

ATAA ASSEMBLY OF
TURKISH AMERICAN
ASSOCIATIONS
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**EMPOWERING
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LEADERS**

NOVEMBER 16-17, 2007
WASHINGTON PLAZA HOTEL
WASHINGTON, DC

*Turkish Coalition of America
welcomes
Turkish Americans to Washington, DC
and wishes the
Assembly of Turkish American Associations
a successful Leadership Conference*

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PRESIDENT'S MESSAGE



Dear Leadership Conference Participant,

Welcome to Washington DC! What an exciting time to have leaders from the Turkish American community gather in the nation's capital. As one of our most important goals, to focus on empowering Turkish American Associations and individuals across the United States, ATAA put together this Leadership Conference by equipping the current and future leaders of ATAA with the necessary tools and resources to achieve their own goals and mission as well as providing communication platforms to facilitate this process. We hope this conference will provide you the opportunity to meet with non-profit organization experts as well as other Turkish American Associations and Turkish Americans to gain the knowledge and skills necessary to be even stronger and capable leaders.

There is a quote that I have always liked that Margaret Mead had once said: "A small group of thoughtful people could change the world. Indeed, it's the only thing that ever has." Without a doubt, in recent months, the Turkish American community has made this quote a reality.

In the past year, ATAA has been working continuously to ensure that the voice of Turkish Americans is heard, and that the interests of Turkish Americans are addressed fairly and accurately. ATAA and its cadre of volunteers went several times to Capitol Hill to distribute DVDs, books and other literature to all Members of Congress, educating them on the events of 1915. We firmly believe that this education process was beneficial in informing legislators about an issue that in the past has been unfairly and inaccurately one-sided. Though H.Res.106 passed in the Foreign Affairs Committee, the vote was much closer than ever before, primarily due to the increased contact by the Turkish American community across the United States with the offices of their Congressperson. Turkish Americans were able to send thousands of faxes to their Representatives in a straightforward and simple method. Through the same program, constituents were able to easily call their congressional office with talking points for the events of 1915 and the PKK terrorism.

The efforts of the Turkish American community and the issues that face us have attracted a lot of attention in the media. Because of the recent increase in coverage of Turkey and issues surrounding it, ATAA helped its members by providing them with bullet points to respond to the media in its reporting on Turkey. ATAA is committed to helping the community in ensuring a fair and accurate portrayal of Turks, Turkish Americans, Turkey and related issues.

Following our Public Outreach Strategic Plan, in the past year we have seen a true transformation amongst us, in that we are becoming proactive citizens. We are building relationships and educating people on the issues that concern us. We are educating ourselves. In general, we are becoming better advocates for our cause. One way ATAA is facilitating this change, is by arranging grassroots networking events in over 30 cities across the United States, six of which have been successfully organized. These events are geared at activating the Turkish American community, as well as sharing information with the community on how to be more civically minded citizens.

Through our Two Year Strategic Plan, we are building a professional office by hiring more staff and evaluating and implementing management procedures. We are revisiting and redefining the ATAA operating philosophy. We are improving our communication through our Grassroots Information Services E-mails and our active web based communication system. We are actively looking at fundraising and grant sources to cover costs. We are in the process of creating strategies to make ATAA the first source for all. We are in the process of expanding our database even more and developing a broad member base.

In conclusion, I would like to once again thank you for your dedication to ATAA and the greater Turkish American cause. Your participation in this leadership conference demonstrates your commitment to building a strong, unified and influential community. When we work together, we can achieve great results.

Nurten Ural,
President
Assembly of Turkish American Associations

PROGRAM



THURSDAY, NOVEMBER 15, 2007

6:30pm-9:30pm **Networking Happy Hour**
*Location: Nick's Riverside Grill, Georgetown Harbor, 3050 K St. NW
(This event is hosted by local ATAA Association, ATA-DC)*

FRIDAY, NOVEMBER 16, 2007

CONGRESS DAY

- 7:30am-9:00am **Registration**
Location: Entrance to Jefferson Room
- 9:00am-9:15am **Opening Remarks by Nurten Ural, President, ATAA**
Location: Jefferson Room
- 9:15am-11:30am **Panel Discussion with Former Congressmen**
Location: Jefferson Room
Introduction: G.Lincoln McCurdy, President, Turkish Coalition of America
Moderator: Oz Bengur, Former Congressional Candidate
Panelists: Former Democrat Members: Dennis Hertel-MI, George Hochbrueckner-NY, Jim Moody-WI Former Republican Members: Michael Flanagan-IL, Robert Livingston-LA, Jay Rhodes-AZ
- 11:45am-1:00pm **Lunch Buffet**
Location: Jefferson Room
- 1:00pm-2:00pm **Current Issues Turkey Faces**
Speaker: Gunay Evinch, ATAA President-Elect
Location: Jefferson Room
- 2:05 pm **Bus Departure to Capitol Hill to visit Congressman**
Location: Hotel Lobby
- 2:30pm-4:30pm **Congressional Visits by Participants**
(Scheduled by conference participants not by ATAA office)
- 6:45pm **Bus Departure to Ambassador's Residence**
- 7:00pm-9:00pm **Fundraising Reception at Residence of H.E. Ambassador Nabi Şensoy**
Location: 1606, 23rd St. NW, Washington DC 20008

Program



SATURDAY, NOVEMBER 17, 2007

LEADERSHIP SEMINARS

- 9:00am-10:00am **Registration**
Location: Entrance to Jefferson Room
- 10:00am-10:15am **Opening Remarks by Nurten Ural, President, ATAA**
Location: Jefferson Room
- 10:00am-11:45am **Grantwriting/Fundraising/Annual Giving**
Location: Jefferson Room
Moderator: Marilyn (Mickey) Katz-Pek, Partner Emerita, Biotechnology Business Consultants (BBC)
Fundraising by Lee MacVaugh, Director of Development and Fundraising, The Character Education Partnership
Annual Giving by Marc Breslaw, VP for Development & Communications, Jewish Social Service Agency
Grantwriting by Bill Gaut, President Gaut, Inc.
- 12:00pm-1:30pm **Luncheon with H.E. Ambassador Nabi Şensoy**
Location: Monroe Room
- 1:45pm-3:15pm **Non-Profit Compliance and Volunteerism**
Location: Jefferson Room
Moderator: Allison Block, Advocacy Director, ATAA
Non-profit Financial Compliance by Patty O'Malley, Senior Manager, Rubino & McGeehin
Non-profit Activity Compliance by Becky Ballard, Law Fellow, Nonprofit Advocacy Project, Alliance for Justice
Volunteer Development by Rhonda Watson, Director of Volunteer, Initiatives, American Kidney Fund
Volunteerism by Hatice Dinc, Vice President of Midwest Region (ATAA)
- 3:15pm-6:00pm **Interactive Networking Event**
Location: Jefferson Room
- 6:00pm-7:00pm **Reception hosted by GWU TSA**
Location: Jack Morton Auditorium, Media & Public Affairs Building, 805 21st St., NW, Washington DC 20052
- 7:00pm-11:00pm **Film Screening: "Armenian Revolt"**
Remarks by Marty Callaghan, Producer, "Armenian Revolt"
Organized by the GWU Turkish Student Association with support from the Turkish Coalition of America. Location: Jack Morton Auditorium, Media & Public Affairs Building, 805 21st St, NW Washington DC 20052.

SPEAKERS



BECKY BALLARD

Becky Ballard (B.A., Duke University, 2004, cum laude, J.D., University of North Carolina at Chapel Hill, 2007) is a Law Fellow for the Nonprofit Advocacy Project and Foundation Advocacy Initiative in Washington, DC, where she assists in researching, writing, and presenting workshops on advocacy rules. During law school Becky was a member of the Pro Bono Board and completed over 100 hours of pro bono service. She externed with the Z. Smith Reynolds Foundation, the largest general purpose foundation that contributes exclusively to North Carolina nonprofits, and with the Orange County Rape Crisis Center. Her note, *It's About Time: Enforcing Human Rights Through Equitable Tolling*, appears in the January 2007 issue of *The North Carolina Journal of International Law and Commercial Regulation*. As an undergraduate Becky majored in Religion, served as the President of Student Religious Activities and created the Heifer Project Undergraduate Alternative Gift-Giving Market.

MARC BRESLAW

Marc Breslaw has 30 years of experience in the marketing and management of fundraising for not-for-profit causes in the United States and overseas. In his career, he has been in charge of campaigns that have raised more than \$450 million in major gifts, grants, endowments and broad-based community support. He is currently the vice president for development and communications for JSSA, the Jewish Social Service Agency, a 114-year-old non-sectarian agency dealing with diagnosis, counseling, emergency aid, newcomer resettlement and other needs of children, adults and families and seniors throughout the greater Washington D.C. area. He has served as chief operating officer and director of development for the New Israel Fund, an international human rights and advocacy organization that funds and helps develop grass roots NGOs in Israel that deal with civil and human rights. Prior to that, he served as associate director of the U.S. Holocaust Memorial Museum in Washington, where he was responsible for concluding a capital campaign and developing an annual giving program and endowment for education,

research and history instruction to two million annual visitors. That initiative raised \$175 million over a five-year period. From 1988 to 1993, he was director of development for the National Symphony Orchestra, a part of the John F. Kennedy Center for the Performing Arts, and then director of development for the entire Kennedy Center. From 1981 to 1988, he was director of communications and campaign director for the Jewish Federation of Greater Washington.

HATICE DINC

Hatice Dinc studied Computer Science and Math at Southwest Missouri State University where she also pursued a minor degree in French Language and Literature. While she was attending school in Springfield, Missouri, she was also working for a non-profit consultant firm as a Director of Research of Grants and Foundations. Hatice has been living in Chicago since 1994 where she has been involved in promoting the Turkish heritage and culture through organizing and participating on various events whether they are through TACA and/or other organizations in the Chicagoland. She completed a Philosophy of Communications degree from Northwestern University in 1999. She is currently a Human Resources Manager in the wireless division of Sprint. While at Sprint, she has been heavily involved with the Community Relations Team, a corporate-wide community service effort. She has also worked as a volunteer for several not-for-profit organizations such as Business Volunteers for the Arts (Chicago), Wilson's Creek Battlefield Foundation (Springfield), Good Samaritan Boys Town (Springfield), Dickerson Park Zoo (Springfield), Juanita K. Hammons Performing Arts Center (Springfield). Hatice brings a wealth of knowledge on organizing fundraising campaigns and special events for not-for-profit organizations.

GUNAY EVINCH

Second generation Turkish American, born in Chicago, raised in San Francisco, living and working in Washington, DC. As ATAA President-Elect, currently Co-Chair of Armenian Research Committee (ARC),

Speakers



Anti-Terrorism Research and Education Committee, and Representative to the U.S. National Director of Intelligence Heritage Community Program. Formerly, ATAA Capital Region VP (2004-present); ATAA Secretary General (1998-2000); ATAA Counsel (1996-98); Author of ATAA Turkish Times, Political Analysis, Sports News and Eurasia News (1989-96). U.S. Fulbright Scholar in International Law and Japan Sasakawa Scholar in International Relations on the Armenian Case and Counter-Insurgency (1991-93); Juris Doctor, Washington & Lee University, Virginia (1991) and Lee Grant Recipient (1989-91); EU Legal Studies, University of Madrid (1989); Double B.A. Economics and Public Service, University of California, Davis (1986) and UC Regents Outstanding Seniors Award. Principal at Saltzman & Evinch (1993-present)

BILL GAUT

Bill Gaut of William P. Gaut, Inc. has over 30 years of working with non profits as an executive with Chambers of Commerce like Denver, Colorado, where he was Vice-President and Group Manager, Forward Metro Denver Group, the economic development arm of that chamber. Later Gaut became the CEO of the Springfield, Missouri Chamber growing that chamber from a budget of about \$125,000 to over \$1,125,000. Since 1982, Gaut has been serving non profits with programs ranging from donor marketplace, feasibility and marketing research studies, marketing media and direct advertising to capital and operating fund development and donor relations. Plus, Gaut assists in the implementation of these programs. As we work to create the future, Gaut's professional approach of serving a nonprofit organization is to design and implement programs that leave no group behind.

PATRICIA A. O'MALLEY

Ms. O'Malley is a Senior Manager with Rubino & McGeehin. She works exclusively with not-for-profit clients providing a wide variety of services, including managing audits, reviewing exempt tax filings, and performing a variety of management and accounting consulting services. She is a frequent speaker and writer on a variety of topics specifically related to

the concerns of not-for-profit organizations, including tax, auditing, and other issues. Prior to joining R&M, Ms. O'Malley was the Assistant Vice President of Finance for a large trade association and its related charities. She was responsible the organization's accounting, reporting, tax, and budgeting functions as well as other financial activity. Ms. O'Malley is a CPA and is actively involved in the Greater Washington Society of Certified Public Accountants (GWSCPA). Currently, she serves as the President-Elect of the Board of Governors and she is chairing the GWSCPA Nonprofit Financial Accountability Task Force. Ms. O'Malley has been a member of the Form 990 Changes Tax Force of the American Institute of Certified Public Accountants and of the Tax Exempt Organization Taxation Technical Resource Panel. Ms. O'Malley received a Bachelor of Science degree from the University of Maryland.

LEE MCVAUGH

Currently, Lee is the Director of Development & Fundraising for The Character Education Partnership (CEP), an educational non-profit located here in Washington, DC. He has been a fundraiser for over 15 years, mainly in the non-profit world. previously, he spent 15 years teaching, coaching, and administrating in local high schools. He spent five years in corporate sales and marketing at Marriott International Corporation. Lee does volunteer work for Best Buddies, And, he is The Mentor/Mentee Committee Chairman for the Association of Fundraising Professionals (AFP). Lee is an avid tennis player, has two children, and lives with his wife in DC.

RHONDA WATSON

Rhonda Watson has been in the nonprofit sector for over 15 years. She has worked for organizations that focus on education, public policy and health care. She holds a Masters in public service management from DePaul University, graduating in 1999. Ms. Watson has over 8 years of experience in volunteer recruitment. She has been working for the American Kidney Fund for 2 years as the Director of Volunteer Initiatives.

ABOUT ATAA



ASSEMBLY OF TURKISH AMERICAN ASSOCIATIONS



Founded in 1979, ATAA is a fast-growing and influential umbrella organization of Turkish American associations throughout the United States, Canada and Turkey, dedicated to pursuing the interests of Turkish Americans and friends of Turkey in Washington and beyond.

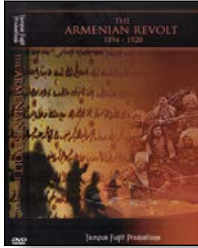
The objective of the Assembly is to coordinate the activities of member Turkish American associations and individual members of the Assembly for the purpose of presenting a more balanced view of Turkey and of the Turkish people, and emphasizing the importance of enhanced understanding between Turkey and the United States. To do so, ATAA reaches beyond the Turkish American community, educating the media, elected officials, education systems and the general public—directly and through the assistance of Association members and Turkish Americans across the United States.

ATAA undertakes a number of activities, such as educational seminars for Turkish American communities on grassroots advocacy and civic leadership; conferences on contemporary political, social and economic issues related to Turkey and US Turkish relations; and cultural events to promote Turkey's rich traditions, art and heritage. The Association, working as an information clearinghouse, regularly publishes reference material on issues that concern the Turkish American community, including research papers, talking points, and other educational material.

ATAA is a 501(c)3 tax-exempt, non-profit organization.

ARMENIAN REVOLT

ABOUT ARMENIAN REVOLT



In the late 19th century, Armenian nationalists began to revolt against the Ottoman Empire, spurred by Western political ideals and the desire for their own homeland. When World War I broke out, Russian troops invaded eastern Turkey and many Armenians joined their ranks. By 1915, the struggle between Christian Armenians and Muslims turned into a tragic bloodbath. Over the next five years, more than two million Armenians and Muslims - Turkish, Kurdish, and Azeri - died from disease, starvation, exposure and outright massacre. This one-hour program examines the details of this horrible struggle, explains its causes, and reveals the key role played by Western powers in the conflict.

ABOUT MARTY CALLAGHAN



Marty Callaghan is a veteran journalist who has been writing and producing documentaries since 1996. He has won three filmmaking awards, and his Archives of War series has sold more than 10,000 copies in the consumer market since 1999. As a staff editor for the U.S. Naval Institute in Annapolis, MD., Marty played a key role in publishing Tom Clancy's first novel, *The Hunt for Red October*. He read the first chapter of the book in the author's home and got the manuscript to the Naval Institute Press, which published the book in 1984. Since his childhood in Chicago, Marty has studied naval and military history. While serving in the U.S. Naval Reserve, he received the Naval Achievement Medal for outstanding work in journalism. His master's thesis in history investigated the loss of the USS *Thresher* in April 1963 - the Navy's worst submarine disaster. Besides contributing to dozens of programs in the consumer market as a writer and/or producer, Marty produced a double-DVD release in 2001, *Remember Pearl Harbor: America Taken by Surprise*. For the past few years, Marty has focused on documentaries related to the Ottoman Empire and the Middle East, including *Armenian Revolt* and *Blood and Oil - The Middle East in World War One*. He has filmed interviews and location footage across Turkey, Europe, and the United States.



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