

2009 Bronze Medal Nomination

Nominator's Information

1. NAME OF NOMINATOR: **James M. Fluker**
2. NOMINATOR'S AREA CODE AND PHONE NUMBER: + **90 312 457 7278** (or in the U.S. through Country Officer Molly Costa – 202 482 3190)
3. NOMINATOR'S BUSINESS UNIT: **CS**
4. NOMINATOR'S IMMEDIATE OFFICE: **CS Ankara, Turkey**

Nominee's Information

1. NAME OF NOMINEE: **Serdar Cetinkaya**
2. NOMINEE'S BUSINESS UNIT: (MAS, MAC, CS, IA, EXADMIN) **CS**
3. NOMINEE'S IMMEDIATE OFFICE: **CS Ankara, Turkey**
4. NOMINEE'S LOCATION: (ENTER HCHB OR CITY): **Ankara**
5. IS THE NOMINEE(S) CURRENTLY PERFORMING AT A RATING LEVEL OF AT LEAST A LEVEL 3? **YES**

Please note that the nominee(s) must be performing at a level 3 or above.

6. CATEGORY OF AWARD: **Outstanding LES Program Professional**
7. SALUTATION: **Mr.**
8. PRONUNCIATION: FULL NAME WITH ACCENTED SYLLABLES IN UPPER CASE **SAIR dar CHET in KA ya**
9. NOMINEE'S AREA CODE & PHONE NUMBER: **+90 312 457 7203**
10. CERTIFICATE CITATION: (up to 150 characters including spaces)

For outstanding professionalism in expanding U.S. exports to the Turkish energy sector while furthering broader U.S. Government strategic goals.

11. PROGRAM CITATION: (maximum of 300 characters including spaces)

Mr. Cetinkaya is recognized for furthering Commercial Service and broader U.S. Government goals in Turkey. His knowledge of all aspects of the energy market has

significantly expanded U.S. company sales and participation in this key sector, while serving broader U.S. government strategic goals.

JUSTIFICATION NARRATIVE:

Mr. Cetinkaya's masterful use of U.S. Government export credit agencies, his wide and deep contact base in the Turkish and American private and public sectors, and his expert knowledge of all aspects of the energy, mining and power markets have significantly expanded American company sales and participation in this key sector. At the same time, he served broader U.S. government strategic goals in reducing Turkey's dependence on imported gas. His work directly addresses the Department's first strategic goal – to "Provide the information and tools to maximize U.S. competitiveness..." – as he has increased U.S. exporter involvement in the Turkish energy market.

He tenaciously supports individual projects to a successful conclusion. For example, more than 10 years after the signing of a protocol which designated ten hydroelectric power plant projects for U.S. companies, he shepherded through the final approvals in of the first projects in 2009. These projects have already yielded millions of dollars in service income to U.S. firms, with major equipment purchases still to come. This would not have been possible without the knowledge and continuity he brings to the job.

Mr. Cetinkaya has positioned dozens of U.S. firms to take advantage of new export opportunities and create thousands of new jobs as demand for electric power and alternative energy sources grows. One American company wrote to former Sec. of Commerce Gutierrez, "...we continue to receive guidance from and support from...Serdar Cetinkaya that is instrumental in helping our business flourish." More recently, a U.S. services firm said of his help in resolving a dispute that endangered their business in Turkey: "We are indebted to you for your proactive approach [and] recognize your contribution to this process... We now have a successful resolution that will benefit all parties involved and, especially, our customers."

Mr. Cetinkaya's efforts are the cumulative result of the knowledge he has gained over his 19 years in the position; as energy policy has become more central to the U.S. Mission's goals, and new technologies have been introduced, his work has become more valuable in terms of exports.

He has used every tool at his disposal to enhance American company competitiveness, including Ex-Im Bank and TDA programs; conferences and events; and his leadership of the ShowCase Europe energy sector trade show program. He also works closely with his domestic colleagues to introduce their company clients to new sales opportunities.

U.S. companies have gained access to hundreds of millions of dollars in sales and contracts that they would not have had access to without his assistance.

EximBank Vice President Ray Ellis writes: "Serdar has provided invaluable service to the Export-Import Bank and U.S. Exporters as a result of his in-depth knowledge of the Turkish energy market. His ability to gain access...with key contacts is without peer

in my experience. Over the past 15 years...25 per cent of all electricity generated in Turkey has been with our support, and Serdar has been an integral part of that success. TDA Regional Director Dan Stein adds, "Mr. Cetinkaya has played a key role in supporting USG energy policy in Turkey.... [H]e was instrumental in helping develop a program with USTDA for cooperative activities in energy efficiency, renewables, and clean coal technology, which culminated in USTDA approval of four projects, as well as a broad Memorandum of Agreement on cooperation. These projects not only support U.S. foreign policy goals, but also will open significant commercial opportunities for U.S. private sector firms. His knowledge of the Turkish energy sector and his excellent personal relationships with many of the key players in the Turkish government, as well as the private sector, have been of enormous value to USTDA, DOE, and other agencies that have been working on these issues."

In addition, the Department of Energy, the Overseas Private Investment Company, and others have relied on Mr. Cetinkaya to realize programs in Turkey.

While his performance in promoting U.S. exports to Turkey is superlative, Mr. Cetinkaya also works not just in several other sectors, but with colleagues and companies throughout Europe, as the head of the ShowCase Europe Energy sector trade show program. His advice and counsel are respected by senior managers and senior government decision makers. Since 2008, U.S. government policy in the region has focused increasingly on reducing Turkey's dependence on imported gas and oil, and on building alternative routes for energy to Europe. Serdar has played a key role in this effort, connecting U.S. government officials with key private and public sector Turkish decision-makers and experts, and informing companies of new opportunities in transport of oil and gas, and in power generation and distribution.

Serdar has not let personal hardship get in the way of his work. In 2006, he started to go through difficult medical treatments twice weekly. He re-arranged his hours to permit trips to the hospital, and still put in more than a full 40 hours each week. The quality of his work did not suffer. In May, 2007 he underwent major surgery. He was expected to recuperate for two to three months, but was back in the office full-time in one month. During his convalescence, he worked from home. Through all this, it is unlikely that Serdar's many clients even knew that anything was out of the ordinary.

Nominator's Signature: _____ Date: _____

Approval of DAS or Equivalent: _____ Date: _____