

TWLA UN Related Announcement #24

To support International Women's Day on March 8th, it has been organized by the American Turkish Women's Association, a member of the United Nations Global Communications Department (UN-DGC), in collaboration with The Bridge of Turkey, a member of ECOSOC.

1958 TURKISH WOMEN'S LEAGUE OF AMERICA

SUSTAINABLE DEVELOPMENT GOALS

ATATÜRK OKULU
1971
NEW YORK

Collaboration with
BTF
BRIDGE TO TÜRKİYE FUND

Associated with the United Nations Department of Global Communications

In Support March 8th

International Women's Day

All women and girls:
Rights, Equality, Empowerment

Turkish House
4:00 pm - 6:00 pm

Saturday
8 March, 2025

Moderator : Işıl Baran

Please RSVP until March 7th by
(516) 234-5015,
twlanewyork@gmail.com or with
QR Code

Ümran Beba
Beba Foundation

Tülin Erdem
Leonard N. Stern Professor of Business
NYU

Derya Taşkın
Producer

Friday, March 8, 2025 Time: 16:00-18:00 pm

Language: English

RSVP: <https://forms.gle/T8af1SGMTFZa2C4Y9>

“Everything we see in the world is creative work of women”

MUSTAFA KEMAL ATATURK -Founding father of the Republic Türkiye

INTERNATIONAL WOMEN'S DAY

Women's Rights, Equality, and Empowerment

On March 8, 2025, we are organizing an important event to celebrate UN Women's Day under the theme, "For ALL Women and Girls: Rights. Equality. Empowerment." This year's program makes a strong call for the defense and empowerment of women's and girls' rights. Our event aims to create a future where women have equal rights and opportunities worldwide, with justice, equality, and equal opportunities ensured. The program will be held in collaboration with the **Turkish Women League of America** and **The Bridge of Turkey**.

Our goal is to raise awareness on gender equality and women's rights and to inspire participants to take concrete steps toward these issues. The event will provide significant opportunities for developing more inclusive policies for gender equality, increasing the participation of women in leadership roles, and advocating for women's rights. Encouraging women's greater involvement in decision-making processes and empowering young women to take leadership roles will be among the primary objectives of this event.

This program, with leaders from various sectors, will create an important platform to advance women's empowerment and equality. Our speakers will share strategies to overcome barriers that women face in business, leadership positions, social life, and politics, offering practical insights for the participants. Additionally, the event will provide an interactive platform to foster dialogue and collaboration among participants.

Our speakers, each leader in their field, have achieved significant success:

- **Derya Taşkın** actively plays a role in advocating for women's empowerment and democratic values.
- **Umran Beba** has extensive experience in leadership and diversity in the global business world.
- **Tülin Erdem** is a respected academic and researcher in the field of marketing and academia.

This event will provide participants with in-depth knowledge about women's rights and equality, encourage concrete steps toward gender equality, and allow participants to discover their potential in this field. Moreover, it will create a platform where participants can engage with one another, learn different perspectives, and interact.

Our **UN Women's Day** event will help take another step toward creating a better world for women's empowerment and gender equality.

PROGRAM

<p style="text-align: center;">8 MART 2025 INTERNATIONAL WOMEN'S DAY Turkish House Auditorium Saturday 16:00-18:00 PM</p> <p style="text-align: center;">Organized by Turkish Women's League of America Associated with the United Nations Department Global Communications with in collaborate with The Bridge of Türkiye</p>	
TIME	Speakers
16:00-18:00	<p>Welcome President of TWLA - Mrs. Berna Gürdal</p> <p>Derya Taşkın -The CEO of Taşkın Bakery</p> <p>Tülin Erdem -Leonard N. Stern Professor of Business and Professor of Marketing at NY University</p> <p>Ümran Beba-Co- Founder Beba Foundation, Non-Executive Board Director in Bakkavor Group</p> <p>Closing remark BTF Director in New York -Dr. Gul Bahtiyar</p> <p>Moderator: Işıl Baran -Director Chief Data office at AT&T TWLA Board Member</p>

SPEAKERS- BIOGRAPHIES



ÜMRAN BEBA

Umran Beba works as a partner at August Leadership based in NY as a leadership and diversity consultant.

She is an experienced senior business executive with general management, talent, and diversity background. Close to 35 years of experience in Consumer Goods Industry where 25 years was with PepsiCo in four different locations namely Istanbul, Hong Kong, Dubai, and New York. She was the Asia Pacific President of PepsiCo following president and general management roles in Southeast Europe, East Mediterranean /Middle East, and Turkey. She has been Chief HR Officer and Chief Diversity Officer roles in her career.

Umran Beba is the co-Founder of the Beba Innovation and Entrepreneurship Foundation since 2018. She is an Independent Non-Executive Board Director in Bakkavor Group plc., and co-Vice Chair in the board of International Youth Foundation. She is an Advisory Board member of Mercy College Business School. She joined the board of BIS Integrated Solutions in Türkiye in 2023. She has been a board member of Calbee Snacks in Japan, a public company between 2010-2015. She has been a trustee in the Purchase College Foundation between 2018-2023. She was a board member of Neighbors Link during 2017-2021.

She has launched a book called Leaders with Purpose in Turkish (Deger Yaratan Liderler) with her co-author Arzu Cekirge Paksoy in February 2022.

She is a native of Türkiye and earned her MBA and Bachelor of Science in Industrial Engineering from Bogaziçi University in Istanbul. She received Honorary Doctorate degree in Commercial Science from Mercy College in May 2022. She lives in Greenwich, Connecticut with her family.



Kamil
KAMILYERKANCI

PH.D. TÜLIN ERDEM

Tülin Erdem is the Leonard N. Stern School Professor of Business and Professor of Marketing at the Stern School of Business, New York University. She is a leading expert and academic in the fields of branding, decision-making, and marketing.

She served as the Chair of the Marketing Department at NYU-Stern between 2017-2023. Before joining Stern in 2006, she has also been the E.T. Grether Professor of Business Administration and Marketing at the Haas School of Business, University of California at Berkeley where she served as the Marketing Group Chair, Ph.D. Program Director and the Associate Dean for Research at the Haas School.

She has received best paper awards, as well major research grants, including two major National Science Foundation grants. She has served as an Area Editor, Senior Editor and Advisory Council member at several top journals.

She was the editor-in-chief of the *Journal of Marketing Research* (2009-2012). She served as the President of INFORMS Marketing Society (ISMS) as well. She is also an ISMS Fellow and an Inaugural MSI Academic Fellow. Tülin Erdem has also served as an expert witness in several

litigation cases involving trademark infringement, brand dilution, consumer confusion, Lanham Act, IP rights, etc.

She was one of the expert witnesses in the Apple V. Samsung patent infringement cases, and was retained in several cases by Amazon, Google, FTC (Federal Trade Commission) and the like.

Tülin Erdem is currently serving as the Executive Director of MSI (Marketing Science Institute).

She holds a B.A. in Economics degree from

Bogazici University, Turkey; MA In Economics degree from University of Alberta, Canada and a PhD degree in Business Administration from University of Alberta, Canada.



DERYA TAŞKIN

Derya Taskin's journey from helping her family's bakery in Paterson, New Jersey, to becoming CEO of Taskin Bakery Inc., showcases her strong leadership and community commitment. In addition, Derya owns a 5 Sisters Production Company which produced the first Turkish movie in USA and Taskin Consulting for the last 12 years. Graduating from Seton Hall University with degrees in Diplomacy, International Relations, and Criminal Justice, she's pursued entrepreneurship and civic engagement.

Derya served as Deputy Mayor of Paterson, bridging City Hall and the community, and holding influential roles in various boards and committees. Derya is the Treasurer of Women Empowered Democratic Organization of Passaic County, advocating and promoting women's empowerment, democratic values, and intercultural dialogue. In addition, Derya is the President of the Board of the City of Paterson Public Library and Museum. Also, she sits on the board of Paterson Restoration Corporation and Passaic County Habitat for Humanity and a Paterson Rotarian.

Derya Taskin is a professional with a robust public service and business background. She brought a unique blend of expertise to her candidacy when she ran for Passaic County Commissioner. Derya is the only Turkish American elected electoral college to elect the President of the United States.



BERNA GURDAL-TWLA President

Berna Gurdal graduated as a dietitian from Hacettepe University's Nutrition and Dietetics Department in 1997. From 1997 to 1999, she worked as a Corporate Dietitian at Panorama Catering Company. Between 1998 and 2005, she served as a clinical dietitian in the Internal Medicine Department of Uludağ University. During her tenure, she participated as a speaker in various conferences and presented posters at international congresses. In 2006, she contributed to the book *Diabetes Mellitus Türkiye* by writing on the topic of Nutrition and Diabetes Treatment.

Since 2005, she has been residing in New York, where she earned certificates from Stanford University's Child Nutrition and Cooking program and Cornell University's Nutrition and Healthy Living certificate program.

She has been a member of the board of directors at the American Turkish Women's Association (ATKB) since 2017 and currently provides nutrition and diet consultancy services through BG Lifestyle. She is married and the mother of two children. Her son Onur graduated from Atatürk School in 2018, and her daughter Duygu graduated in 2023.

She has been the president of TWLA since June 2023.



Dr. GÜL BAHTİYAR-BTF Director in New York

Clinical Professor of Medicine, NYU Grossman School of Medicine

Dr. Gül Bahtiyar is an accomplished medical doctor and education advocate and comes from a family who attributed great importance to education. She was born in Erzurum and graduated from Istanbul University, Cerrahpasa Medical School and later completed her internal medicine training in the US. Currently she holds the position of Clinical Professor of Medicine at NYU Grossman School of Medicine, and serves as the Division Chief of Endocrinology, Diabetes and Metabolism, Medical Director of Lifestyle Medicine, NYC Health Hospitals / Woodhull and Site Program Director for Woodhull, SUNY Downstate Medical Center Endocrine Fellowship Program.

In addition to her professional accomplishments, Dr. Bahtiyar is a dedicated philanthropist and an advocate for egalitarian

education in Türkiye. She joined BTF, established NY/NJ Circle in 2014 and became a board member. She obtained consultative status with the UN for the organization in 2016. She hosted numerous meetings with NGO Commission Status of Women (CSW) at the Church Center of the UN in NYC. She tirelessly volunteered for earthquake relief efforts, brought many people and organizations from different backgrounds together to volunteer and generate funding. She continues contribute to Child Amputees of Türkiye Earthquake (CATE Project).

She believes that education is a human right and will continue her efforts to support underprivileged children's education in Türkiye as a BTF volunteer.

Moderator:



IŞILAY BARAN-Director-Chief Data office at AT&T

Isilay Baran is a Director Member of Technical Staff in Chief Information Office Network Systems and Shared Automation Platforms organization, where she is responsible of enabling large-scale automation for Network Operations by providing Artificial Intelligence, Generative AI and Machine Learning solutions. Her team provides actionable insights and automation to various business partners including Network Operations. Isilay is also spearheading a re-usable and scalable data analytics AI/ML pipeline for Network Systems utilizing Cloud-native platforms. Prior to this role, Isilay was in Chief Data Office and was responsible of Network Insights Data Platforms and Cloud Transformation team. Her team delivered mobility network monitoring capabilities (LTE/5G) on Network edge, and network insights through a Big Data platform on Azure Cloud. This platform continues to data-power AT&T for network planning and scaling, threat analytics, consumer behavior analysis and self-service enablement.

Isilay is a continuous learner and an innovative technologist with 7 patent disclosures and 9 published papers. She has a BS degree in Industrial Engineering from Boğaziçi University and an MS in Industrial and Systems Engineering from Colorado State University, and a Data Science. Isilay serves as a General Executive Chair for AT&T's Annual Software Symposium. She is also an active member of AT&T Innovation Network. İşilay takes pride in serving community through various organizations she is affiliated with. She is an Executive Board Member for Turkish Women's League of America (TWLA). Isilay mentors DECA high school students via AT&T ASPIRE program; and has participated in "Snacks with Scientists" initiatives where girls in Grade 3-5 meet with women in technology fields to learn about STEM careers. She is also an organizer of AT&T Women of Technology mentoring sessions as a circle lead, which is a program to encourage and guide women to pursue careers in technology.



TURKISH WOMEN'S LEAUGE OF AMERICA

Established on September 17, 1958, as a 501(c)(3) non-profit organization in New York, Turkish Women's League of America (TWLA) aims to preserve and teach Turkish language and culture to the future generations. The organization is one of the oldest active Turkish American organizations in the USA and is the sole supporter of the NY Atatürk School which has been a pride since 1971. The Turkish Women's League of America (TWLA) aims to: * Preserve and promote Turkish language and culture: This includes educating Turkish American kids about Turkish language, history, traditions, and folk arts. Through organizing cultural and artistic events, we share Turkish traditions, customs, and values, while also forging meaningful connections with diverse cultures to promote mutual understanding. Promote gender equality: The TWLA seeks to advocate for women's rights and combat gender-based discrimination within the Turkish American community and beyond. Create a supportive network for women, that involves providing a platform for women to connect, share experiences, and offer support to one another. * Support the Turkish American community by providing assistance to members and engaging in community outreach programs.

Since joining UNDGC in 2021, we have embraced key UN SDGs, focusing on quality education, climate action, and gender equality. Our activities reflect these goals as we actively educate our community, celebrate global milestones, and encourage informed discussions on how we can contribute to a more sustainable and equal world. We aim to raise awareness of these issues and engage with our local and global communities to foster positive change.

www.atkb.org

https://www.instagram.com/turkish_womensleagueof_america?igsh=aGV0MDVveTBxMzZq&utm_source=qr

https://x.com/atkb_twla/status/1879200927292268979?s=46&t=HWKWtkqr5CAcdSwn5aJI6A



THE BRIDGE OF TÜRKİYE

At Bridge to Türkiye Fund, we connect communities worldwide for a brighter Türkiye—transforming goodwill into impactful programs that improve lives. Our focus areas include education, the health and wellbeing of youth, environmental and natural life conservation, and disaster management.

We envision a future where new generations in Türkiye thrive with opportunity and resources, supported by the collective generosity of the global community. _

In 2003, a group of Turkish American volunteers gathered in North Carolina’s Triangle area with a shared dream: that every child in Türkiye could enjoy a future enriched by quality and education. They knew that something needed to be done, and in that moment, they realized they were the spark that could ignite lasting change.

Thus, BTF was born - a heartfelt initiative fueled by a genuine commitment to empowering young minds and giving back to Türkiye. Over the past two decades, this inspiring journey has transformed countless lives. Today, BTF has reached over 850,000 children across Türkiye, nurturing their potential and lighting the path to brighter futures.

Today, this mission is sustained by a global family of over 40,000 donors and supporters who prove that when caring and committed people come together, they can make a world of difference. As part of this commitment to lasting change, BTF is also honored to hold consultative status with the United Nations (UN) Department of Economic and Social Affairs (ECOSOC), further strengthening our ability to advocate for and support the children of Türkiye on a global stage.

www.bridgetoturkiye.org