

## **Burcin Turkkan USEH International**

### **Candidate for Skål International Director**



I am honored to be nominated for the Director position and stand for elections at the upcoming Skål International General Assembly that will take place as a part of the 80<sup>th</sup> SI World Congress.

As a strong entrepreneurship professional with a BSc focused in Tourism & Hotel Management I started my professional life in 1997. After working in the travel and hotel industry and teaching Hospitality and Business courses at two institutions, I founded my own training company USEH International Inc. which is specialized in assisting hospitality professionals obtaining training opportunities around the globe. In 2008 I joined American Hospitality Academy as Associate Partner/ Academic Board Members leading the formation of the International Culinary Academy (USLA) in Istanbul, Turkey. I am the Managing Director/Founder of USEH International with a demonstrated history of working in the Travel & Tourism industry, education and non-profit organization management/leadership. I have strong skills in Negotiation, Business Planning, Operations Management, Coaching, PR & Communications, Marketing and Sales. I joined Skål in 2008 in Atlanta GA.

However, my introduction to Skål was during my college years at Bilkent University where I had the opportunity to meet industry leaders, professors, role models who happened to be Skål members. I was amazed to find out that Skål was the only international organization welcoming executives of all branches of the travel and tourism industry and offering them a platform to interact and do business. It was exciting to see that all the top executives I picked as role models were Skål members. It was during my college years when I decided to become a member of Skål. After becoming an active member of Skål, my network of friends and business associates grew rapidly.

I love the fact that when I travel to anywhere around the globe I am never alone; I can always contact Skålleagues wherever I travel and interact with them socially and professionally. Knowing that Skål is the only organization that offers this great opportunity my belief and my loyalty for the organization continues to grow every day. The passion I have for Skål motivated me to serve and take active board membership roles at local Club level in my club Skål Atlanta where I was elected as President in 2014, which followed with being elected to Skål USA National Committee where I served 4 years and had the honor to lead the largest National Committee within Skål World with 50 Clubs and 2000 members.

Here is a brief summary of my Skål Background;

#### **Skål International Recognitions**

- 10/2014 Assigned as SI 2020 YS Committee Chairman served 2 years
- 10/2015 Certificate of Appreciation by SI Executive Committee
- 10/2016 Order of Merit/ Diplome du Merite Skål by SI EC

#### **Roles with Skål USA**

- 2018 Skål USA National President
- 2017 Skål USA EC VP of Administration
- 2015-17 Skål USA Regional VP
- 2014 Skål Atlanta President
- 2013 Skål Atlanta VP
- 2010-12 Skål Atlanta Secretary/ Treasurer

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**Committees**

- \* Auction/ Fundraising Committee
- \* Young Skål Scholarship Funds
- \* PR, Communications & Website
- \* Sponsorship Committee
- \* NASC Committee

Today, I am asking for your support in electing me as Director for the Skål International Executive Committee and allowing me to volunteer further for our great organization as a friend, a passionate Skålleague. Being a goal -and -result oriented person I would like to offer you my loyalty, my friendship, my time and my professionalism in serving as Director with integrity and highest moral ethics.

If elected as Director, I will dedicate my time to serve in new or ongoing projects, focusing on increasing visibility, adding direct value for membership and regaining our status as 'Trusted Voice' in the industry which will lead us to grow membership worldwide. I would like to bring this high energy, and experience to the Skål International EC and spread the momentum worldwide. I believe that I have the experience, the desire and the dedication to work as a team within the SI Executive Committee as a Director to achieve the goal of growing our organization worldwide.

I have been to 14 National and International Congresses so far, 9 of them being SI World Congresses and North American Skål Congresses. The 80<sup>th</sup> SI World Congress hosted by SI Miami will be my 15<sup>th</sup> and I look forward for the opportunity to have a Skål Toast with you celebrating the 85<sup>th</sup> anniversary of our organization.

With Happiness, Good Health, Friendship, Long Life we can and we will achieve more!

If you would like to review my detailed Skål resume please click on this link:

<https://drive.google.com/file/d/1MwnAmDVzXuj0s6ozc-uBNd8dj2Gm-tjI/view?usp=sharing>

In Friendship and Skål,



**Burcin Turkkan | President | USEH Inc. |**

Academic Board Member and Associate Partner at American Hospitality Academy IHMS

Past President/ SKÅL International USA- 2018

400 Galleria Parkway, Suite 1500 | Atlanta | GA | 30339 |

678 385 5929 PH | Skype: burcinturkkan