



Rauf & Josie Tur

CURIOSITY, CREATIVITY, AND CONNECTION

BY KERRY BROWN | PHOTOGRAPHY BY KARLEE CALAMITO/KARLEE MARIE PHOTOGRAPHY
PERSONAL SNAPSNOTS PROVIDED BY RAUF TUR

Curious, creative, and never short on things to do, Rauf Tur and his six-year-old daughter, Josie, have built a life in Medford that reflects some of the things they enjoy most: building with Legos at the kitchen table, cooking together, exploring local parks and festivals, and dreaming up their next adventure. Since moving here in 2017, Rauf has embraced all the town offers, while raising a daughter who seems to have inherited his inquisitive nature and perhaps surpassed him in how many questions she can ask in a single afternoon. Together with their pup, Lincoln, this family is always ready to go where the next idea might lead.

At six, Josie is already fascinated by people, places, and how things work. Her dad recognizes something familiar in the way

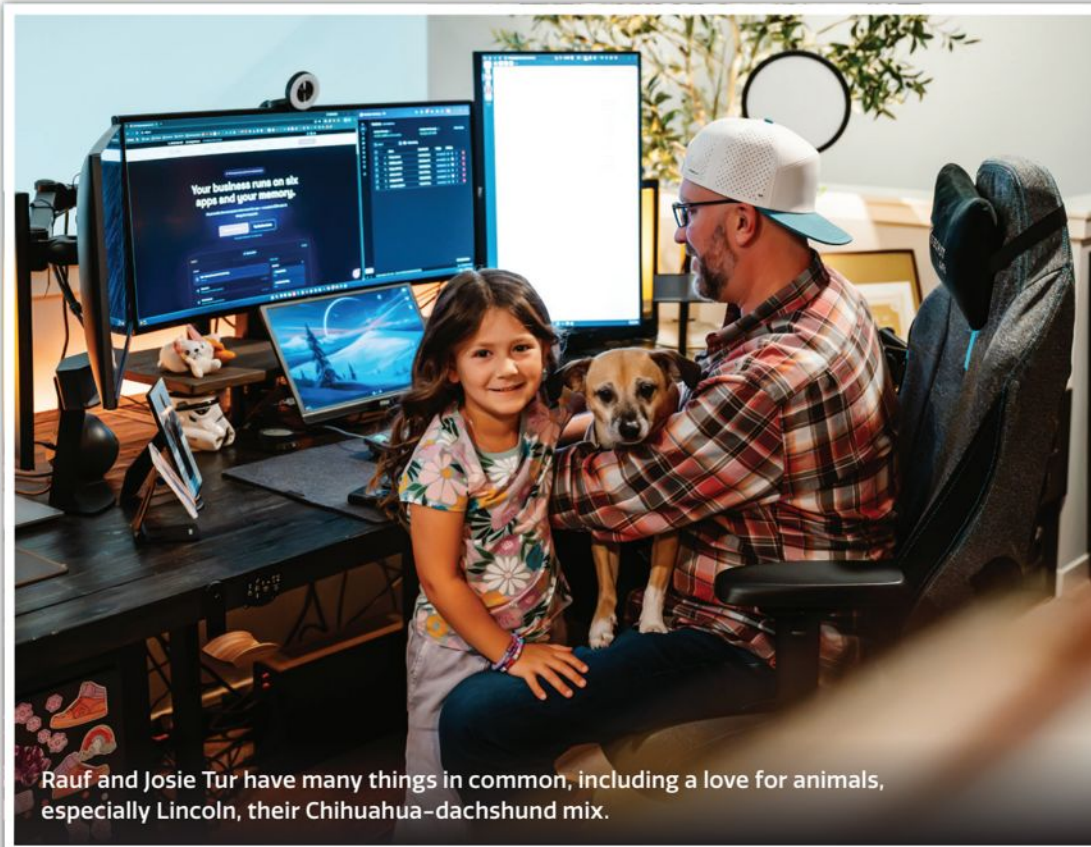
she approaches the world. "I always ask questions as well," he says. "In my work, I search for solutions to problems that other people haven't thought about yet." While Rauf has built his career around that knack for creative problem-solving and technology, he adds that Josie's curiosity comes from both him and her mom, Stephanie.

AT HOME IN MEDFORD

Rauf remembers being drawn to Medford initially by the natural setting. "It has the woods, the lakes, and a small-town feel, but with access to anything you could need in larger towns nearby," he says. Canoe Carnival and other local events also played a part. He loves the idea of Josie growing up in a community with local traditions where families participate, and everyone seems to know what's happening around town. The school system ultimately confirmed the decision. "Medford just felt like a really unique place to live."

Nearly a decade later, that feeling still remains. He enjoys walking around downtown, seeing new businesses open and finding places to explore with Josie. Fort Medford has been a favorite since she was little, and Freedom Park offers another reliable destination, particularly when Lincoln needs to run off some energy.

Believed to be a Chihuahua-dachshund mix, Lincoln joined the family as a tiny puppy in 2019. He and his littermates were each named after peanut butter brands. (His original name was Jif.) He is, by Rauf's account, the sweetest dog in the world—with one unexplained quirk: whenever he hears the Mister Softee jingle play, he howls for the entire song. He hears the truck before anyone else does, and Josie learned long ago that Lincoln's special howl is her signal that it's time for ice cream. Only Mister Softee gets this special treatment. Other ice-cream trucks' tunes get no reaction.



Rauf and Josie Tur have many things in common, including a love for animals, especially Lincoln, their Chihuahua-dachshund mix.

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MORE ABOUT JOSIE

Josie started first grade this fall. She's outgoing and social, with interests that extend in many directions. She dances at a local Medford dance studio, her true passion, and also participates in gymnastics and jiu-jitsu. She loves animals and has already talked about becoming a veterinarian someday. In pre-school, she had a related but slightly different career plan; she excitedly announced that she wanted to be a pet sitter when she grew up.



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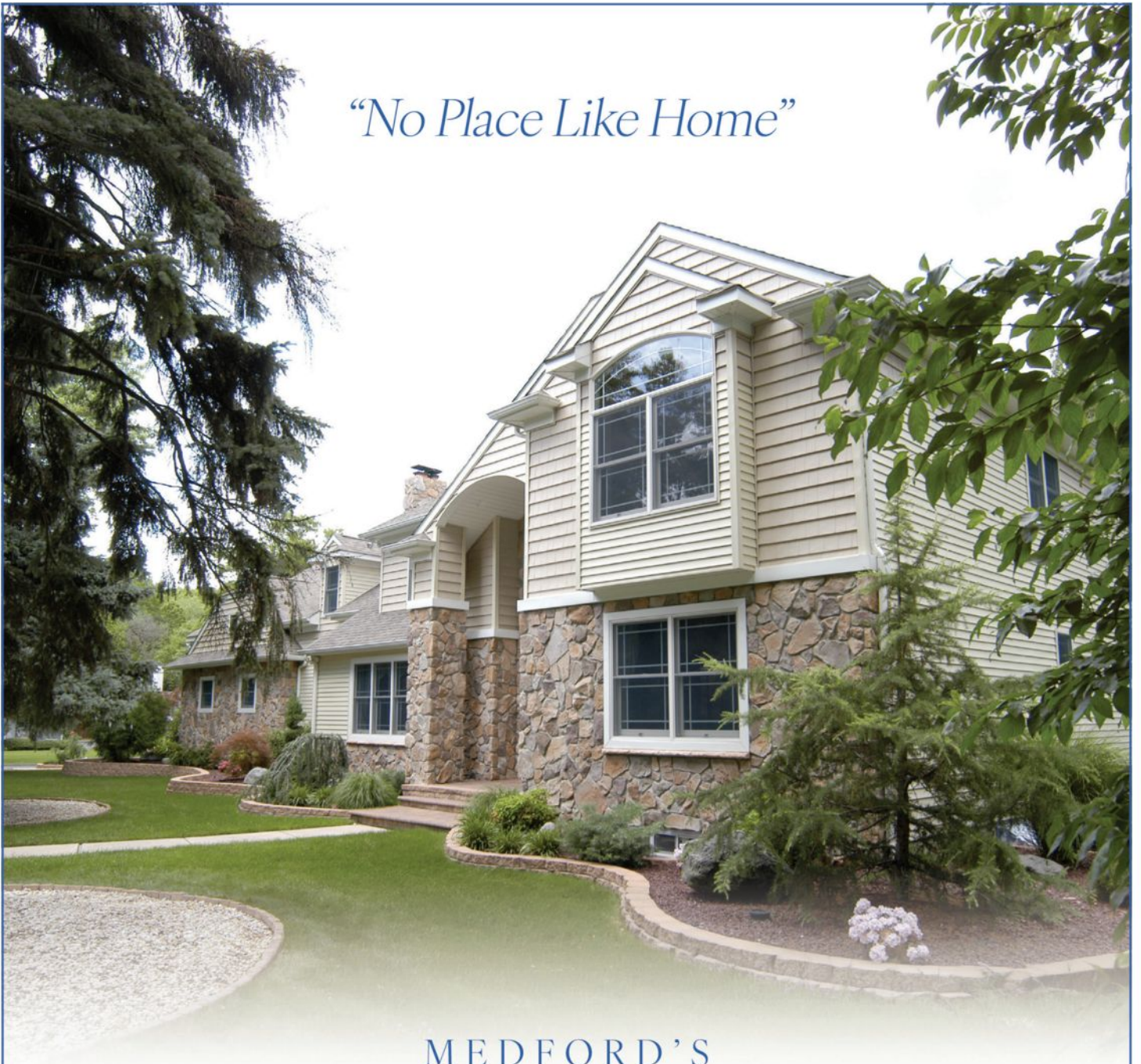
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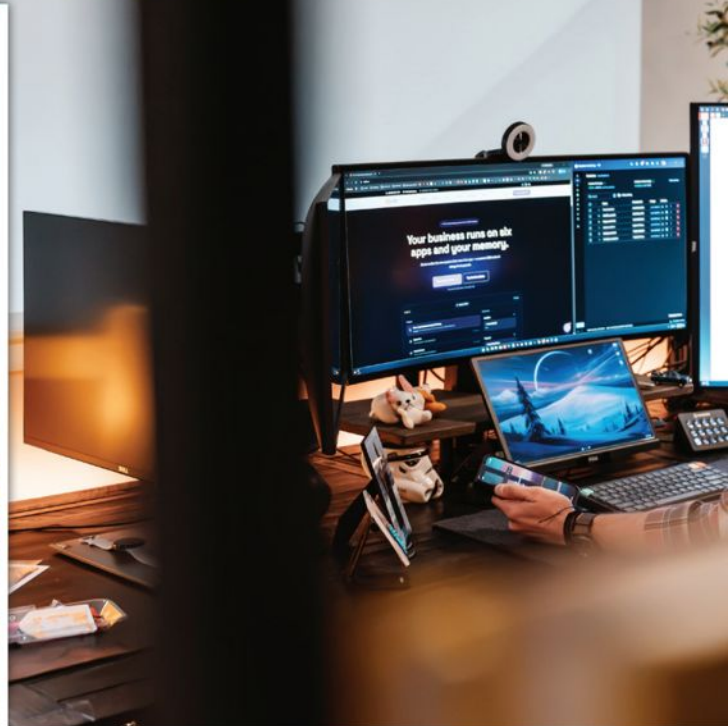
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THE KING OF DAD JOKES

If Josie had to describe her dad, Rauf believes she would probably start with the title "King of Dad Jokes." She might also add "Lego builder extraordinaire" and "silly." Whether he's developing software for a client or figuring out how to make dinner from whatever's left in the refrigerator, creativity is key. At a restaurant, it can mean inventing a game on the spot while waiting for the food to arrive. He's happy to follow his daughter's imagination wherever it leads.

It's not hard to see why Rauf and Josie get along well. Their relationship is built around many of the things they both enjoy. While he may have more experience navigating the world, Josie has given him a few lessons, too. "She has taught me to appreciate patience, and to be more present when I need to be," he says.

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Through iOLab Digital, Rauf works with small local businesses to develop custom CRM and software products tailored to their needs. Rather than a small business having to adapt to a generic tool, he creates something that works specifically for them. Increasingly, that includes helping businesses use artificial intelligence to work more efficiently and productively. As technology continues to evolve rapidly, he wants to help local entrepreneurs use new tools in practical ways to grow their businesses.

Rauf has also launched three web apps—MyNido, Meezenplace, and Tappd—all of which are currently live. Tappd also has a local connection, supporting businesses in the Medford community. None of it would get off the ground, he adds, without his girlfriend, Suzanne, who supports his endless stream of ideas with patience and enthusiasm.



Rauf's girlfriend, Suzanne McKegney, a closer at ClosePoint USA Title and Settlement Agency in Marlton, always encourages him as he turns ideas into reality. She even supports his admittedly wild notions, confident they might actually work just as he imagines.



At iOLab Digital, Rauf uses his problem-solving skills to develop custom CRM and software products for small businesses.

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HOME LIFE

At home, his focus is somewhat different. A self-described *Star Wars* and *Lord of the Rings* fan and a serious science-fiction reader, Rauf also loves to cook. His repertoire ranges from Indian and Turkish food to Italian and traditional American dishes. Butter chicken with rice is one of Josie's favorites, along with Turkish dishes that reflect her dad's heritage. As Josie begins elementary school, Rauf looks forward to watching her grow and, when needed, guiding her toward creative solutions to whatever problems pop up.

SEEING THE WORLD

Rauf loves to travel, and plans to make it integral to Josie's childhood. Given his height and blue eyes, some might be surprised to learn he's first-generation American and Turkish. "I definitely look Finnish," he says, crediting his mother's side of the family. He and Josie have



already visited Turkey several times. His father's side of the family has a ranch there with olive groves and orange trees, a place Josie enjoys visiting and one he hopes she'll always remember as part of her family story. They have also visited Minneapolis, where her grandfather has a home, and celebrated her fifth birthday on a seven-day cruise.

Rauf's sister lives in London, and he would love to take Josie there. Finland



is another destination with a personal connection. Beyond that, he would like to show her as much of the world as possible. The idea is to take her somewhere unique each year.

Amid it all, this father and daughter keep learning from each other. He teaches Josie to approach problems creatively and stay curious about the world. She is teaching him to slow down, be patient, and be present. For a dad whose instinct is to figure out how things work, it may be one of the most meaningful things he has ever learned. ☀



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