With roots in Türkiye and a career journey that spans continents, Yesim has built a reputation for helping businesses and individuals navigate the complexities of the US tax system. In this exclusive interview, Yesim shares insights on her upbringing, career journey, and the philosophy behind TAM Accounting's success.

Can you share your childhood experiences growing up in Türkiye? How did your upbringing influence your career path?

I grew up in a small coastal town by the Black Sea in Türkiye. Throughout my education, I graduated with honors, focusing on areas that require analytical thinking, such as mathematics, finance, and management. My career began at one of the largest banks in Türkiye after I completed my degree in

mathematics, followed by an MBA. My master's thesis focused on the idea that "Small and medium-sized businesses are the backbone of the economy." This concept has influenced my entire professional journey.

I have always been passionate about helping businesses and individuals get their finances in order and reach their full potential.



While I built a significant career in Türkiye, moving to the US meant starting over. Then, I pursued accounting, became an IRS Enrolled Agent, and achieved certification as a Certified Tax Coach. By combining my financial analysis skills with the complexities of the US tax system, I developed a unique approach that effectively guides clients through their financial and tax challenges.

TAM Accounting has established a strong reputation for helping clients manage their tax strategies effectively. What is the firm's key philosophy regarding providing tax and accounting services?

At TAM Accounting, our philosophy is centered in providing personalized, proactive solutions that understand each client's unique financial and tax situation. We work with a diverse range of clients across the United States and internationally, individuals and businesses that are restaurants and ecommerce businesses to tech firms, service-based companies to real estate investors, and corporations, all seeking expert guidance in managing their finances and tax obligations.

Our services go beyond classic accounting and individual tax preparation. We offer accurate all-year accounting reviews, financial



consulting, and tax management that help businesses maintain their financial health while maximizing profitability. Whether managing cash flow, preparing detailed financial reports, or developing tax-saving strategies, we ensure that our clients' accounting aligns with their long-term business goals.

As a CEO and Tax Strategist, you work with diverse clients, from small businesses to larger corporations. How do you customize your approach to meet each client's unique needs?

Every client is different, so a one-size-fits-all approach simply does not work. We take the time to understand each client's industry, business model, and specific goals. For smaller businesses, we might focus more on cash flow management and immediate tax savings, while for larger corporations, we

handle more complex issues like multi-state tax planning and international compliance. By understanding their unique challenges and goals, we create personalized strategies that drive growth and long-term success.

In your role, you have likely seen many businesses through critical financial periods. Can you share an example of a success story where your expertise significantly impacted a client's financial outcome?

One of my most memorable success stories is with a group of investors from Türkiye who started a restaurant here in the US. They are also here with an E2 investor visa. They had been working with another CPA for two years when we met. After reviewing their financials and tax returns, I found clear mistakes—such as missing industry-specific credits and extra

taxes they should not have been paying. We corrected the past returns and managed to recover about \$200,000 from both the state and IRS. With that money, they opened a new restaurant, turning their investment into a profitable business. They not only reduced their tax burden but also expanded their operations. This shows how proper tax planning can change the course of a business. It is exciting to see the difference it can make, is not it? The truth is most business owners overpay so much money on taxes—every single year. Why? Because they do not have access to the right tax strategies that could save them thousands. Many business owners make the same mistake—they rely on traditional CPAs or a tax preparer who just enters numbers into the right boxes and calls it a day. Saving on taxes is not just about filing forms. It is about proactively finding strategies to reduce your tax bill, something a regular tax preparer just does not do.

Absolutely. It is such a great saving. Tax law and accounting can be complex, especially with constant regulatory changes. How do you stay ahead of the curve, ensuring your clients receive the best possible advice?

Staying ahead in the tax world requires continuous education. I regularly attend industry conferences, participate in webinars, and keep up with the latest changes in tax laws and regulations. Beyond that, we have a strong network of professionals, from lawyers to financial planners. Our goal is not just to keep up but to anticipate changes so we can proactively guide our clients through any shifts in the regulatory landscape.

As a female leader in a male-dominated industry, what has been your experience, and how do you see gender dynamics evolving in the financial services sector?

I see the gender dynamics in our industry evolving, with more women stepping into leadership roles. There is a growing recognition of the unique perspectives women bring to

accounting and finance, fostering a more inclusive environment. While we still have progress to make, I believe the future is promising, with diversity becoming a key driver of innovation and success in the sector.

What role does technology play in TAM Accounting's operations, and how are you leveraging innovations like automation or AI to enhance client services?

Technology is central to everything we do at TAM Accounting. We have implemented automation tools to streamline routine tasks allowing us to focus more on strategic advisory services. AI tools help us analyze data faster and more accurately, improving our clients' decision-making. However, while technology enhances efficiency, it is important to maintain a human touch, especially in areas like tax strategy, where personalized advice is key.

What message or advice would you like to share with our readers, particularly those aspiring to make a difference in their communities or professions?

As an immigrant woman who came to the US, left behind a successful career, and built a new one from the ground up, my biggest advice is to stay resilient. Do not shy away from taking risks—whether in business or in life here in the US. Embrace challenges as opportunities for growth, and always remain curious and adaptable. In both accounting and life, planning is critical. Plan your budget, finances, taxes, and retirement, and you will see the difference it makes. A solid plan and the flexibility to adjust along the way can truly transform your future. Remember, everything you need to create the life you want is within your reach. ■

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HOW TO ESTABLISH A BUSINESS IN THE USA AS A FOREIGN INVESTOR: A PATH TO SUCCESS

Navigating US business regulations can be complex, but the opportunities for growth make it a worthwhile journey.

By Sara Jensen

The United States has long been a magnet for entrepreneurs and foreign investors seeking new opportunities in one of the world's largest economies. Whether you're looking to launch a tech startup, expand your existing business, or open a franchise, the US market offers vast potential for growth. However, setting up a business as a foreign investor involves understanding the legal landscape, choosing the right visa, and navigating business regulations. This guide will walk you through the key steps to establish your business in the US successfully.

Choosing the Right Visa for Business Investment

The first critical step for any foreign investor looking to establish a business in the US is securing the right visa. Several visa options cater to different types of investment and business activities. The most common are the E-2 Investor Visa, the EB-5 Immigrant Investor Visa, and the L-1 Intracompany Transfer Visa.

E-2 Investor Visa

The E-2 visa is an excellent option for investors from countries that have a treaty of commerce with the US. It allows individuals to invest a substantial amount of capital in a US business, either by starting a new company or purchasing an existing one. There is no fixed minimum investment required, but it must be significant enough to support the successful operation of the business. An important point to note is that the E-2 visa does not directly lead to a green

card; however, it can be renewed indefinitely as long as the business continues to operate successfully.

EB-5 Immigrant Investor Visa

If your goal is to not only start a business but also obtain permanent residency in the US, the EB-5 Immigrant Investor Visa might be the right choice. To qualify, investors must make a minimum investment of \$1.05 million in a US business or \$800,000 if the investment is in a targeted employment area, such as a rural location or an area with high unemployment. This visa leads to a green card, allowing the investor and their immediate family to live and work in the US permanently.



Investing in the US opens doors to endless business opportunities.

L-1 Intracompany Transfer Visa

If you already have an established business outside of the US and are looking to expand by opening a branch, subsidiary, or affiliate in the US, the L-1 visa is a suitable option. This visa allows you to transfer executives, managers, or specialized employees from your foreign company to your new US entity. The L-1 visa is a non-immigrant visa, but it can lead to permanent residency in some cases.

Incorporating Your Business

Once you have secured the appropriate visa, the next step is to incorporate your business. You will need to decide on the legal structure of your business, such as a Limited Liability Company (LLC), Corporation (C-Corp or S-Corp), or Partnership. Each structure has different tax implications and operational requirements, so it is essential to consult a legal or financial expert to choose the one that best suits your goals.

Complying with US Regulations

Establishing a business in the US involves complying with both federal and state regulations. This includes registering your business, obtaining necessary permits and licenses, and adhering to labor laws if you plan to hire employees. Depending on the state, requirements may vary, so research and professional guidance are critical.

Embracing the American Market

Finally, entering the US market requires an understanding of its unique business culture, consumer preferences, and competitive landscape. Conducting thorough market research, building strong local partnerships, and focusing on customer satisfaction will help your business thrive in the long term.

Starting a business in the US as a foreign investor can be a rewarding experience, offering significant potential for financial success and personal growth. With the right visa, a solid business plan, and a keen understanding of the American market, you can turn your entrepreneurial dreams into reality. ■

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THE PATHWAY TO PERMANENT RESIDENCY FOR FOREIGN PHYSICIANS IN THE US: EB-1A AND EB-2 NIW GREEN CARDS

The United States healthcare system thrives on the expertise of foreign physicians, whose contributions drive innovation and improve patient care.

By Muhammed Üzümlü

The United States healthcare system has long benefited from the expertise and dedication of foreign medical professionals. These physicians often bring diverse perspectives, specialized knowledge, and a commitment to patient care that is vital to the communities they serve. Their integration into the fabric of American healthcare is not only a benefit for patients but also for the medical establishments that seek to provide comprehensive and innovative care. The possibility of permanent residency for these skilled doctors is an important aspect of US immigration policy, offering a pathway for them to continue their valuable contributions. The

EB-1A and EB-2 NIW Green Cards are two such avenues that provide foreign physicians with the opportunity to establish lasting roots in the US and solidify their roles in the advancement of American medicine.

EB-1A Green Card: Requirements and Advantages for Top-Tier Physicians

The EB-1A Green Card represents a distinguished recognition for foreign physicians, denoting a level of expertise that sets them apart as leaders in their field. To qualify, applicants must provide extensive proof of their extraordinary abilities, which can include documentation of groundbreaking research published in prestigious medical journals, leadership positions in leading medical associations,

or a history of receipt of renowned awards in medicine. The evidence must unequivocally demonstrate that the doctor is operating at the forefront of their field and that their work has had a substantial impact on the medical community or healthcare at large.

One of the primary advantages of the EB-1A is the potential for expedited processing through premium processing. Premium processing is a unique opportunity as it dramatically reduces the wait time for a decision on the EB-1A petition. Additionally, unlike other employment-based visa categories, the EB-1A does not necessitate a permanent job offer or labor certification, allowing for greater autonomy and mobility within the US medical sector. For physicians whose innovative work in

cutting-edge medical research or patient care has garnered international acclaim, the EB-1A is an optimal route to permanent residency, offering them the freedom to continue their vital work on American soil.

EB-2 National Interest Waiver (NIW) Green Card: A Path for Physicians with Exceptional Ability

The EB-2 NIW Green Card is another attractive option for foreign physicians whose practice or research is of national interest to the United States. This category requires applicants to hold an advanced degree or equivalent, or to possess exceptional ability in their field, demonstrated through a track record of achievements. A doctor might qualify by illustrating the impact of their clinical practice in underserved areas or by expanding the innovative research that addresses public health challenges.

The National Interest Waiver is a pivotal element of the EB-2 category. Just like the EB-1A, EB-2 NIW also exempts physicians from the labor certification process typically required for an employment-based petition. To secure this waiver, the doctor must convincingly argue that their proposed endeavor in the US has substantial implications to the nation, such as improving healthcare delivery systems or advancing medical knowledge. This pathway is particularly well-suited to doctors engaged in specialty areas of medicine that address critical healthcare shortages or who are conducting research with the potential for wide-reaching health benefits.

Navigating the Application Process:

Documentation and Legal Considerations

The application process for both the EB-1A and EB-2 NIW Green Cards is rigorous and demands a strategic approach to compiling a dossier that underscores the physician's eligibility. As their legal advocate, I work closely with clients to curate a comprehensive package that may include peer-reviewed articles, citations of their work, evidence of high remuneration relative to the field, and letters from esteemed colleagues attesting to the physician's extraordinary abilities. Each piece of evidence must align with USCIS criteria and collectively tell a compelling story of the physician's merit and the benefits their residency would bring to the US.



Navigating the legal nuances of the application process is essential. It involves not just an understanding of the eligibility requirements but also an ability to present the physician's case in a manner that resonates with the immigration officials. This might include detailing the physician's unique contributions to a medical specialty, their role in innovative healthcare solutions, or their leadership in international medical initiatives. My role is to ensure that the application not only meets the legal standards but also highlights the individual's exceptional and extraordinary qualifications and the positive impact of their work.

The Impact of Permanent Residency: Opportunities and Responsibilities

Securing permanent residency opens a new horizon for foreign physicians and grants them the freedom to undertake their professions without the constraints of temporary visas, which can be transformative for their careers and personal lives. In that regard, EB-1A and EB-2 NIW Green Cards offer them the opportunity to pursue long-term research goals, establish or join private practices, and help the training of the next generation of medical professionals. Furthermore, physicians as permanent US residents have an obligation to uphold the highest standards of medical ethics and to continue improving the healthcare system whether through patient care, research, education, or policy development.

To conclude, I can state that the EB-1A and EB-2 NIW Green Cards serve as crucial instruments for maintaining international medical talent within the United States. The sustained arrival of foreign doctors is essential for diversifying and elevating the scope of healthcare services across the nation. Their unique skills and perspectives are invaluable in addressing the complex medical needs of an increasingly diverse American population.

In my capacity as an immigration attorney, I am focused on guiding these exceptional medical professionals through the intricacies of obtaining Green Cards. My objective is to facilitate a smoother transition for them, allowing doctors to fully contribute to the healthcare sector. By doing so, we not only support the individual aspirations of these physicians but also strengthen the foundation of the US's healthcare system. Together, we work toward a shared vision: a wide-reaching, inclusive medical community that leads with excellence and continues to innovate for the betterment of all. ■



Muhammed Üzü, an immigration and business attorney registered with the NY Bar Association, has been living in the United States for over 10 years. Before founding Grape Law, he worked as an attorney and partner at various law firms. Mr. Üzü, with over 50 employees, continues his work as the founding attorney at Grape Law, providing legal services in both family and business immigration in the United States. / www.grapelaw.com



BREAKING BOUNDARIES: A JOURNEY OF INNOVATION, RESILIENCE, AND LEADERSHIP

Innovation is not about the tools we use; it is about the mindset we embrace.

By Esra Talu

As we navigate through the rapid technological advancements and societal changes of today, it is essential to look back and draw lessons from the paths paved by trailblazers. My journey, which I have shared in *Breaking Boundaries*, is one such path—a journey of passion, perseverance, and innovation that led to the creation of Türkiye's first ecommerce company, Deppo.

In this month's section of Innovate, Inspire, and Lead, I want to take you through the story behind *Breaking Boundaries*, a story that exemplifies the core values of entrepreneurship: the courage to innovate, the resilience to overcome setbacks, and the leadership needed to create lasting impact.

The Spirit of Innovation

Breaking Boundaries is more than a memoir; it is a reflection of how innovation, when nurtured,

can transform industries. In the late '90s, I was a young entrepreneur with a bold vision: to bring ecommerce to Türkiye at a time when the digital landscape was just beginning to take shape. This journey was not without its challenges, but the drive to innovate and adapt allowed Deppo to become a pioneering platform in the region.

I share this part of my story not just to look back but to inspire the next generation of entrepreneurs. Innovation is not about the tools we use; it is about the mindset we embrace. It is



about seeing opportunities where others see obstacles and daring to think differently.

Resilience in the Face of Challenges

No entrepreneurial journey is complete without its share of failures and setbacks. In *Breaking Boundaries*, I candidly share the moments where things did not go as planned—from economic downturns to technological challenges that threatened to derail Deppo's success. But it was in these moments of hardship that I learned the most valuable lessons: the importance of resilience and the need to stay focused on the long-term vision.

For anyone leading a business today, especially in a fast-changing digital landscape, resilience is not just a desirable trait—it is a necessity. I hope this message resonates with readers who may be facing their own challenges. Your ability to bounce back, learn, and adapt is what will ultimately define your success.

Leadership for a New Era

Breaking Boundaries also delves into the leadership lessons I have learned over the years. Building a team, fostering a culture of collaboration, and leading with integrity were key pillars of Deppo's success. Today, these principles are more relevant than ever. In a world where businesses are becoming more global and interconnected, leaders need to be empathetic, adaptable, and visionary.

Through this book, I aim to provide a blueprint for leadership that is rooted in authenticity and driven by purpose. Whether you are leading a startup, a team, or a new project, I believe that the right kind of leadership can inspire innovation and propel organizations forward.



A Call to Innovate, Inspire, and Lead

As we approach the end of the year, I want to leave you with a message that echoes throughout the pages of *Breaking Boundaries*: Never stop pushing the boundaries of what is possible. Whether you are an established entrepreneur or just starting out, remember that the road to success is not linear. It is filled with unexpected turns, but those who innovate, inspire, and lead will always find a way forward. I invite you to join me on this journey by reading *Breaking Boundaries*. Let it serve as both a

guide and an inspiration as you embark on your own entrepreneurial path. Together, we can continue to break barriers, innovate in ways that matter, and lead with purpose. ■



Esra Talu is the Founder and CEO of GoGlobal, a boutique tech advisory firm based in Miami, USA. With extensive experience in the tech startup ecosystem, Esra is passionate about supporting tech entrepreneurs in achieving their growth and expansion goals. She has significantly contributed to the startup scenes in the USA, UK, Türkiye, Israel, and the MEA region.



PARENTING STRATEGIES FOR PROMOTING LEARNING SUCCESS

Success in learning is shaped by shared values and goals between parents and children.

By Burcin Ogrenir, PhD

Successful learning is a journey shaped by both parents and children, with a strong emphasis on developing shared values and goals. As parents, creating a productive learning environment can make a significant difference in your child's academic experience. Below are key strategies to help foster a positive and effective learning atmosphere for your child.

Encourage Active Learning

One of the most important aspects of supporting your child's education is promoting a mindset that values the learning process over grades. Encourage your child to focus on comparing their progress to their past performance or personal goals rather than to the

achievements of others. This approach fosters a growth mindset, helping your child become more resilient in the face of challenges.

Create a Consistent Routine

Establishing a stable daily routine helps children manage their time more effectively, reducing conflicts within the family, particularly during morning and evening hours. Work together with your child to create a schedule that includes time for homework, breaks, physical activities, and family moments, while still allowing room for flexibility and spontaneity. Use organizers or planners to keep track of tasks and set boundaries for technology use to help maintain focus. As your child grows, the goal is to encourage self-regulation and autonomy, ensuring they take ownership of their responsibilities.

Establish an Ideal Study Environment

A dedicated, distraction-free space for studying is crucial for fostering concentration. Tailor the study environment to your child's preferences, whether that includes background music or complete silence. Encourage them to adopt effective study habits such as taking regular breaks and stretching to maintain focus and energy throughout their study sessions.

Communicate Regularly with Teachers

Building a strong relationship with your child's teachers is key, especially in the elementary years or if your child has specific educational needs. Make a point of reaching out to teachers within the first week of school to share relevant information and express your willingness to stay involved. Throughout the year,

stay engaged through parent-teacher conferences and periodic check-ins. As your child grows older, teach them how to advocate for themselves and communicate effectively with educators, helping them take responsibility for their learning.

Foster Social-Emotional Skills

Today's school environments can be challenging for some children, especially with increased incidents of social anxiety and bullying. Encourage your child to build positive relationships both in and outside of school, and promote their involvement in group activities that align with their interests. Teach your child important life skills such as conflict resolution and effective communication. Support their self-esteem by encouraging new experiences, validating their emotions, and emphasizing effort over perfection. By doing so, you create a foundation of trust where your child feels comfortable coming to you with any problems they face with friends or in their personal life.

Promote Physical Activity and Healthy Habits

Physical activity is essential for overall well-being. Limit your child's screen time and encourage regular physical activity that the whole family can enjoy. Ensure your child gets enough sleep and eats a balanced diet. Establishing a calming bedtime routine can greatly improve their sleep quality, which in turn supports their ability to focus and learn.

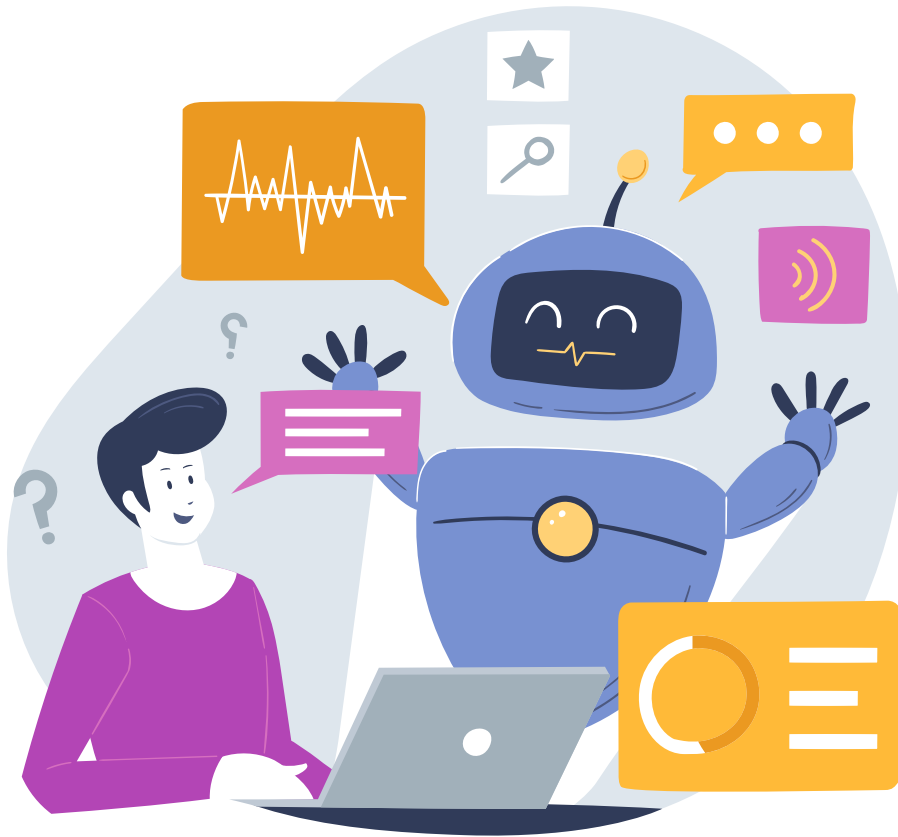
By focusing on these strategies, you are supporting not only your child's academic development but also their emotional and physical well-being. Remember, true success is about developing values and reaching goals together as a family. ■



Dr. Burcin Ogrenir, a Family and Parenting Coach and the Director of April Institute, specializes in child development, personal growth, family dynamics, and education. She pursued her graduate studies in Clinical Psychology and Early Childhood Education from Penn State University. As a former assistant professor at the City University of New York, her influence reached international audiences through her teaching and scholarly presentations. Dr. Ogrenir's mission centers on serving diverse populations, making knowledge in child development, family relationships, and personal wellbeing accessible to all.



IMAGE BY MARCELA FROM PIXABAY



HOW CHATGPT'S VOICE OPTIONS AFFECT OUR LIFE AND BUSINESS

By allowing users to multitask efficiently, ChatGPT's voice capabilities offer a boost in productivity across various industries.

By Sitki Kazanci

The rapid advancement in artificial intelligence (AI) has led to the development of more interactive and accessible technologies. One such innovation is ChatGPT's voice options, which offer users a new dimension in communication. This AI-driven tool can now speak to you in different voices, adding a layer of personalization and convenience. But how exactly do these voice options affect our daily lives and business operations? Let us explore their impact in various areas.

Enhanced Accessibility and Inclusivity

For individuals with disabilities, particularly those with visual impairments or difficulty reading, ChatGPT's voice options offer significant advantages. By

allowing users to receive information audibly, this technology breaks down barriers, making digital content more accessible. This inclusivity promotes a more diverse workforce by enabling individuals with different needs to participate fully in professional settings. Moreover, language learners can benefit from hearing pronunciations and sentence structures, improving both comprehension and speaking skills.

Time-Saving and Productivity Boost

In the fast-paced world of business, time is often a scarce resource. ChatGPT's voice capabilities allow users to multitask more efficiently. Instead of reading lengthy reports or emails, professionals can listen to key information while performing other tasks. This can enhance productivity by allowing employees to absorb content while commuting,

exercising, or managing other aspects of their workload. For business leaders, this means faster decision-making and the ability to stay informed without being tied to a screen.

Improved Communication and Customer Interaction

Incorporating ChatGPT's voice options in customer service can revolutionize the way businesses communicate with their customers. By providing natural-sounding voice responses, companies can offer personalized and conversational interactions that feel less robotic and more engaging. This leads to better customer experiences, as individuals feel they are speaking with a more relatable entity. Additionally, voice technology allows businesses to serve clients across various platforms, such as mobile apps or smart devices, enhancing their accessibility.

Personalization and Brand Differentiation

For companies, the ability to customize the voice used in customer interactions can be a powerful tool for brand differentiation. Whether a business opts for a formal, authoritative voice or a friendly, approachable one, this customization allows them to tailor their brand personality to resonate with their target audience. In turn, this helps businesses establish a stronger connection with their customers, improving brand loyalty and recognition.

Voice as a Future Trend in Business

Voice technology is becoming an integral part of business strategy. As consumers increasingly rely on voice-activated devices, such as smart speakers, integrating ChatGPT's voice options into business processes will become essential. Companies that embrace this trend early on can create more immersive customer experiences and stay ahead of competitors who are slower to adopt.

In conclusion, ChatGPT's voice options have the potential to significantly impact both our personal and professional lives. From enhancing accessibility and productivity to offering new ways to communicate with customers, voice technology is reshaping the way we interact with AI. As businesses and individuals continue to explore these capabilities, the possibilities for innovation and improvement seem limitless. ■

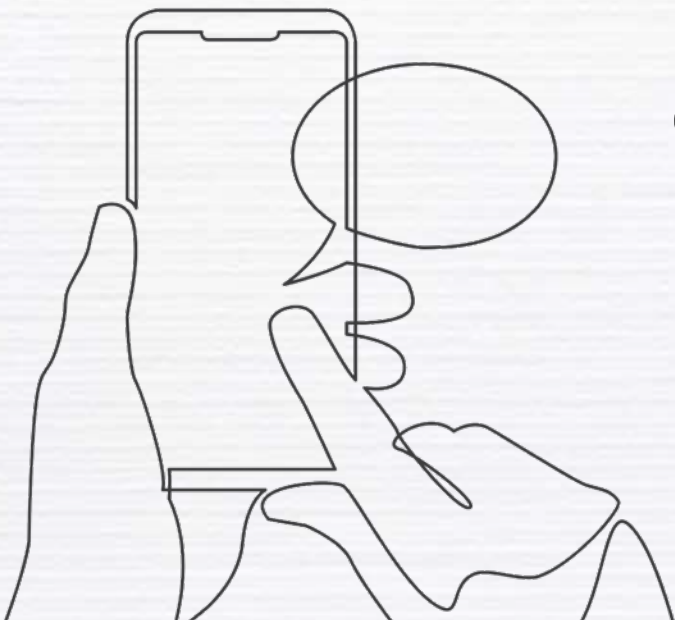
Social Media Marketing + Management



LET'S GET SOCIAL

TARGET THE RIGHT AUDIENCE AT THE RIGHT TIME

Managing your social media marketing is a full-time job. Let our team of social media management gurus and community engagement experts take charge. Managing Facebook, Instagram, X (formerly Twitter), YouTube, TikTok, Pinterest, Snapchat, and all of your other emerging social media accounts can get overwhelming. **You need a social media marketing agency** with the experience to organize and execute your social media strategy across various social media platforms and **connect you to your target audience.**



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POTATO ENTERS THE SCENE

Introduced to Ottoman cuisine in the 1850s, the potato found its place alongside the tomato, eggplant, and other staples.

By Ercument Akman

The Turks who settled in Anatolia planted wheat, barley, and cereals, and probably eggplants, peas, and onions. The colonial arrivals from America initiated the further introduction of many other delicious ingredients like peppers, beans, tomatoes, and potatoes to this mix.

Potato growing in Türkiye now ranks 16th in the world with 5,100,000 metric tonnes, about 27% of USA cultivation. There is even a local variety called Nahita, developed in Niğde province.

Today Americans consume this tuber mostly by frying the frozen slices; whereas, in Türkiye you will see kumpir—a stuffed baked potato in many street vendors and shops devoted to this colorful concoction.

Potato Patata

The potato is a New World tuber that has been grown for more than 8,000 years. It originated in Peru, and it has more than 3,000 varieties. In the 16th century, the Spanish introduced potatoes to Europe, and they have become a staple food of many cultures. In many languages, the potato is called the "earth apple" or "ground apple." The English word for potato comes from the Spanish "patata," which is similar to another tuber, the Tainobatata, or "sweet potato."

Europeans were adventurous and relied on switching from animal fodder to human consumption during the famine days of French Revolution. The deadly monocrop famine disaster in Ireland was another dark era.

In the *Théâtre d'agriculture et mesnage des champs*, published in 1600, Olivier de Serres

recommended the cultivation of the "white truffle" or "cartoufle;" however, that use did not become widespread in France until the end of the 19th century, replacing the turnip and rutabaga.

Potato also competed in the plots of poor communities against grain-growing large estates. Potato had three major advantages. It had a lower rate of spoilage; its bulk satisfied hunger and it was cheaper.

Potato finds a home grown future

The arrival of potatoes in Ottoman cuisine dates to the 1850s as an import from Europe and sold in markets in Istanbul. Although its introduction coincided with the tomato at almost the same time, the Turks made the tomato an indispensable part of their cuisine.

It arrived also from Russia via the Caucasus and was grown in the Black Sea area, as well.

Potatoes were cultivated in the Sakarya Plain in 1876, pioneered by Ahmet Vefik Pasha, the governor of Bursa, the Hüdavendigar province. Pasha encouraged villagers to grow potatoes, seeing how popular and satisfying they were in Europe. The government even took away the villagers' tithe tax with a royal edict for 15 years.

Lugat-ı Osmanî, also written by Ahmet Vefik Pasha in 1876, is the first time the plant was called as "patata" with its Spanish name.

The potato now shines on its own as "patates" in the following basic recipe.

SIMPLE PATATES DISH

This simple patates dish is a flavorful, easy-to-make recipe that brings together everyday



ingredients for a comforting meal. With just a few potatoes, onions, and the bold flavors of pepper paste and red pepper flakes, you can create a satisfying dish that is perfect for any time of the day. Whether served as a side or a main, this recipe showcases the versatility of humble potatoes, combined with a touch of Turkish culinary flair.

Ingredients:

- 3 potatoes
- 1 onion
- 2 spoons of pepper paste
- 3 tablespoons of oil
- 1 teaspoon of red pepper flakes (optional)
- 1 teaspoon of salt

Instructions:

- Chop the onion finely, add the oil to the pot and fry.
- When the onions turn pink, add the tomato paste and continue to fry.
- Add the chopped potatoes, red pepper flakes, salt, and hot water, and cook.
- When the dish is ready, serve and enjoy.



Here is another favorite recipe made with second-stringer potato and kitchen favorite eggplant with some help from Turkish cuisine's major staple, tomato.

OTTOMAN-STYLE POTATO EGGPLANT MOUSSAKA

Experience a rich blend of flavors with this classic Ottoman-Style Potato Eggplant Mous-saka, a dish deeply rooted in Turkish culinary history. Combining the earthiness of eggplant, the heartiness of potatoes, and the savory richness of minced meat, this layered casserole is elevated by fragrant spices, garlic, and tomatoes. Perfectly balancing fried vegetables and a flavorful meat sauce, this moussaka offers a comforting



and satisfying meal that captures the essence of Turkish home cooking. Whether you are new to Turkish cuisine or a longtime fan, this dish is a must-try for anyone looking to eat like a true Turk.

Ingredients:

- 6 eggplants
- 5 medium potatoes
- 3 tomatoes
- 3 onions
- 5 green peppers
- 4-5 cloves of garlic
- Enough oil
- Salt
- Black pepper
- 2 tablespoons tomato paste
- 3 cups water
- 1 pound ground meat

Instructions:

- Peel the eggplants in stripes and cut them into finger-thick rounds, then soak them in salted water.
- Peel the potatoes, slice them, and rinse thoroughly.
- Fry the potatoes and place them on a tray lined with paper towels to drain the excess oil.
- Squeeze the water out of the eggplants, deep fry them, and place them on a paper towel-lined tray.
- In a separate pan, cook the minced meat with a tablespoon of oil over low heat until

the liquid is absorbed.

- Finely chop the onions and peppers, add them to the minced meat, and fry with a little more oil until softened.
- Add the tomato paste and salt, stir for a few minutes, and then add the tomatoes. Reduce the heat, cover, and let it simmer.
- Add the garlic and black pepper, then pour in the water and bring to a boil. Optionally, add chopped parsley for extra flavor.
- In a large baking tray, layer the fried eggplants and potatoes. Pour the minced meat sauce over the vegetables.
- Decorate with additional slices of peppers and tomatoes, then add water to keep the dish moist.
- Bake in the oven at 400°F (200°C) for about 30 minutes. The baking time may vary depending on your oven.

Serve and enjoy! And this is how you Eat Like a Turk. ■



Ercüment Akman was born in Istanbul. He studied architecture at the Academy of Fine Arts, Findikli, and pursued postgraduate studies in Urban and Regional Planning at the Technical University, Taşkışla. He worked for the Turkish Film Archives and was a film critic for national newspapers. After moving to Canada in 1978 and later to the US, he worked as an architect and served as an independent film curator. He continues to lecture on cultural issues and writes for the *Turkish Cinema Newsletter*. Now retired from corporate architecture, he is focusing on various book projects.



STUDY IN TÜRKİYE: WHAT? WHY? HOW? WHERE?

Studying in Türkiye offers international students high-quality education with diverse scholarship opportunities.

PART 3

By Fatih Yardimcioglu

In recent years, Türkiye has become a shining country where international students want to study and has become a global education center in higher education. While there were approximately 18,000 registered international students in Türkiye in 2000, by 2024, the number of international students from 198 countries exceeded 350,000. The ratio of international students to university students puts Türkiye among the

top 10 countries in the world. Türkiye aims to be among the top 5 in the world in terms of the number of international students. For this purpose, many steps have been taken toward internationalization in recent years.

This series of articles aims to introduce the Turkish higher education system for international students. The first article in August provided general information about the Turkish higher education system (What). The second article in September delved into the main reasons for studying in Türkiye (Why). This third article will share how international students can apply, including information

about university fees, scholarship opportunities, university life in Türkiye, and the global recognition of Turkish universities (How). The final article will introduce some of Türkiye's best universities (Where).

5 STEPS TO APPLYING TO A TURKISH UNIVERSITY

1. Choose A Program and University

You can continue your education in Turkish, English, or other languages at Turkish universities, where high-quality education is given at a global level, and then you can continue your work in Türkiye to develop your career. You can decide on a program according to your criteria by using the "Study Finder" search tool and choose a university to continue your education.

2. Learn About Scholarships and Financing

For students who want to study with a scholarship in Türkiye, there are various scholarship options, including scholarships provided by the Republic of Türkiye, scholarships provided by students' own states, scholarships offered by various national and international institutions and organizations, and scholarships of universities. The opportunities and amounts offered by the scholarship institutions vary. Some of these institutions also cover the cost of transportation from your country to Türkiye. The amount of monthly scholarships also varies according to international students' education level.

You can review which scholarships are available on the university's website and get general information on the details page. In addition, there are also scholarship programs provided by Turkish Scholarships and the Council of Higher Education (CoHE). CoHE Scholarship for International Students is aimed at international students at undergraduate and graduate levels in countries signing protocols with the Council of Higher Education. If students who are admitted to Turkish higher education programs do not have a Turkish Proficiency Certificate, a one-year language preparation is offered to the students.

In addition to providing financial support,

Türkiye Scholarships allow international students to be placed in the university in their intended application program. With this feature, it differs from other scholarship programs in the world. Türkiye Scholarships aim to ensure that students benefit from social and cultural activities during their time in Türkiye as well as university education. This Scholarship Program also covers the needs of students, such as accommodation and health insurance, during the education period.

3. Prepare Your Application Documents

After choosing a university, you must collect the required application documents. These documents may vary by university and program because universities determine their own conditions for the admission of international students. Please check the introductory page of your selected university to learn more about the required documents. [StudyInTurkey.](#)

4. Check Examination Requirements

You may need to meet requirements such as a university entrance exam, language score, or skill test to be admitted to the program you chose to study in Türkiye. In addition to the internationally recognized exams, universities may require you to submit the scores of the exams you took in your country or the scores of the exams carried out by your selected university. Check the detailed program page for the requirements: [University List.](#)

5. Apply for Student Visa

Students who will come to study in Türkiye must obtain a student visa from the nearest Consulate of the Republic of Türkiye. Student visa procedures can take time, so students must apply for a student visa as soon as they receive their admission letter.

Students can learn the Republic of Türkiye visa regime applied to their country of citizenship from the Republic of Türkiye Ministry of Foreign Affairs [website](#). Also, students can apply for a visa on the Internet. For this procedure, [visit this website.](#)

Based on the protocol signed between the



Presidency of the Council of Higher Education and our Ministry, which entered into force on November 29, 2023, higher education (associate, undergraduate, graduate, and doctorate) students who apply for a student residence permit are required to submit the documents specified in the form together with the student residence permit registration form to the relevant unit (Student Affairs Office or International Student Office) of the university that they are enrolled at as soon as possible, without waiting for the appointment date after applying for a student residence permit.

[Click here for more information.](#)

ABOUT TÜRKİYE SCHOLARSHIP:

FREQUENTLY ASKED QUESTIONS

Why Türkiye Scholarships?

A comprehensive and unique scholarship program, Türkiye Scholarships considers everything international students need during their academic studies while discovering Türkiye and acquiring new skills. Türkiye Scholarships provides university and department placements unlike other higher education scholarship

programs; covers tuition fees; and allows you to learn the language of the country study with 1-year Turkish language course. Thus, resources are diversified in your academic research and daily life becomes more pleasurable. The scholarship also provides accommodations for students arriving in a new country. It supports you on your journey to Türkiye and when you return to your country at the end of your education period, and it covers your once-off flight ticket. It allows you to take full advantage of widespread health services, when necessary, with health insurance, and it provides a monthly stipend.

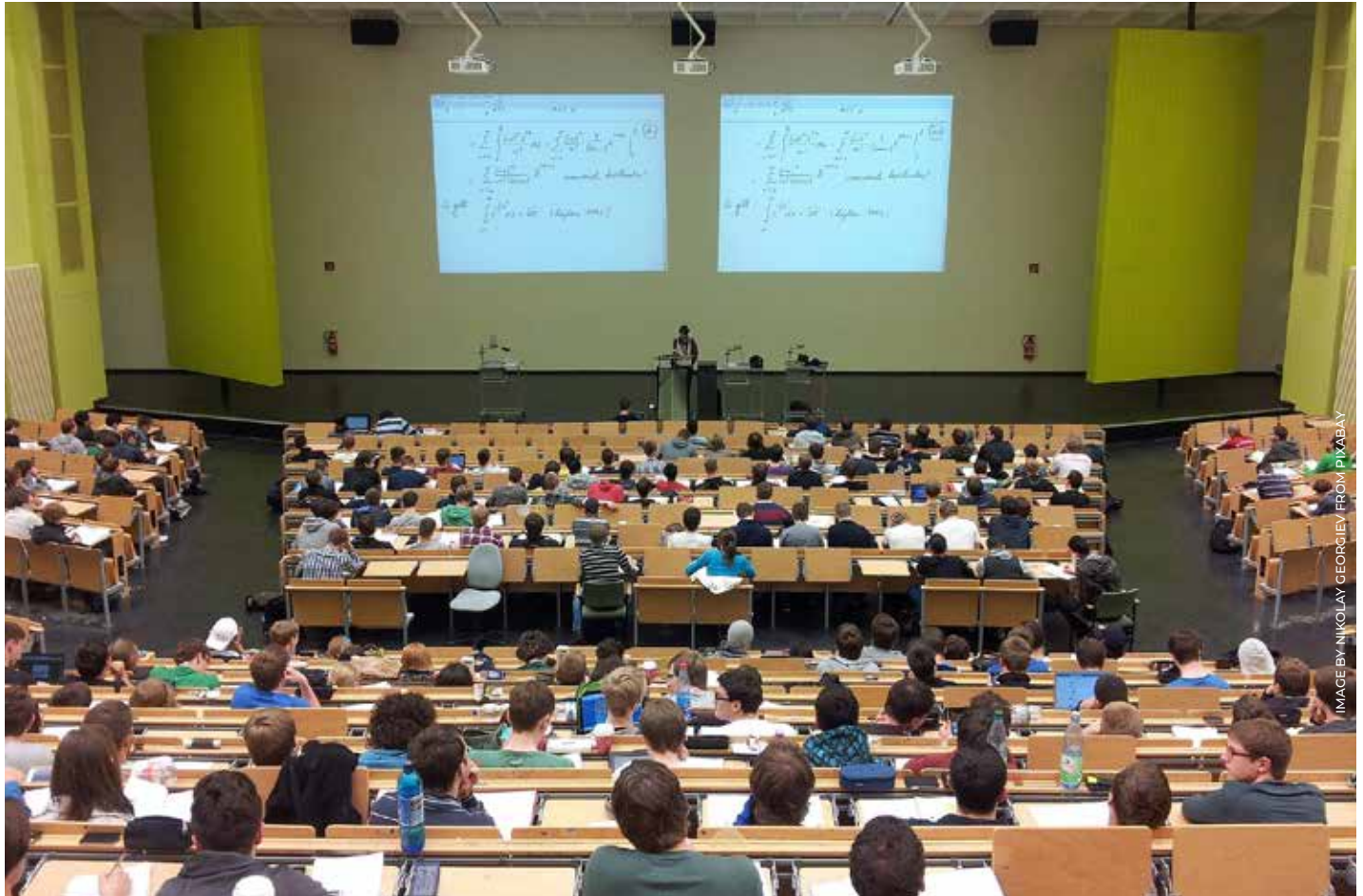
Who can apply for the Türkiye Scholarships?

International students from all countries except Turkish citizens can apply to scholarship programs.

What scholarship programs and fields are offered under Türkiye Scholarships?

Scholarship programs offered within the scope of Türkiye Scholarships are as follows:

Full-time scholarships: The Undergraduate Scholarship Program is a program specifically



designed for applicants at undergraduate level. Undergraduate programs can be applied in many fields, from engineering to health sciences, humanities to social sciences. The Graduate Scholarship Program at prestigious universities in Türkiye offer various programs at master's and PhD levels in the fields of social sciences, humanities, natural sciences, and engineering.

Short-term scholarships: The Success Scholarship Program is specifically designed for students currently studying by their own means at Turkish universities and have performed outstanding academic performance. The Success Scholarship Program covers only monthly pocket money. The Research Scholarship Program is a program designed to encourage international researchers and academics to cooperate with Turkish academics in the most prestigious universities of Türkiye and

to collaborate on academic research in their respective fields. Doctoral candidates who are in the PhD or thesis stage can apply for this program.

Turkish language and culture programs; The summer school program for Turkish is a program designed for international students who speak intermediate Turkish and want to improve their Turkish language skills.

What are the opportunities provided by Türkiye Scholarships?

In the scope of Türkiye Scholarships, full-time undergraduate, graduate, or doctoral students are provided monthly pocket money, tuition fees, a one-time round-trip flight ticket, health insurance, accommodation, and one-year Turkish education. Türkiye Scholarships also offer partial and short-term scholarship opportunities.

What makes Türkiye Scholarships different from other scholarship programs?

Türkiye Scholarships is a program that provides scholarships to students and university placement. With this feature, it differs from other scholarship programs in the world.

What are the minimum electoral criteria for Türkiye scholarships?

Minimum academic achievement level required for scholarship: For applicants with a bachelor's degree: 70%. For applicants of Health sciences (Medicine, Dentistry, and Pharmacy): 90%. For applicants with Master's and PhD degrees: 75%.

What are Türkiye Scholarships?

Türkiye Scholarships is a state-funded scholarship program given to qualified international students from all countries to benefit

from full-time or short-term programs at best universities in Türkiye.

What does the scholarship program cover?

The scope of full-time undergraduate and graduate scholarship programs is as follows:

Monthly pocket money, tuition fee, one-time round-trip flights, health insurance, accommodations, and one year of Turkish language education.

The scope of the short-term scholarship programs is as follows: Research scholarships: Monthly pocket money.

Summer School Program for Turkish Language: Monthly pocket money, accommodations health insurance, social and cultural activities.

Turkish Communication Program for Public Servants and Academicians (KÂTİP): Monthly pocket money, accommodations transportation expenses, social and cultural activities.

What kind of services and opportunities do Türkiye Scholarships offer to international students?

Türkiye Scholarships offer the following services to scholarship holders: Scholarship candidates are placed in universities and programs by Türkiye Scholarships, airport pick-up service and support and orientation programs about life in Türkiye, accommodation in dormitories, monthly pocket money, student bank account, procedures for student insurance, culture and sports activities, International Students Academy, International Students Social Sciences Congress, seminars and workshops, internship and vocational education programs, International Students Graduation Program, membership to Turkish Alumni Network.

What are the documents required for applying?

For applications through the Internet, all applicants must present the following documents: A valid ID document/card or a valid passport, recently taken photo of the candidate, national exam results (if any), diploma or temporary graduation certificate, academic transcript, international exam results (if requested by

the selected program, such as GRE, GMAT), language exam results (if requested by the selected program), a written example of the research topic, and the work you have done (for PhD applicants only).

Many programs in Turkish universities are taught in the Turkish language. However, some departments and universities may offer English and other language programs. Candidates who wish to study in such programs must be able to provide an internationally accepted language proficiency certificate (TOEFL or other equivalent certifications if university officially stated acceptable). Most of these programs require international admission test results (GRE, GMAT, SAT, etc.). Candidates can check the language of instruction while choosing programs in the application system.

Undergraduate candidates who possess international qualifications such as SAT or GCSE instead of national exam scores will need to provide the minimum required qualifications for completing secondary school according to these international exams.

All Türkiye Scholarships awardees who do not possess C1 Level Certificate for Turkish Proficiency (including those placed into English or other language medium programs) must attend a 1-year Turkish Language Course and attain the C1 Level Certificate by the end of their academic year.

What is the age criterion for candidates?

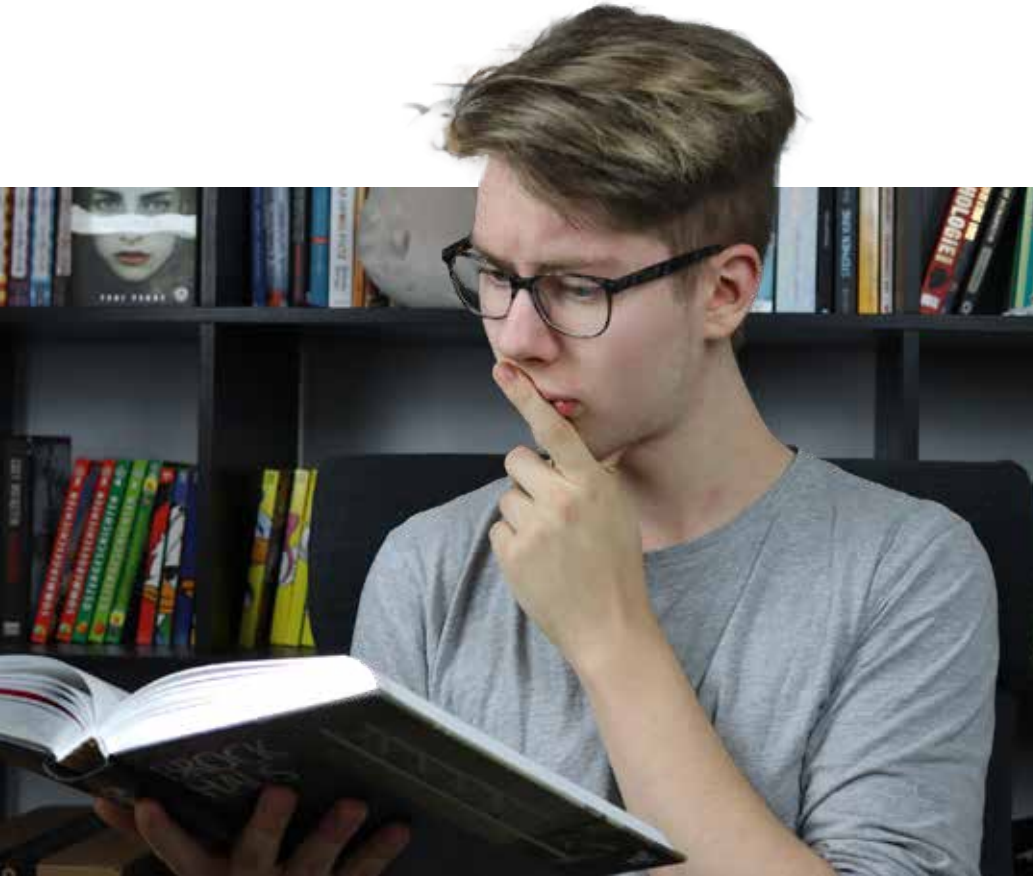
Undergraduate candidates should not be older than 21 years; graduate candidates should not be older than 30 years; PhD candidates should not be older than 35 years; research candidates should not be older than 45 years.

Who is eligible and ineligible for Türkiye Scholarships?

Eligible Groups: Citizens of all countries, graduates or those who will graduate at the end of the current academic year, researchers, and academics.

Ineligible Groups: Turkish citizens and individuals who have lost Turkish citizenship,





individuals who are currently enrolled in programs in Turkish universities at the level of education will apply.

When and how are applications for Türkiye Scholarships carried out?

Applications for Türkiye Scholarships are usually taken during the period of January-February. Application dates are announced on their website. Turkish Scholarships can only be applied via the Internet. Internet applications will be taken from the following address:

[Scholarships](#)

What is the duration of the scholarships?

At Undergraduate Level: 1-year Turkish course + 4-6 annual scholarship (depending on the program's normal duration).

At Graduate Level: 1-year Turkish course + 2 years scholarship. At PhD level: 1-year Turkish course + 4 years scholarship.

At Research Level: 3-12 months scholarship. **Summer School Program for Turkish:** 2-month scholarship. Turkish Communication Program for Public Servants and **Academicians;** 8-10 months scholarships are provided.

What are the electoral processes of Türkiye Scholarships?

Applications made for Türkiye Scholarships

are assessed according to the candidate's academic success, extracurricular social activities, and other professional competencies.

Preliminary Assessment: All applications are examined based on basic criteria such as minimum academic grade, age limit and required documents.

Final Elimination: Applications are carefully examined by the Expert Committee on various criteria such as academic status, previous qualifications, academic interests, career goals, consistency of preferences, content/clarity of intention letter, and participation in social activities. Candidates who pass this stage gain the right to be invited for an interview.

Interview: Candidates who qualify for the interview are evaluated by the interview committees consisting of academicians and experts in interviews conducted in more than 100 countries. Interviews with candidates from countries who cannot be in person are conducted via video conferencing.

Selection: Candidates, determined by the interview committees, are evaluated by a selection committee, and departments and universities of the candidates who will receive scholarships from each country are finalized.

TUITION FEES AT TURKISH UNIVERSITIES

Tuition fees at public universities: In Türkiye, public universities are very affordable, especially compared to similar institutions in Europe or the United States. International students usually pay between 100 and 4,000 EUR per academic year. Disciplines like medicine or engineering can be more expensive.

Tuition fees at private universities; Private Turkish universities are more expensive than public ones. You can still find academic courses with reasonable tuition, but there are also degrees that cost over 20,000 EUR per year.

Both public and private universities in Türkiye can decide whether to offer lower tuition fees to international students from the European Union (EU) or the European Economic Area (EEA). **This is why checking the official university website is the best way to discover how much you need to pay.** ■

Note: This article was prepared using the www.studyinturkiye.gov.tr website. For detailed information, please [click here](#).



Fatih Yardimcioglu, Prof. Dr., an Education Attaché born in Sakarya/Türkiye in 1979, completed 2012 his doctorate at Sakarya University, Department of Economics, with his thesis titled "The Relationship between Education Expenditures, Economic Growth, and Income Distribution." Between 2010 and 2012,

he conducted her doctoral research as a visiting researcher at Durham University, Business School, England.

Between 2013 and 2016, he served as Deputy Director of Sakarya University Social Sciences Institute. In 2016, he also served as Deputy Director of the same university's Islamic Economics and Finance Application and Research Center. He worked as a consultant at the Rectorate of the National Defense University from 2017-2018 and at Sakarya University from 2018-2022. He served as the Director of Sakarya University Continuing Education Research and Application Center between 2018-2022 and as the Director of Economic Enterprises of Sakarya University between 2019-2023. He served as a member of the Institute of Social Science Institute Board of Directors, Faculty of Political Sciences Faculty Board of Directors, and University Board of Directors at Sakarya University, and as a member of the ATASEREN Institute Board of Directors at the National Defense University. He served as Dean (Deputy) of the Faculty of Economics and Administrative Sciences between 2019 and 2023.

He took part in the arbitration committee to be consulted in case of no agreement in the 5th, 6th, and 7th Term Collective Agreement negotiations held in August 2019, 2021, and 2023. Yardimcioglu was appointed Education Attaché in Chicago in November 2023. He is married and has three children.



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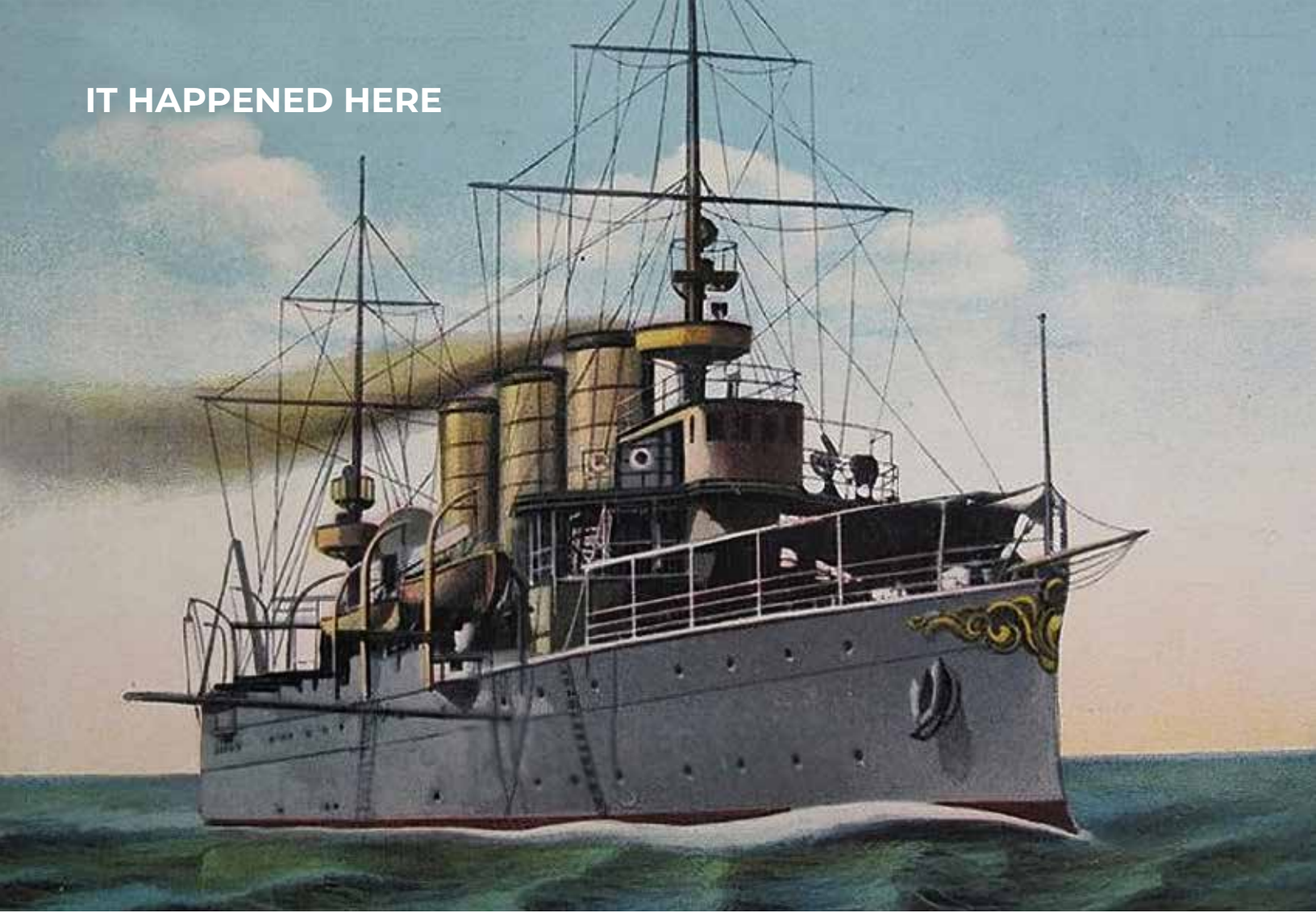
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IT HAPPENED HERE



IT WAS ALWAYS AN "ARMS AND AMMUNITIONS" FRIENDSHIP

US-Turkish relations have long been shaped by arms deals, embargoes, and political maneuvering.

By Mehmet Ali Munir

Today US-Turkish relations pivot on arms sales, declared or undeclared embargoes, unanswered requests, US Senate and House vetoes, blockages at Commission level, sanctions behind the scene, or blatantly open undertakings to destabilize Türkiye militarily, politically, and economically. In truth there is nothing new under the sun.

Seyr-i Sefâin Treaty of 1830

Requests, embargoes, and Ottoman-American relations started upon arrival of American merchant ships to Izmir port in 1797. Since

an official treaty did not exist between the Ottoman Empire and American government, the first arrival of American evangelical missionaries to the Ottoman Empire in 1820 were charged in the security of British Consulate.

It took another thirty-three years for the first formal American-Ottoman treaty of commerce and navigation (Türk-Amerikan Dostluk, Ticaret ve Seyr-i Sefâin anlaşması) to be ratified on May 7, 1830, 295 years ago.

Accordingly, American merchants would be able to freely pass through the Straits to the Black Sea; no more taxes would be demanded from them than those collected from other countries; and American businessmen doing business in Ottoman territory

would be able to benefit from all kinds of privileges and exemptions.

Beyond commerce with this treaty Americans started to give the citizenship right to predominantly Armenians and taking them under its protection. The Treaty of 1930 also enabled the American Board of Commissioners for Foreign Missions a home-based protection to spread Evangelist movement.

On the trade side the interest was low, and the capacity was never as great or important compared to British, French, and German activities. This will change with the Empire's Tanzîmât/Reorganization reform starting with the Gülhane Edict in 1839. The purpose was not for radical transformation, but

for modernization, primarily a military one, simultaneously taking hold in Japan, Russia, and Egypt.

The 1830 Treaty also included a secret item relating to the securing of American ship building technology, which caused some political friction when the US Senate refused to approve it using an excuse of Washington's disinterest in getting entangled in the Greek War for Independence (1821–1829) from the Ottoman Turks.

When the Ottoman Navy was destroyed in Navarino by the British, French, and German navies in 1827, the need to build a new navy was crucially important. Of the 52 ships lost during the Battle of Navarino in the Ottoman Navy, 3 were galleons, 12 were frigates, 18 were corvettes, and 4 were brigs. Ottomans were busy laying keels for new hulls at four shipyards in Istanbul and along the Anatolian coast. However, building a navy to early 19th-century standards, the round-hulled, broad-side gunships of the North Atlantic was a design not native to the Mediterranean.

A solution was found when a group of businessmen, including America's premier shipbuilder Scottish-born Henry Eckford was indicted by a grand jury in New York for fraud amounting to several million dollars. Eckford became not only available for foreign hire, but the US Senate veto was bypassed using his private enterprise. His expertise made him an ideal choice to run any shipyard, just when the Ottoman Empire was seeking special talent like his.

"Eckford's secret to maximum speed appears to have been the prefabrication of a complete set of frames in modern shops on the New York City waterfront, after which assembly could proceed on site almost by the numbers."¹

In the 1820s, American shipyards began to build ships for foreign navies² and Eckford, was part of this trend.

Eckford left New York during the first few days of June 1831 and arrived in Istanbul some two months later, near mid-August, on board a new, 1,000-ton corvette named the United States. He sailed there from his own shipyard with intention to sell her abroad,



Robert E Lee with his Generals and Blak (Blacque) Bey, seated at far left, 1869 Taken at White Sulphur Springs, West Virginia, in August 1869, where they met to discuss "the orphaned children of the Lost Cause".

which quickly materialized when the sultan, Mahmud II, bought the 26-gun corvette for a reported \$150,000 and renamed it Mesir-i Ferah.

Among those on the ship, there was construction engineer, Forster Rhodes, who was close to the ship's engineer, and other people with knowledge and experience in shipbuilding.

After the Americans arrived, it was decided to develop ship industries with the idea of building steam engines, wheels, and a rolling mill at The Imperial Arsenal (Tersâne-i Âmire) located on the shores of Golden Horn in 1832.

"The American part of the [shipyard] establishment, entirely under American control and American regulations, and over which the Turks exercise no authority, occupied a space as large as the Navy Yard at Washington"³

Upon the request of Mahmud II, Forster Rhodes was given important duties in return for a large allocation. The shipyard gained new vitality. However, when Eckford fell ill and possibly died during a cholera outbreak in 1832, the work was interrupted leaving behind two senior Americans: Charles Ross, at the relatively modern Aynalikavak Yards, and Foster Rhodes, Eckford's longtime assistant, to make the greatest contribution, remaining in Istanbul until 1840.

The first ship built by Rhodes was the Neveser (1834) followed by the Nusretiye galleon, and the Tarz-Cedit a year later. The Nizamiye frigate, the Kafs-ı Zafer brig, and the Mürdesan were commissioned a year later. These were all sailing warships built in the old style, made of wood.

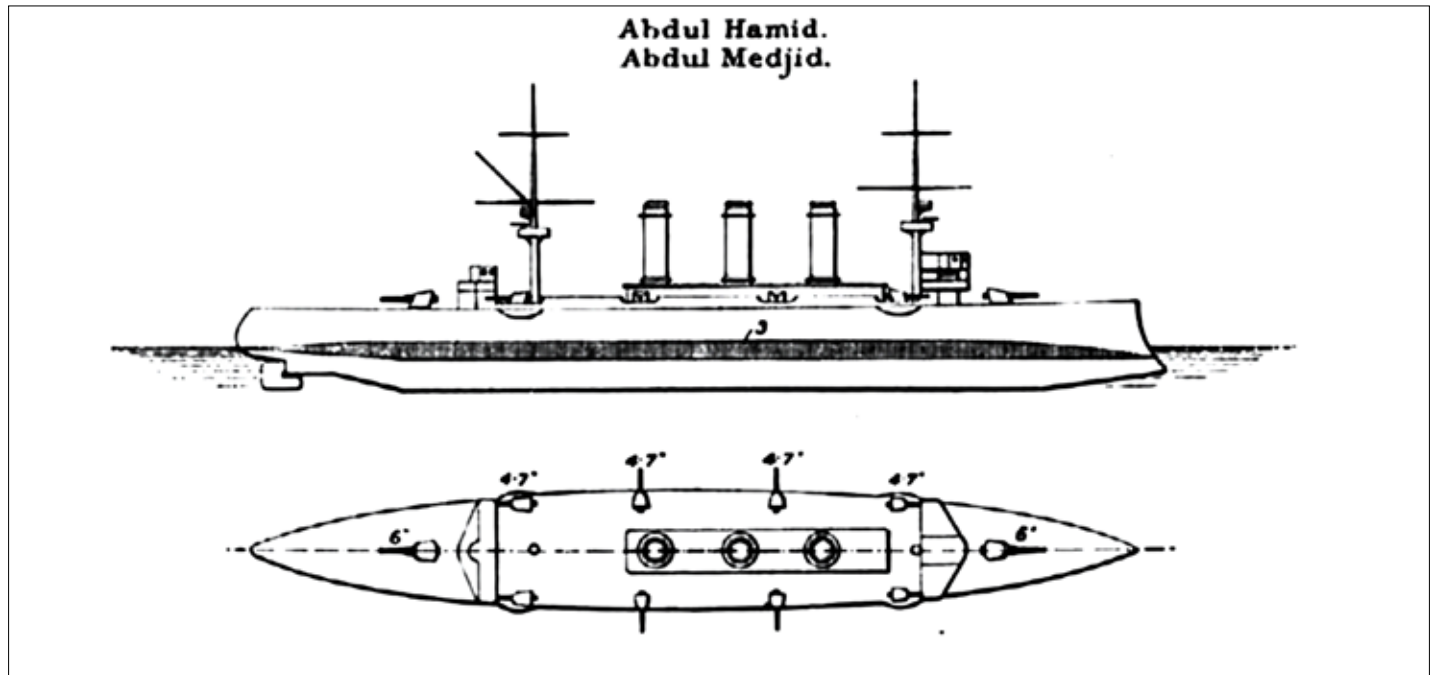
Give Me Guns or Give Me Freedom

The second trade phase began in the 1860s. With the "Ottoman-American Seafaring and Trade Agreement" renewed on February 13, 1862, searches for arms trade gained momentum.

Facing open hostility, reluctance, and arms embargoes the State entertained the idea of securing arms from the US. Edouard Blak Bey (1824–1895) was the first minister of the Ottoman Empire to the United States in 1866 and was primarily assigned for military purchases.

The Ottomans were using muzzle loading technology in the rifles they manufactured in the gun shop affiliated with the Imperial Tophane. As of 1865, Europe and America took a more advanced stage in rifle technology with interchangeable parts and began to manufacture rifles by loading from the breech.

After Blak Bey's earlier research in Europe, the Ottoman State received an offer from American authorities to negotiate for the sale



of the rifles they had. After the ending of the US Civil War (1861-1865), they had a large amount of the 1853 bolt-action British Empire rifle-musket used by troops on both sides and the homemade .58 Springfield named after its original place of production, in Massachusetts. The Ottomans provided an opportunity and acquired many of those weapons without waiting for the manufacturing process since they were fighting intensely during these periods.

In 1869, with the approval of the American Senate, an agreement was reached with the American state for the purchase of 114,000 Enfield brand and 125,000 Springfield brand rifles for a total of 1,351,442 dollars.⁴

The appearance of Blak in a photograph with Robert E. Lee and other officials from the US government stems from this interest. [See info >](#)

The Cherry on the Cake: Ottoman-Turkish Cruiser Mecidiye (1903)

The Ottoman Navy Mecidiye was a protected cruiser ordered as part of the 1900 large naval modernization program and was built in the US. Her sister ship, Hamidiye, was built at the same time in UK, on the very same specifications.

During the uprising and in 1895-1896, property belonging to United States citizens received damage, resulting in a demand by the White House for a symbolic compensation of 22,000 gold liras from the Ottoman

government. After refusing to pay, the US threatened to send the US Navy to Istanbul to obtain payment. Through the diplomatic channels, there was a settlement to order a much-needed cruiser for the Navy, to be built in USA, as part of the deal by integrating the compensation in the cost.

In November 1899, William Cramp & Son shipyard⁵ made a proposal, and representing the Empire Ahmet Pasha, sailed himself to the USA for negotiations. The price was reduced from 585,000 gold lira to 300,000 gold lira, while Cramp agreed to pay 100,000 lira as part of the Ottoman property loss payment to US citizens.

The US government rejected this offer and only after protracted negotiations, a contract was signed in May 1900. However the Ottoman delegates were not happy with the design and started asking for modifications given the rapid change of technological development and delivery of British Armament for commonality with the other Ottoman Royal Navy cruisers.

The keel was laid down eventually on November 7, 1901, at yard number 315, six years after the events, and Mecidiye was built quickly and launched on 25 July 1903, christened by Ottoman delegates, including Şekip Bey the Ambassador to the US.

The relationship with the US went on and survived many turbulent times until today,

including issues with F-35 planes and the purchase of F-16s, to name a few. The military-industrial complex still needs to be fed and satisfied in good times and bad. Hell or high water. It happened here, and it will keep happening. ■

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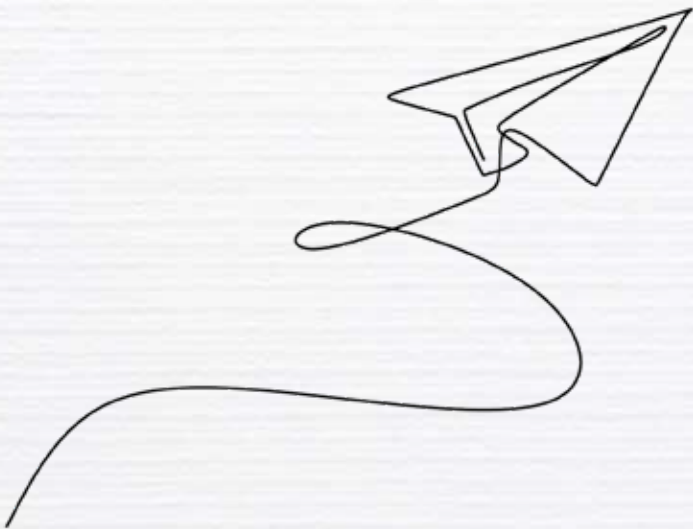
1. ARTICLE: Who Was Henry Eckford? By Andrew C. A. Jampoler December 2007 Naval History Volume 21, Number 6 [>](#)
2. In 1830 Eckford built the sloop-of-war Kensington in Philadelphia, Pennsylvania, for the Imperial Russian Navy, ultimately delivering the ship to Mexico instead.
3. Status report mailed to Secretary of State Edward Livingston in mid-December 1832 Ambassador David Porter
4. SEE ALSO: The Turkish Connection The Saga of the Peabody-Martini Rifle by William O. Achtermeier. (Originally published in Man At Arms Magazine, Volume 1, Number 2, pp. 12-21. [>](#)
5. William Cramp & Sons Ship and Engine Building Company was one of the great shipyards of the world like Harland & Wolff in Northern Ireland (builders of the Titanic) and John Brown & Company in Scotland (builders of the Lusitania and the original Queen Mary). Going back to the 1820s, known to Philadelphians simply as "Cramps", the enterprise was started by William Cramp, the son of German immigrants, who founded a small yard at the foot of present-day East Susquehanna Avenue in 1830. St. Louis (1894) was the crowning achievement of the company as the largest liner yet built in the United States. She was America's entry into the heated transatlantic liner competition of the late nineteenth century. Not until the early 1950s, with the advent of the Virginia-built SS United States, would an American shipyard construct a passenger ship of comparable international prestige.

Mehmet Ali Munir is a Balkan Turk who has lived in Canada and the US for 45 years. He researches Turks in America and writes about local history.



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CASA BOTTER (BOTTER APARTMANI)

A LANDMARK BUILDING IN ISTANBUL WHICH INSPIRED A RECENT NOVEL

Botter Apartment, Istanbul's first Art Nouveau building, symbolizes the intersection of fashion, architecture, and history.

By Erol Güler

Casa Botter, the building whose restoration was completed by Istanbul Metropolitan Municipality (IMM), started to serve under the name "Casa Botter Art and Design Center."

The 124-year-old building is the work of Raimondo D'Aronco, the Italian architect, and is named after Jean Botter, a fashion designer who immigrated to Istanbul from the Netherlands. The Ottoman Sultan, II. Abdülhamid had ordered a large and impressive exhibition to be held in Istanbul. For this exhibition, an agreement was made with Italian architect Raimondo D'Aronco, who had made a name for himself in Europe and worked in many parts of the world. The Italian architect, who loved Istanbul very much, accepted the sultan's offer. However, the Istanbul earthquake that occurred in 1894 ruined all plans. After the devastating earthquake, the exhibition was postponed indefinitely. When the exhibition was postponed due to the earthquake, D'Aronco decided to repair the buildings

damaged by the earthquake. The Italian architect, who is deeply attached to Istanbul, worked in Istanbul for 15 years.

Jean Botter was the official fashion designer and tailor of the palace. Botter, who was dreaming of opening a Western-style fashion house, one day shared this request with the sultan. After what Botter said, Abdülhamid told him about D'Aronco. This conversation forms the building block of today's Botter Apartment. Botter and D'Aronco quickly agreed and put their heads together, and Botter purchased a plot of land. This land, which has a magnificent view of Istanbul and Bosphorus, is the exact location where Casa Botter is located today. Botter takes delivery of the building from Raimondo D'Aronco one year later. Jean Botter continued his professional work in this fashion house, as institutionalized in Europe, as both a fashion house and a building where his family members could spend their lives.

The building, located at number 235 on Istiklal Street, was built next to the current Swedish Consulate building. It is the first

example in Istanbul of buildings designed to be used both as workplaces and residences, examples of which are mostly seen in Europe. Botter Apartment, whose facade is decorated with plant motif borders and human head figures adorned with flowers, is important in terms of architectural history as it is the first Art Nouveau style building built in Istanbul. The projects of this building, which the architect conceived to the smallest detail, are in the Udine City Museum in Italy. The building is registered as a first-degree cultural property that needs to be protected.

The ground floor of the Botter Apartment was used as Türkiye's first fashion house under the name "Botter Fashion House." The basement floor was designed as a warehouse. The front of the first floor was a high-ceilinged large hall, the back was the assistant tailors' rooms. The first floor was designed as a workshop and warehouse, and the second-third floor and the attic were designed as residence. After the apartment was built, it quickly became one of Pera's most popular buildings and a center of attraction along

with the nearby Lebon and Markiz patisseries. European fashion was introduced to the rich people of Istanbul through fashion shows held here. There was a mezzanine floor on the store floor, which was accessed by a pair of stairs and used for fashion shows. Unfortunately this floor has not survived to the present day because it was removed in 1960 when the apartment building was converted into a bank branch.

The building is considered to be among the most beautiful examples of the 19th century Art Nouveau style in terms of its facade decoration features. Long branches and roses on the branches decorated the apartment entrance door and the store area. The balcony on the first floor, decorated with flower-like motifs that also serve as lamps, is carried to the facade with four pillars and supported from below by two iron railings. Balcony railings with floral motifs, supporting pillars, furnaces, and lamps are the architect's original designs. The ground floor is divided into three equal rectangular openings. The entrance door is in the southernmost opening. In the section where the entrance door is located, the pediment is decorated with vegetal decoration consisting of flowers, leaves, and fruits, protruding from the surface. This part is supported by branches coming out of a vase on the sides and scattering. There are coats of arms above the three rectangular windows on the first floor. There are wreaths consisting of a combination of flowers, leaves, and fruits on the pediments and pediment corners of the rectangular windows of the third floor. Ribbons attached to nail motifs hang from the ends of the medallions in the corners. In the corners, you can see a woman's face with wavy hair surrounded by plant motifs. The author of the book "Botter Apartmanı," Ayşe Övür, weaves a platonic love story around this woman's face.

The Botter Family migrated to Paris after experiencing great pain when their young son, who went on a trip to Paris, fell ill and died. Therefore they sold the building to Mahmut Nedim Efendi, the son of Kaptan Osman Paşa, who was the Navy Minister. When Nedim Bey passed away at a young age in 1939, his

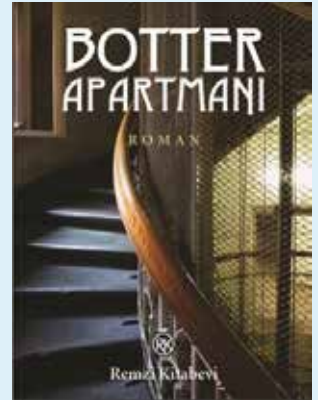
THE BOOK

The Botter Apartment, which stood abandoned for many years, is quite unique. The fact that the story of this building, which shines like a pearl in the heart of Istanbul, extends to the present day is one of the biggest proofs of how special it is. Most of the people passing by this apartment building along Istiklal Street do not know its story. However, the building, now risen from its ashes, was also the subject of Ayşe Övür's novel with the same name.

Author Ayşe Övür said in an interview that she was very impressed by Botter's story and wanted to crown her admiration for the fashion designer with a novel. Övür, who studied archeology at Istanbul University, said that she never forgot the Botter Apartment, which she passed in front of during her student years, and that she had always thought about this apartment for years. Övür told the story of writing the book as follows: "Undoubtedly, there are many buildings in Istiklal Street and Beyoğlu that have witnessed history. In the first stage, I focused on three different buildings. Mısır Apartmanı, Ragıp Paşa Apartmanı and Botter Apartmanı. As I expanded my research, I was impressed by the identities of both Jean Botter and Raimondo D'Arancio and decided on Botter Apartment. During this process, there were also experts I consulted and got advice from. Botter Apartment was an abandoned building at the time I decided to write the novel.

"One of the things that impressed me the most was the current loneliness of the building, which had a glorious past."

The novel tells the story of the Botter Apartment providing parallel stories of Botter's time and a current residence of the Botter Apartment. The book emphasizes that what is felt now was felt by someone a century ago, too, and even dozens of centuries ago. While time revolves around us like a crazy propeller, it also carries information from the past. Then, who knows how many generations of knowledge have flowed into our cells, how many generations of tears, happiness and pain. And you will see that traumas that were experienced in the past and were thought to have no power anymore still affect people in various ways. The stories in the novel also emphasize that human beings are not immune to tragedies, whether rich or poor, or educated or uneducated. As you read the novel, you will witness its infiltration into your life as well.



The Botter Apartment, once abandoned, now shines as a pearl of Istanbul, its story revived through Ayşe Övür's powerful novel.



wife Zeynep (Ovayar) Hanım rented the lower floors to be used as offices by various commercial organizations. During this period, poet Ferit Edgü rented and restored the third floor of the building for the advertising agency he founded, and used it as a residence after the agency moved. After the death of Ms. Zeynep, the Treasury seized the abandoned building. As a result of the legal process that started after the second-degree heirs claimed their rights and lasted for years, the building was left neglected. In 2007, Zeynep Ovyar's nephews took over the Botter Apartment from the Treasury. IMM Deputy Secretary General Mahir Polat stated in an interview the following: "You all know the deterioration that Istiklal Street has experienced in recent decades. We believe that the restoration of Istiklal Street, with its urban, historical and cultural value, has the potential to have a greater impact on Istanbul than expected. Botter had a tree growing on its roof. It was a structure that made us wonder how to get rid of it as we passed by. It needed to be restored as soon as possible, but it was a building with private property problems. We talked to the family for a very long time. We tried to develop solutions on how the public can act here with various options." Finally the Mayor of Istanbul, Ekrem İmamoğlu was able to succeed in a solution, the restoration of the building could be realized, and the building was opened to public use. ■



Erol Guler, PhD, is the co-owner of GT Consultants LLC in Virginia. Previously, he was the co-owner of the ELC Group in Istanbul, Türkiye, for 20 years, which was acquired later by the global consulting engineering firm Royal HaskoningDHV. He has served as the principal geotechnical engineer to more than 200 projects in Türkiye and many different countries. He is also a retired professor from Bogazici University where he dedicated 37 years. Since 2017, he has served as an affiliate professor at George Mason University.



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INTERNET, CLOUD, AND AI

AI is the most disruptive revolution yet, transforming industries and creating new opportunities for automation and creativity.

By Guclu Ozenci

After graduating from college, I came to the United States in 1995 to pursue an MBA. I took on a graduate assistant role in the computer lab of the business school, where I helped students with their PC-related problems. Most of the questions at that time were about Word, Excel, and similar applications, as students worked on their assignments. Interestingly, there were very few questions about Internet connectivity issues. This was because high-speed Internet was not yet widespread, and the World Wide Web was just emerging in the latter half of the year. It is hard to believe now, but at that time, Türkiye's only Internet connection came from Middle East Technical University, operating at a speed of just 64 kbps.

Fast forward to the 2000s, and the world was in the midst of the dot-com boom. Silicon Valley became the epicenter of talent and investment, as venture capital funds flourished to support the rapidly growing number of startups. However, this boom was not without its challenges, as the dot-com crash brought many ventures to a sudden halt. Despite this, the speed of innovation and infrastructure development never truly slowed. Infrastructure companies, like Cisco Systems—where I worked—played a crucial role in ensuring global connectivity and availability.

As nations recognized the direct relationship between Internet bandwidth, innovation, economic growth, and per capita income, they began investing heavily in expanding their Internet infrastructure. This brought faster connections and a shift in application architecture. As one prominent venture capitalist put it, "Software is eating the world," highlighting the transformative power that software development had unleashed.

With advancements in software and hardware technology, our ways of working, living, and playing began to change. Faster computers, smarter phones, and tablets, combined with high-speed Internet, ushered in the era of cloud computing, vastly improving efficiency across industries. Cloud infrastructure brought a seismic shift in the pricing models of software as well. Rather than buying software licenses, businesses began subscribing to services. The Software as a Service (SaaS) model eliminated massive upfront costs for automation, opening the door to innovation. Eventually, Anything as a Service (XaaS) emerged, as everyone became

accustomed to the "pay-as-you-go" model. Today, infrastructure, servers, Internet services, and all manner of applications are available "as a service" thanks to cloud architecture and global providers such as Microsoft, Google, and Amazon Web Services.

These developments were laying the groundwork for another revolution—arguably the most disruptive of all: Artificial Intelligence (AI). The path to AI started with analytics, which is about finding answers and gaining insights into known problems. Initially, we had descriptive analytics, which then evolved into diagnostic, predictive, prescriptive, and, finally, generative analytics, utilizing data science. Generative AI has already become an essential part of machine learning, transforming automation, creativity, and human-machine interaction across countless industries.

Today, the generation of new content is the most significant change AI has introduced, and it is not just businesses but individuals who can benefit from AI solutions. AI infrastructure, much like cloud infrastructure, is delivered by major vendors due to the enormous computational power required. Solution providers have started to leverage this infrastructure to automate and disrupt virtually every industry. This marks a major shift, and it promises to have a huge positive impact. Like any tool, however, AI must be used responsibly, with regulations in place to prevent negative outcomes.

I believe this will be the fastest and most disruptive revolution of all, with a highly positive effect on our lives. However, to thrive in this new world, we must prepare by learning, adapting, and remaining agile. Modern advancements in AI are increasingly blending multiple forms of interaction—text, image, audio, and video—creating more immersive applications. This trend will likely lead to further breakthroughs, such as advanced virtual assistants and creative tools that will revolutionize industries like design, entertainment, and marketing. ■



Guclu Ozenci, a renowned technology entrepreneur, boasts a career marked by blending business needs with tech innovations. With roles at Cisco, HP, and Vodafone, he honed his adeptness in operations and relationship building. In 2013, he cofounded a B2B SaaS startup, leading it to a 2020 acquisition. Currently, as the managing director at the Founder Institute in Washington, DC, Ozenci focuses on aiding pre-seed startups. He is launching Axent Ventures, specifically supporting immigrant founders, by providing capital, networks, and expertise, reflecting his commitment to fostering entrepreneurial success. Learn more [about Ozenci here](#).



THE LOVE YOU WANT

What makes a happy marriage? It is a question that all men and women ask one another... The answer is to be found, I think, in the mutual discovery, by two who marry, of the deepest need of the other's personality, and the satisfaction of that need.

By Melisa Gulsun Ozmen

When you look in the mirror you see a reflection of your body. When you look at your partner you see a reflection of your whole personal history. We unconsciously choose partners who reflect in us both the positive and negative characteristic traits of our primary caregivers, who are usually our mother or father, but who might be someone else who took care of us from the time we were a newborn until our early teenage years. Since we do not have any prior consciousness about anything when we are a newborn baby, our unconscious primitive brains play like a tape recorder which records every experience we had with our primary caregivers without any discrimination or judgment. As children, we are helplessly dependent on these caregivers to survive, and we love them unconsciously and unconditionally. That unconscious and unconditional recording of our experiences with our primary caregivers is called imago,

a Latin word for "image," an image of the people who we need the most to survive. Our *imago* is a template for the type of love we are accustomed to and the type of love we need and desire unconsciously. That template lives within our brains throughout our adulthood. When we grow up, our brains are unconsciously drawn to romantic partners that mirror our imago. However, our imago might be full of flaws, fears, discomfort, and discrepancies that reflect lost parts of ourselves. The negative images of our imago

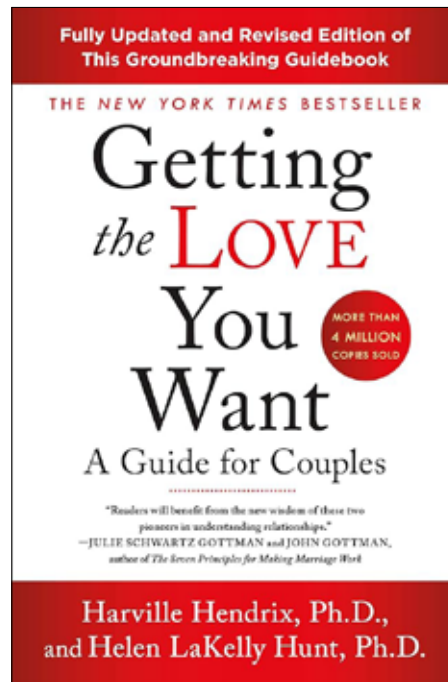
mirrored to us through our partners may trigger some adversities within the relationship which may reach the level of hostility depending on the type of relationship. In an unconscious relationship, our imago may be a cause for pain and distress, but in a conscious relationship our imago functions as an opportunity for self-development and spiritual freedom. But what makes a relationship unconscious or conscious?

In their guide for couples *Getting the Love You Want*, Drs. Harville Hendrix and Helen LaKelly Hunt analyze unconscious and conscious partnerships in depth. Unconscious love relationships usually begin with a rush of good feelings caused by the chemicals in the brain that makes us feel good, such as dopamine, norepinephrine, and oxytocin, the latter of which is sometimes referred to as "the love-sex hormone." After the first rush of these hormones in the brain, there are four stages that a relationship goes through as it moves forward. First stage is called the phenomenon of recognition, in which one or



both parties may feel like “I know we’ve just met, but somehow I feel like I already know you.” The second stage is the phenomenon of timelessness where there are no boundaries in the relationship and both parties may feel like they have always been together. The third stage is the phenomenon of reunification in which the couples no longer feel alone and feel complete and whole when they are together. The final stage is the phenomenon of necessity in which the parties feel like they cannot live without each other. These stages we define as “love” are the templates of our imago, the love we found and lost in our early childhood. The love image in our adult brain convinces us that someone will give us all the love we received or did not receive from our first caregivers as the case may be. Eventually, as the unconscious relationship moves beyond the first four stages, the reflection from our partners of the love we received as a child causes no problems and will serve as motivation to stay in the relationship, but the unreceived love in our imago reflected from our partners will make us feel alone, depressed, and unloved. As the love we did not receive begins to affect both parties in the relationship, the power struggles, controlling behavior, denial, blame, hostility, and hopelessness gradually grow in the relationship. Eventually, if a couple cannot find a way to return to the first four stages of the relationship, the relationship ends in separation. At the point of separation, it is normal to hear something like “I can’t believe we ended up like this!” mourning the end of the relationship.

The initial intention of being in a romantic relationship is to meet our unreceived love needs and wants of our imago from our partner, but from the beginning, there is a difference in how we meet these needs and wants from an unconscious relationship versus a conscious relationship. Unlike an unconscious relationship, a conscious relationship is not based upon a rush of good feelings caused by chemicals in the brain. It is formed with the thinking brain, not the feeling brain. In *Getting the Love You Want*, Hendrix and Hunt list ten strategies that need to be developed to



form and continue a conscious relationship:

- 1) To realize that the love relationship has a hidden purpose to help to overcome the limitations of childhood.
- 2) To create a more accurate image of each other; seeing and accepting the truth of our partner rather than idealizing them.
- 3) To learn asking for what we want and communicating the needs and desires to our partner rather than expecting them to know what we need and desire without openly telling them.
- 4) To move from “reactive living” to “proactive living”; behaving in a constructive and effective manner rather than reacting to adversities.
- 5) To value our partner’s needs and wishes as well as our own.
- 6) To focus on keeping the relationship safe at all times rather than jeopardizing the love with criticism, blame, and shame.
- 7) To find new ways to satisfy our basic needs and desires rather than manipulating our partner to meet our needs.
- 8) To shift from judgment to curiosity about our partner in order to discover their unique internal world.
- 9) To become more aware of the drive to be loving and united with the connecting energies of the universe; to extend the capacity to love someone else unconditionally.

- 10) To accept the difficulty of creating a lasting love relationship; a good relationship requires commitment, discipline, and courage to change; solely falling or staying in love with someone is not enough to create a loving relationship.

It is not easy to form and sustain a conscious relationship. None of these strategies refer to the feelings or actions of our partner, but are all about developing some virtues, behaviors, and skills inside our own character. A conscious relationship has nothing to do with searching for the “perfect” partner, finding our soulmates, falling in love with “the one” who makes our heart beat faster, and as a consequence, living happily ever after. It is a process of inner work, facing the weaknesses, flaws, fears, needs, and desires of our imago, finding a willingness to change and being committed to self-development and self-determination. A conscious relationship can only be created with a conscious partner or a partner who is eager to become conscious because of the inescapable logic that a romantic relationship can only occur with two. Despite all of your effort and commitment, if your partner is not motivated to create a conscious relationship with you, there is no need to spend more of your time and energy on that relationship. You cannot get the love you want from a partner who is not eager to give to you. If separation is not an option, then it is time to stop having any expectation of receiving the love you need and want from the unconscious partner. True love is not something we find outside but something we create with our conscious minds, first within ourselves and then with our partner. ■



Melisa Gulsun Ozmen is an economics graduate with two decades in Turkish business. She relocated to the US in 2018, seeking personal growth. Immersed in a distinct culture, she discovered inner transformation's paramountcy, inspired by Osho's wisdom. This revelation led her to the Transformational Life Coaching Program, graduating in 2020 and cementing her life's purpose. Melisa is a lifelong learner and coach, continuously exploring political science, psychology, and astrology, while also illuminating her journey of self-discovery and enlightenment through perpetual learning. Learn more about Melisa and [visit her blog](#).



GENKÖK CENTER AT ERCIYES UNIVERSITY IN KAYSERİ IS AT THE CUTTING EDGE OF STEM CELL THERAPIES IN THE WORLD

Our mission is not only to conduct groundbreaking research but to inspire the next generation of scientists..

By Oya Bain

The Betül Ziya Eren Genome and Stem Cell (GENKÖK) Center, established in 2012 at Erciyes University, is Türkiye's largest state-affiliated research center in the life sciences. The center focuses on stem cell and genetics research while also encompassing 14 specialized units, including proteomics, molecular microbiology, transgenic animal, animal behavior, experimental animal shelter, plant biotechnology, biobank, metagenome, hypoxia laboratory, and bioinformatics.

With world-class equipment and expertise, GENKÖK has become a leader in genetic research and stem cell therapies. Under the directorship of Professor Dr. Serpil Taheri, the center is proud of its team of researchers, the majority of whom are women scientists. Currently, 30 female and 15 male researchers from various faculties contribute to the center's groundbreaking work, further highlighting the crucial role of women in the field of science.

The center conducts interdisciplinary studies using advanced technologies in genetics,

stem cell therapies, medicine, and bioinformatics. Stem cells, known for their unique ability to self-renew and differentiate into various cell types, are essential in biological research and therapeutic treatments. Stem

cells have transformative potential in repairing damaged tissues and organs, leading to groundbreaking developments in treating numerous diseases. For example, Hematopoietic Stem Cells, isolated from bone marrow and umbilical cords, can develop into blood cells, while mesenchymal stem cells, derived from adipose tissue, can differentiate into bone, cartilage, muscle, and fat cells. These stem cells are widely used to treat blood and immune system disorders, including leukemia and lymphoma, and blood diseases such as sickle cell anemia and aplastic anemia. Beyond these, stem cells are employed globally to treat heart, musculoskeletal, liver, kidney, neurological, and skin diseases, among others.

In addition to research, GENKÖK provides stem cell treatments to patients through its cGMP (current good manufacturing practices) unit. Since 2013, this unit has been Türkiye's only public stem cell production facility approved by the Ministry of Health. It is equipped with the necessary technology and infrastructure to produce mesenchymal stem cells and gene therapy products at internationally accepted standards. To date, stem



Stem cells are revolutionizing the treatment of diseases, offering hope through their ability to repair damaged tissues and organs.

cells have been produced for approximately 750 patients, including those with cancer, eye diseases, diabetes, sepsis, and most recently, COVID-19.

GENKÖK also produces a range of stem cells from humans, mice, rats, and rabbits for research and development purposes, offering these cells to researchers without a profit motive. As stem cell therapy continues to expand its potential applications, research is enhancing our understanding of how these cells can be used to treat a growing range of diseases. The combination of stem cell therapy with gene-editing technologies is paving the way for personalized medicine, where treatments are tailored to the genetic makeup of individual patients for more effective disease management.

In addition to its work with stem cells, GENKÖK is making significant strides in genetic research, particularly in studying familial inherited diseases and developing new, individualized treatment methods. The center also develops mouse models for diseases such as autism, traumatic brain injury, Alzheimer's, multiple sclerosis, and cancer. Many projects are underway to develop new diagnostic and treatment protocols for these conditions.

GENKÖK's Xenograft mouse unit plays a critical role in developing diagnosis and treatment methods for various human-specific cancer types. Additionally, the center offers extensive services for researchers, including DNA and RNA isolation, PCR (polymerase chain reaction), RFLP (restriction fragment length polymorphism), mRNA and miRNA expression analysis, SNP analysis, DNA sequencing using the Sanger method, whole genome sequencing, exome sequencing, RNA sequencing, transcriptome analysis, and ELISA (enzyme-linked immunosorbent assay). These advanced technologies provide researchers with cutting-edge tools to further their work.

Beyond its research activities, GENKÖK is committed to sharing scientific knowledge with society, training young researchers, and contributing to the development of the next generation of scientists. With its state-of-the-art facilities and expert researchers, the center serves as a critical resource for students, helping them develop technology-based projects and enhancing their ability to contribute to scientific advancements. Special efforts are made to ensure that women researchers play an active role in science and

that the impact of female leaders is widely recognized.

GENKÖK has gained international recognition for its scientific achievements and collaborates with universities and research centers worldwide. Its projects in genome research and stem cell therapies demonstrate the center's global standing in these fields.

In conclusion, the GENKÖK Center holds tremendous potential for Türkiye's scientific future. Its breakthroughs in genetics and stem cell research have made significant contributions to health, agriculture, and biotechnology, inspiring young researchers and showcasing the strength of women scientists. By empowering women in science, GENKÖK strengthens Türkiye's active participation in the global scientific community. ■

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ADVENTUROUS AT WORK IN AMERICA: UNEXPECTEDLY HIGH PAYOUT IN ASSOCIATION INDUSTRY

PHOTO BY EROL AHMED - UNSPLASH

"Associations in Washington, DC, are the lifeblood of our democracy. They represent a diverse range of interests and play a crucial role in shaping public policy."

—Nancy Pelosi, former Speaker of the House of Representatives

By Kitty Waldorf

Associations are nonprofit organizations representing specific industries or groups, and they are integral to the American economy. They offer a wealth of career opportunities, many of which are highly lucrative.

When I first began traveling to the DMV area for business in my 20s, I was surprised by the sheer number of association signs. To describe a location, I would simply say, "It is on the association block on King Street," which always drew a chuckle from my colleagues. I would often find myself staring at those acronyms carved on marble doors, trying to crack the code and figure out who was hiding behind the office doors. Unlike in the United States, associations in Türkiye often operate

on a volunteer basis. If someone says they work for an association in Türkiye, it is usually implied that they are contributing their time pro bono. Often, when I suggest associations as a career option to professionals relocating to the US, they initially express skepticism and sometimes anger because how dare I find an association job fitting for their high education and experience. However, they quickly realize that securing a position at an association is highly competitive, often requiring them to compete with Ivy League graduates.

Since then, I have met countless professionals working at these institutions, some of which have been around for over a century.

As we approach the 2024 Presidential Election, it is clear that associations can be incredibly powerful and influential. With their vast memberships and highly skilled professionals,

they wield significant influence. For my October 2024 article, I thought it would be timely to explore the top five highest-paid association careers in the US, along with their primary duties, education requirements, and salary ranges especially for the newcomers to the DC area to help them understand what this industry promises.

1. ASSOCIATION EXECUTIVE DIRECTOR:

Primary Duties:

- ▶ Overseeing the overall operations of an association
- ▶ Developing and implementing strategic plans
- ▶ Managing the association's finances
- ▶ Representing the association to members, government officials, and the public

Education Requirements:

- Typically requires a bachelor's degree in business administration, public administration, or a related field. Advanced degrees, such as an MBA or MPA, can be beneficial.

Average Salary:

- The average salary for an association executive director is around \$150,000 per year, but it can vary significantly depending on the size and scope of the association.

2. LOBBYIST**Primary Duties:**

- Advocating for the interests of an association or its members with government officials
- Building relationships with legislators and their staff
- Monitoring legislative developments and providing analysis to the association

Education Requirements: Lobbyists typically require a bachelor's degree in political science, public policy, or a related field. This foundation provides essential knowledge of government processes, policy analysis, and political communication.

While a bachelor's degree is often sufficient, some lobbyists may choose to pursue advanced degrees, such as a Master's in Public Policy or Public Administration. These degrees can offer specialized knowledge and skills that can be valuable in the field.

In addition to formal education, experience in government or public affairs can be beneficial. This experience can help lobbyists develop relationships with policymakers, understand the legislative process, and effectively advocate for their clients' interests.

3. CONVENTION AND MEETING PLANNER**Primary Duties:**

- Organizing and managing conferences, conventions, and other meetings on behalf of an association
- Selecting venues, negotiating contracts, and coordinating logistics
- Developing and executing event agendas and programs

Education Requirements:

- A bachelor's degree in hospitality

management, event planning, or a related field is often required. Certification programs in meeting planning can also be helpful.

Average Salary:

- The average salary for a convention and meeting planner is around \$75,000 per year, but it can vary depending on experience, location, and the size of the events planned.

4. MEMBERSHIP DIRECTOR**Primary Duties:**

- Developing and implementing strategies to recruit and retain members of an association
- Managing the association's membership database
- Providing excellent customer service to members

Education Requirements:

- A bachelor's degree in marketing, business administration, or a related field is often required. Experience in sales or customer service can also be beneficial.

Average Salary:

- The average salary for a membership director is around \$80,000 per year, but it can vary depending on the size and scope of the association.

5. TRADE SHOW MANAGER**Primary Duties:**

- Organizing and managing trade shows and exhibitions on behalf of an association
- Recruiting exhibitors and attendees
- Developing and executing event marketing plans

Education Requirements:

- A bachelor's degree in marketing, business administration, or a related field is often required. Experience in event planning or sales can also be beneficial.

Average Salary:

- The average salary for a trade show manager is around \$70,000 per year, but it can vary depending on the size and scope of the trade shows managed.

These five careers offer a wide range of opportunities for individuals interested in



PHOTO BY IAN HUTCHINSON

working in the association management field. With the right education and experience, it is possible to achieve a high-paying and rewarding career.

As the American economy continues to evolve, associations remain a vital force, offering a multitude of career paths. From the strategic leadership of executive directors to the dynamic world of event planning and the influential realm of lobbying, these organizations provide a unique blend of professional challenges and personal satisfaction. With the right education and experience, individuals can find fulfilling and lucrative roles within the association management field.

As associations' influence grows, so too does the appeal of these careers, making them an excellent choice for those seeking both professional growth and financial success.

Lastly, if you start out with the right team, you can easily find yourself retiring from an association with a good pension that will help you live comfortably in your elderly years. In conclusion, you are lucky if you can secure an association job upon your arrival to DC. ■



Kitty Waldorf is a self-excellence professional with more than 14 years of experience in MENA and US markets, focused on education, healthcare, and security and defense. She has been voted as the Best Life Coach of the Nation's Capital since 2019. In 2023, she was named the Winner of the Best Life Coaching

Category in *Washington City Paper* readers' poll. [Connect with Waldorf.](#)



MARKETING AND PUBLIC RELATIONS: TWO PEAS IN A POD?

Marketing and PR are two sides of the same coin—one drives sales, the other builds trust, but together they create a brand's story.

By Suheyila Tayla

Public relations (PR) and marketing are often treated as if they are the same or at least are like two peas in a pod. They might seem like twins, but while marketing and PR often work hand-in-hand to create a brand's story, they each have a unique role to play in building and maintaining a company's reputation, helping growth, and connecting with audiences.

Marketing: The Art of Persuasion

The primary goal of marketing is to drive sales by convincing people to buy. Marketing involves a blend of strategies that target specific demographics to achieve measurable goals. These strategies include the famous 4 Ps: Product, Price, Place, and Promotion.

Marketing is data-driven. Marketers analyze trends, customer behavior, and demographics to target the right audience at the right time with the right message. They are like matchmakers, pairing up products with potential buyers.

Public Relations: The Art of Reputation

Separately, PR is all about managing how a company, individual, or organization is perceived by the public. PR is about managing a brand's reputation and building relationships with the public, media, and stakeholders. PR professionals craft stories, manage reputations, and build relationships with the media to get favorable coverage. The

aim is to earn trust and build a positive image to build trust and credibility.

PR relies on third-party endorsements—things like news articles, interviews, and features in magazines. PR experts are like the storytellers spinning narratives that resonate with audiences and shape public perception. They craft press releases, pitch stories to journalists, manage crisis communications, and even plan events to boost a brand's visibility. When a story about a company appears in a reputable publication, it comes across as more credible than an ad. In essence, PR is about persuasion, not selling.

Marketing and PR: Two Sides of a Coin

Marketing and PR, they both aim to create awareness and build a brand's image. They are not the same but they work hand-in-hand. People do not just want to buy from brands; they want to believe in them. This means both marketing and PR need to work even closer, focusing on storytelling that resonates and strategies that build real relationships. However, in today's technological world, the line between PR and marketing is getting blurrier than ever, because the digital landscape has made it so easy for PR to look like marketing and vice versa.

In the end, marketing and PR are two sides of the same coin. They both play crucial roles in shaping a brand's image and driving growth. For success, they need each other to thrive and when these two work together, magic happens. ■



PHOTO BY ARLAWKA AUNGCTUN



For 30 years, **Suheyila Tayla** was a senior political strategist at the US Embassy in Ankara, advising 10 ambassadors through significant regional events, including wars and political upheavals. She held roles at the Anatolia News Agency and led the Embassy's Local Employees Association. Honored with multiple awards for her exemplary service, Tayla now serves as vice president at Mercury Public Relations. An Ankara University alumna with advanced studies in International Law of the Seas, she is a revered figure in international relations.



PHOTO BY BECİM ARICI

İSTANBUL: EUROPEAN SIDE

2010 EUROPEAN CAPITAL OF CULTURE

Istanbul's European side is a blend of rich history, stunning architecture, and vibrant modern life.

By Nil Güler

**Sana dün bir tepeden baktım aziz İstanbul!
Görmedim, gezmediğim, sevmediğim hiç bir yer.**
Yahya Kemal Beyatlı

I have written about the old town and historical peninsula of Istanbul before, although they are on the European side of the city. As Napoleon Bonaparte said, "If the Earth were a single state, Istanbul would be its capital." Many of the city's main monuments are in this historical area, the center of the Roman Empire, then of Byzantium, and then of Ottoman Istanbul. Now, I continue with the rest of the European side.

Golden Horn: It is a natural estuary that connects with the Bosphorus Strait at the point where the strait meets the Sea of Marmara. The Golden Horn's waters help define the

peninsula's northern boundary, constituting "Old Istanbul." This inlet geographically separates the historic center of Istanbul from the rest of the city and forms a horn shape. It was a natural harbor in history that has protected Greek, Roman, Byzantine, Ottoman, and other maritime trade ships for thousands of years.

Haliç Shipyard: Sometimes claimed as one of the oldest shipyards in the world, the Haliç Shipyard (Haliç Tersanesi) was founded by Sultan Mehmed II in 1455. It remained in operation both for shipbuilding and repairs into the 1960s.

Sirkeci Train Station: This was the first train station on the European side of Istanbul, and it is a historical building that has always stood out as one of Istanbul's special places. It can be visited by those who want to experience nostalgia, and it also hosts the Istanbul Railways Museum.

The Orient Express: Inaugurated in 1883 by a French railway company, the Orient Express soon became a legend. Originally traveling from Paris through Munich, Vienna, and Sophia to the Sirkeci, passengers could continue the journey by boat across the Bosphorus to the Haydarpasa Railway Station to join the Taurus Express to Anatolia or even to Baghdad. Presently, the Orient Express does not run regularly, but charter trips are possible.

Beyoğlu District: Taksim, Istiklal, Galata, and Cihangir; this area is fundamental in the history of Istanbul. To understand Beyoğlu is to understand the history of the city. It is especially famous for the square of Taksim and the great pedestrian avenue of Istiklal, Beyoğlu, which extends to the entrance of the Golden Horn and the district of Karaköy where you will find the imposing Banks Street (Bankalar

Caddesi) with the former headquarters of the Imperial Ottoman Bank.

Galata Tower: In 1267, a Genoese colony was established in the Galata part of Constantinople. Walls surrounded it, and the Galata Tower was first built at its highest point as the Christea Turris (Tower of Christ). At the time, the Galata Tower, at 219.5 ft (66.9 m), was the tallest building in the city. Galata is one of the oldest areas of Istanbul; still inhabited by well-to-do inhabitants, it subsequently welcomed a great diversity of communities, including many Greeks and Jews, who appreciated the good life and freedom granted by the Ottoman Empire. Galata remains an authentic neighborhood; alongside the many cafes, restaurants, shops, and concept stores, you will find small local shops,

Galata Port: Opened in late 2021, it is a cruise terminal with more than 250 shops and restaurants, a hotel, entertainment facilities, and the Istanbul Modern Art Museum.

Taksim Square and Istiklal Avenue: This street was formerly called Pera Avenue. The presence of numerous religious buildings on Istiklal and on the alleys that adjoin it recalls the cosmopolitanism of Constantinople and the importance of religions. The street is also famous for its nightlife.

Near Taksim, there is the neighborhood of Cihangir, famous for the stars of Turkish TV, as well as influential people from the arts, fashion, and entertainment world. There, a different atmosphere reigns: cafes, bars, and its bohemian way of life

Bosphorus District: Rumeli Castle (Rumeli Hisarı) was built by Ottoman sultan Mehmed II (Mehmed the Conqueror) in 1452 in preparation for the siege of Constantinople. The castle is situated on the shore of the Bosphorus Strait at its narrowest point, approximately 660 meters. It is just opposite of Anadolu Castle (Anadolu Hisarı), mentioned before. It was built in 1394 by Bayezid I, by grandfather of Sultan Mehmet II. Both castles prevent military and economic aid to the Byzantine Empire from the north, the Black Sea.

Robert College is the oldest continuously running American school founded outside the US. It opened in 1863 and evolved to become the American College for Girls (ACG). In 1971, it became a co-educational high school.

Istanbul Technical University: Close to the



Bosphorus, the main campus of Istanbul Technical University was founded in 1773 as one of the oldest engineering colleges in the world, when the Ottoman Empire established a military engineering school in Constantinople as part of a modernization effort. In 1884, a separate department was set up for civilian students. Today it has almost 38,000 students. Among its alumni are many prime ministers, ministers, and notable artists. For example, Ismet Inonu, Suleyman Demirel, Turgut Ozal, Necmettin Erbakan, and Binali Yıldırım are graduates of Istanbul Technical University.

Bogazici University: In 1863, Robert College was founded in Bebek. Before 1971, Robert College had junior high school, high school, and university sections under the names Robert Academy, Robert College, and Robert College Yüksek ("Yüksek" meaning "high" in Turkish). In 1971, the Bebek campus and academic staff of Robert College were turned over to the Republic of Türkiye to be transformed into a public university named Boğaziçi University, the renamed continuation of Robert College's university section. It has many famous artists as its graduates and two notable prime ministers: Tansu Ciller and Erdal İnönü.

Beaches: There are many beaches around Istanbul since two seas surround it: the Black Sea and the Marmara Sea. Among the most predominant ones are Florya on the Marmara

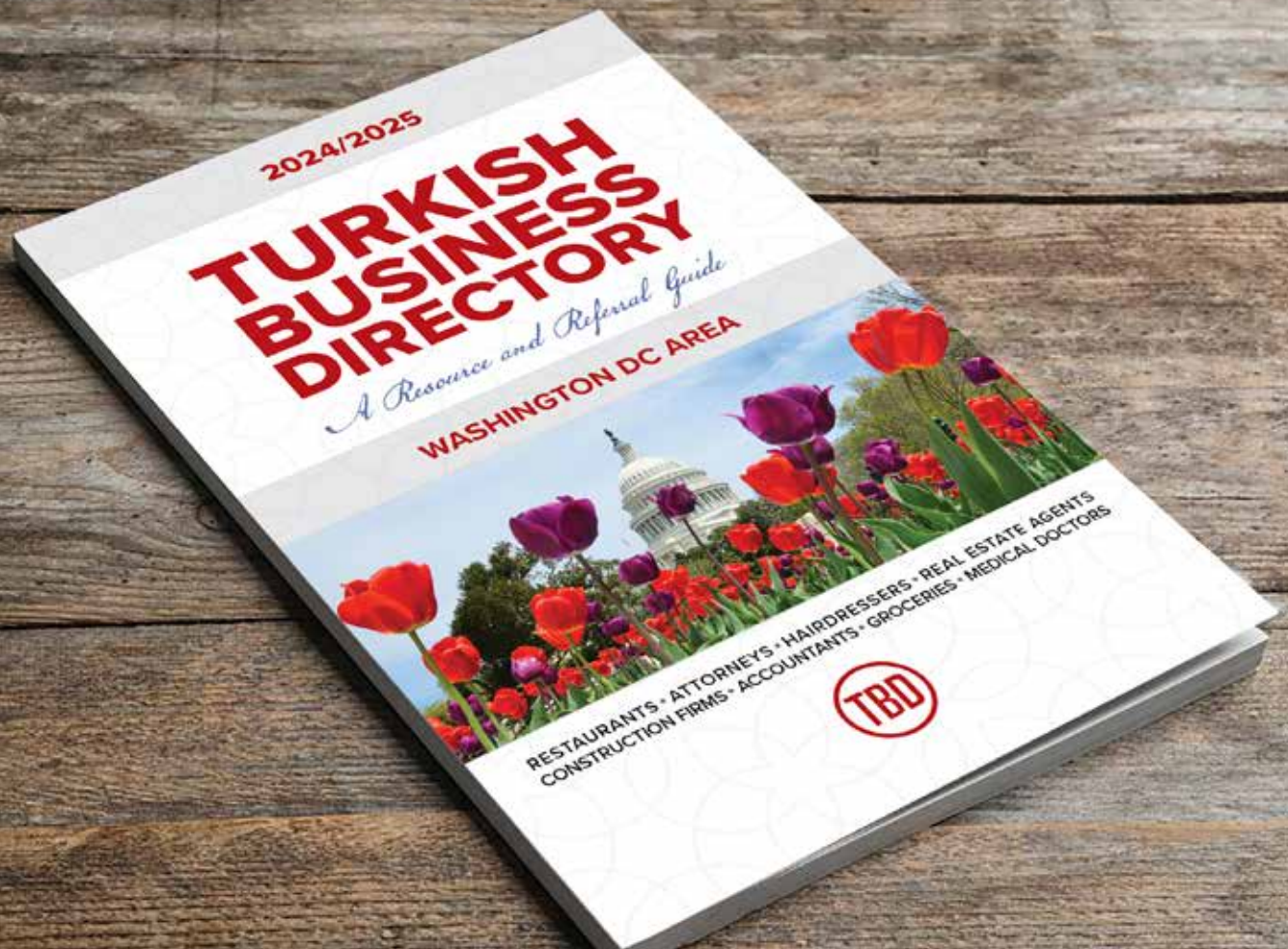


Sea, Kilyos on the Black sea, and Altinkum and Poyrazköy which are on the Bosphorus.

Dolmabahçe Palace: It was commissioned by Sultan Abdülmecid I in the mid-19th century as a replacement for the Topkapi Palace. This grand palace showcases a blend of Ottoman, Baroque, Rococo, and Neoclassical architectural styles and holds a rich history dating back to the mid-19th century. It was commissioned by Sultan Abdülmecid I, the 31st Sultan of the Ottoman Empire, who desired a grand and modern palace that would rival the European royal residences of the time. Construction of the palace commenced in 1843 and was completed in 1856, and six sultans used the palace as headquarters. Mustafa Kemal Atatürk also used the palace as his summer office; he spent his final days there before passing on November 10, 1938. ■



Nil Guler, PhD, is a graduate of Arnavutköy American College for Girls (Robert College) and Middle East Technical University in Türkiye where she got her BSc in civil engineering (METU) and her PhD in management from Istanbul University. She has been a visiting scholar to Innsburg Institute for Informatics, Southampton University and a post doctoral to University of Maryland. She has over 100 scientific articles and papers. She took part in many international and national conferences as a speaker and an organizer. In 2003, she became full professor. Between 2008 and 2015, she served as the Dean of Maritime Faculty of Istanbul Technical University. She retired as a professor from Istanbul Technical University. She also continued as a professor in Bilgi University after retirement. Currently she is a partner in GT Consultants LLC.



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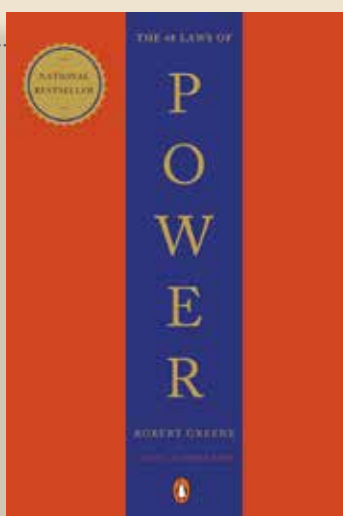
Ten Key Lessons from *The 48 Laws of Power* by Robert Greene: Mastering Influence and Authority

Mastering power means mastering yourself—understanding the art of subtle influence, bold action, and adaptability in every situation.

The *48 Laws of Power* by Robert Greene is a compelling exploration of power dynamics, influence, and human behavior. Drawing from historical figures and events, Greene distills timeless lessons about gaining, maintaining, and wielding power. Each of the 48 laws offers strategies for navigating relationships, managing adversaries, and building influence in personal and professional spheres. Whether you are an aspiring leader or simply seeking self-improvement, the book provides invaluable insights into the mechanics of power and how to use it effectively.

TEN KEY LESSONS:

- 1. Never Outshine the Master:** Always make those above you feel superior. Displaying too much of your talents can make them feel insecure and envious. This lesson emphasizes the importance of subtlety and humility when dealing with people in power.
- 2. Conceal Your Intentions:** By keeping your true intentions hidden, others cannot anticipate your moves, giving you an upper hand in negotiations or competitive situations. Greene teaches how misdirection can be a powerful tool in gaining advantage.
- 3. Court Attention at All Costs:** Attention is power. Greene stresses that by constantly staying in the public eye, whether through controversy or praise, you maintain relevance. Staying invisible, on the other hand, renders you powerless.



- 4. Crush Your Enemy Totally:** Greene argues that leaving any room for reconciliation or weakness could allow your enemies to recover and seek revenge. Total destruction is often the only way to prevent future conflict or threats.
- 5. Do Not Build Fortresses to Protect Yourself:** Isolating yourself from the outside world may feel safe, but it limits your access to valuable information and makes you vulnerable. Greene encourages maintaining broad social connections to stay informed and flexible.
- 6. Enter Action with Boldness:** Hesitation breeds failure. By taking decisive, bold actions, you inspire confidence and diminish fear in others, increasing your chances of success.
- 7. Discover Each Man's Thumbscrew:** Everyone has a weakness or vulnerability. Greene advises identifying these

weak points to better manipulate or influence others in your favor.

- 8. Master the Art of Timing:** Knowing when to act is often more important than what you do. By mastering patience and waiting for the right moment, you can control outcomes more effectively.
- 9. Work on the Hearts and Minds of Others:** Winning people over emotionally makes them more loyal and cooperative. Greene emphasizes the importance of building emotional connections to ensure long-term alliances.
- 10. Assume Formlessness:** Adaptability is the ultimate form of power. By remaining fluid and flexible, you can survive and thrive in any situation without being locked into rigid strategies or identities.

The 48 Laws of Power provides readers with a comprehensive guide to understanding and mastering the subtle nuances of influence and authority. By applying its key lessons—such as timing, adaptability, and strategic thinking—you can navigate complex social dynamics and strengthen your position in both personal and professional settings. While some laws may seem ruthless, Greene's work offers valuable insights into human behavior and power relations that are applicable in everyday life. Ultimately, the book empowers readers to recognize and harness power responsibly and effectively. ■

Grape Law Firm PLLC, New York City, New York

Founded by the Turkish immigrant Muhammed Uzum, New York-based Grape Law Firm marches toward a visionary future for the US immigration law industry with its innovative legal services.

Grape Law is an immigration and business law firm that combines experience, competence, and energy to help its clients achieve their multifaceted goals. It embarked on its journey as a forward-thinking startup specializing in immigration law, aspiring to modernize immigration law services and craft solutions. It cultivates these solutions with a keen eye for alignment with the societal needs and advancements of the dynamic 21st century.

Grape Law's unique approach, resting on the integration of technologically advanced methods, swift communication, and effective time management, facilitates its growth as an innovation hub. It aims to reduce the encumbering bureaucracy and tediousness associated with the US immigration law system.

Grape Law offers a comprehensive range of legal services, from business formation to obtaining relevant visas such as E-1/E-2, EB-1, EB-2 NIW, student and talent visas, family green cards, and more. The firm has represented clients from all over the world, including Türkiye and the US, and understands that each client's journey is unique. By adhering to this client-centric approach, it aspires to present new possibilities for those navigating the convoluted landscape of US immigration, personifying a revolution in immigration law services.

Furthermore, Grape Law's commitment to client success extends far beyond having dedicated and experienced attorneys. Delivering more than legal solutions, Grape Law strives to provide a comprehensive client experience that sig-

nificantly diverges from traditional concepts associated with immigration law firms.

Grape Law's zeal in developing its proprietary products—such as the Grape Bot, an integrated generative AI, the Grape App, and the bilingual Grape website powered by UX and UI—is testament to its unique standing in both the law industry and the startup ecosystem. Through these efforts, Grape Law asserts its commitment to an innovative and transformative approach to legal services.

Grape Law has a team of more than 50 people, including attorneys, software developers, legal engineers, designers, and sales and marketing specialists. These professionals contribute to the firm's progressive vision for the future of immigration law services and work toward Grape Law's ultimate goal: Through revolutionary methods and implementations, transforming the immigration law services to minimize anxieties and maximize hopes for all, one case at a time.



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Company Overview

Tam Accounting is a premier provider of tax, accounting, and financial consulting services tailored to help businesses and individuals thrive in the complex US financial landscape. We proudly serve clients across all 50 states, as well as those with international tax obligations. Our experienced team specializes in maximizing profits, minimizing tax liabilities, and supporting long-term financial growth, whether you are based in the US or managing global assets. With a deep understanding of the ever-changing tax laws and regulations, we provide strategies that not only ensure compliance but also drive strategic business decisions.

Our Mission

At Tam Accounting, our mission is to empower clients with the financial tools and knowledge they need to succeed. We believe that personalized service is key, which is why we work closely with each client to understand their unique goals and challenges. By combining expert knowledge with a proactive approach, we help clients take control of their finances, minimize risks, and optimize opportunities. We are more than just accountants; we are your strategic partners, guiding you through the complexities of both domestic and international tax landscapes.

Our Services

- **Monthly Bookkeeping:** Accurate bookkeeping is vital to financial health. We provide detailed monthly reports, giving businesses a clear picture of their cash flow, expenses, and profits. This organized approach not only keeps clients informed but also sets the foundation for effective tax planning and financial management.
- **Tax Planning & Preparation:** Navigating the US tax system, especially across multiple states, can be daunting. We of-

fer proactive tax planning services that help clients take advantage of deductions, credits, and tax-saving strategies, ultimately reducing their tax burden. For international clients, we specialize in declaring US income for those residing abroad and reporting foreign assets for those living in the US, ensuring compliance with complex international tax laws.

- **Business Formation & Structuring:** Choosing the right business entity is crucial for optimizing taxes and liability. We guide clients through setting up their businesses, whether as an LLC, S Corporation, or C Corporation, aligning with their goals and growth plans.
- **Payroll Services:** Managing payroll can be time-consuming and complex. Our payroll services simplify the process, ensuring employees are paid accurately and on time while maintaining compliance with state and federal regulations.
- **IRS Representation:** As licensed Enrolled Agents, we represent clients in all matters with the IRS. Whether it is an audit, dispute, or complex tax issue, we provide expert representation to protect our clients' interests.

Why Choose Tam Accounting?

With our in-depth knowledge of the tax codes across all 50 states and expertise in international tax matters, Tam Accounting stands out for its personalized, client-centered approach. Our team, which includes IRS Enrolled Agents and Certified Tax Coaches, stays updated on the latest tax laws to provide clients with the best strategies for their unique situations. At Tam Accounting, it is not just about numbers; it is about building strategies for financial success and peace of mind.

Contact Us

Ready to secure your financial future? Contact Tam Accounting today and let us start planning for your success, no matter where you are in the world.



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Unlock Your Dream Home with Turan Tombul: Expert Real Estate Services in DC, MD, and VA

"Real estate is not just about buildings; it is about building relationships and communities. That is the cornerstone of my approach." - Turan Tombul

Introducing Turan Tombul, a dedicated and seasoned real estate professional specializing in the vibrant markets of Washington, DC, Maryland, and Virginia. With over two decades of experience, Turan has become a trusted advisor within the Turkish community and beyond, guiding clients through the complexities of buying and selling homes with unparalleled expertise and a deep understanding of cultural values.

Born and raised in Kayseri, Türkiye, Turan's journey to the United States began after his early education in hotel management, leading him to roles in prestigious Turkish resorts. His transition to America was marked by a fateful meeting with a US Congressman, inspiring him to pursue further education at the University of DC where he earned degrees in political science and economics.

Licensed since 2002, Turan's approach to real estate is deeply personalized. He excels in market analysis, always aligning his strategies with his clients' needs and budgets to identify the perfect property. Turan's philosophy centers on the belief that purchasing a home is not just a financial transaction, but a pivotal life decision. He ensures every property is scrutinized as if he were the buyer, maintaining an honest dialogue about each home's potential.

During the tumultuous times of the 2008 real estate bubble, Turan's expertise became especially valuable. He adeptly navigated the challenging market conditions, advising clients when to buy and helping them capitalize on opportunities, turning a crisis into a chance for advantageous investment.

Turan's commitment extends beyond property transactions. He is available around the clock, proving his dedication through continuous support in finding tenants, managing properties, and even solving maintenance issues long after the ink has dried on the sale documents. His deep-rooted understanding of the importance of community and home ownership, particularly within the Turkish

culture, drives his success and fosters lasting relationships with his clients.

Additionally, Turan's passion for US politics and community service, inherited from his grandfather, a revered community leader in Türkiye, enriches his understanding of community dynamics and governance, further enhancing his service to his clients.

For those looking to navigate the real estate market, be it buying a dream home or selling one, Turan Tombul offers not just real estate expertise, but a partnership built on trust, respect, and a mutual understanding of the value of home. Connect with him at (202) 423-1423 or via email at ttombul38@gmail.com to begin your real estate journey with a seasoned expert who regards your satisfaction as his utmost priority.



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DID YOU KNOW?



Netflix switched from DVD rentals to streaming in 2007.

80% of small business failures are due to cash flow issues.

The global ecommerce market is projected to hit \$5.55 trillion by 2025.



The US has the largest number of unicorn startups in the world.

About 75% of consumers expect brands to contribute to societal well-being.

Women-owned businesses are **growing at twice** the rate of men-owned businesses.



Over 50% of global Internet traffic comes from **mobile devices**.



Google receives over 63,000 search queries per second.



Remote work has increased productivity by 47% in some industries.

Apple was the first company to reach a market value of \$1 trillion.



JAMES YAREMA/UNSPLASH

Coca-Cola sells over 1.9 billion servings worldwide every day.

Amazon started as an online bookstore in 1994.

60% of consumers prefer to buy from companies that align with their values.

90% of startups fail within the first five years.

70% of business leaders are increasing their investments in artificial intelligence.

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Businesses that blog get 55% more website traffic than those that do not.

Over 95% of the world's population lives within reach of a mobile network.

Microsoft's Excel is used by over 750 million people worldwide.

65% of a company's business comes from existing customers.



Starbucks opens two new stores every day on average?

Social media marketing budgets have doubled in the last five years.



Nike's iconic "swoosh" logo was designed for just \$35.



Nearly 85% of small businesses use cloud-based technology to manage operations.



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