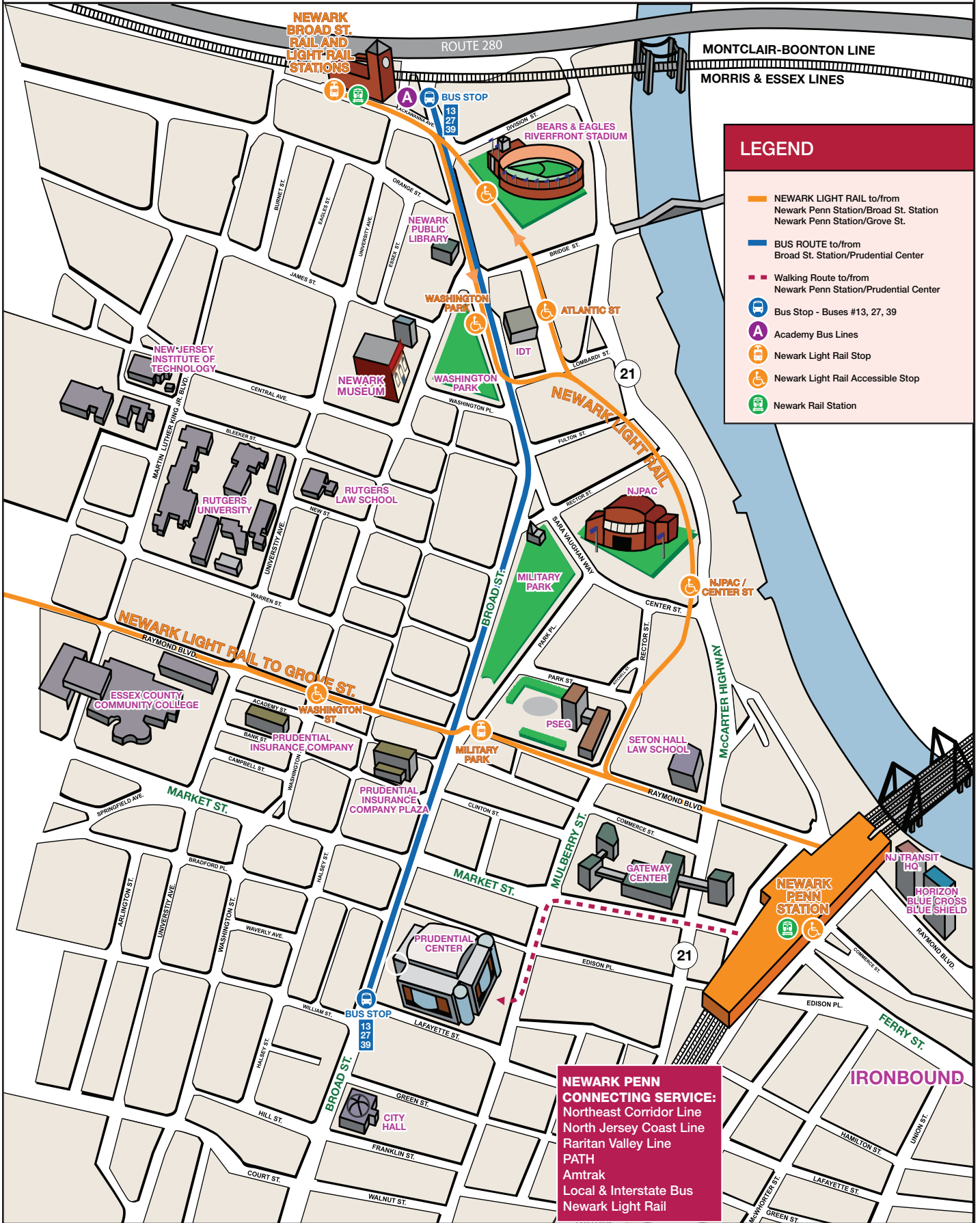
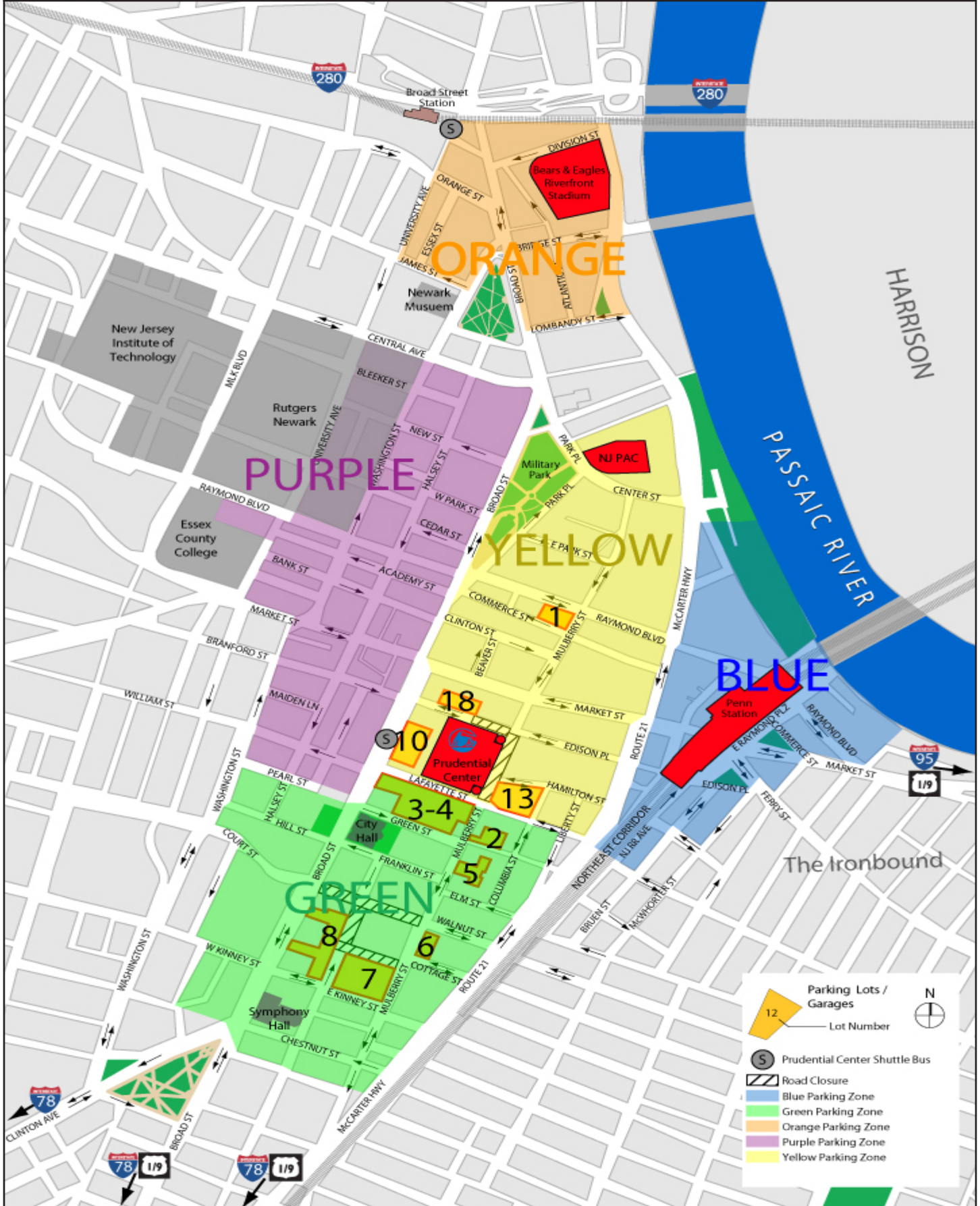


# DOWNTOWN NEWARK - PRUDENTIAL CENTER



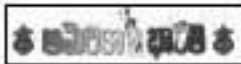
# PRUDENTIAL CENTER PARKING



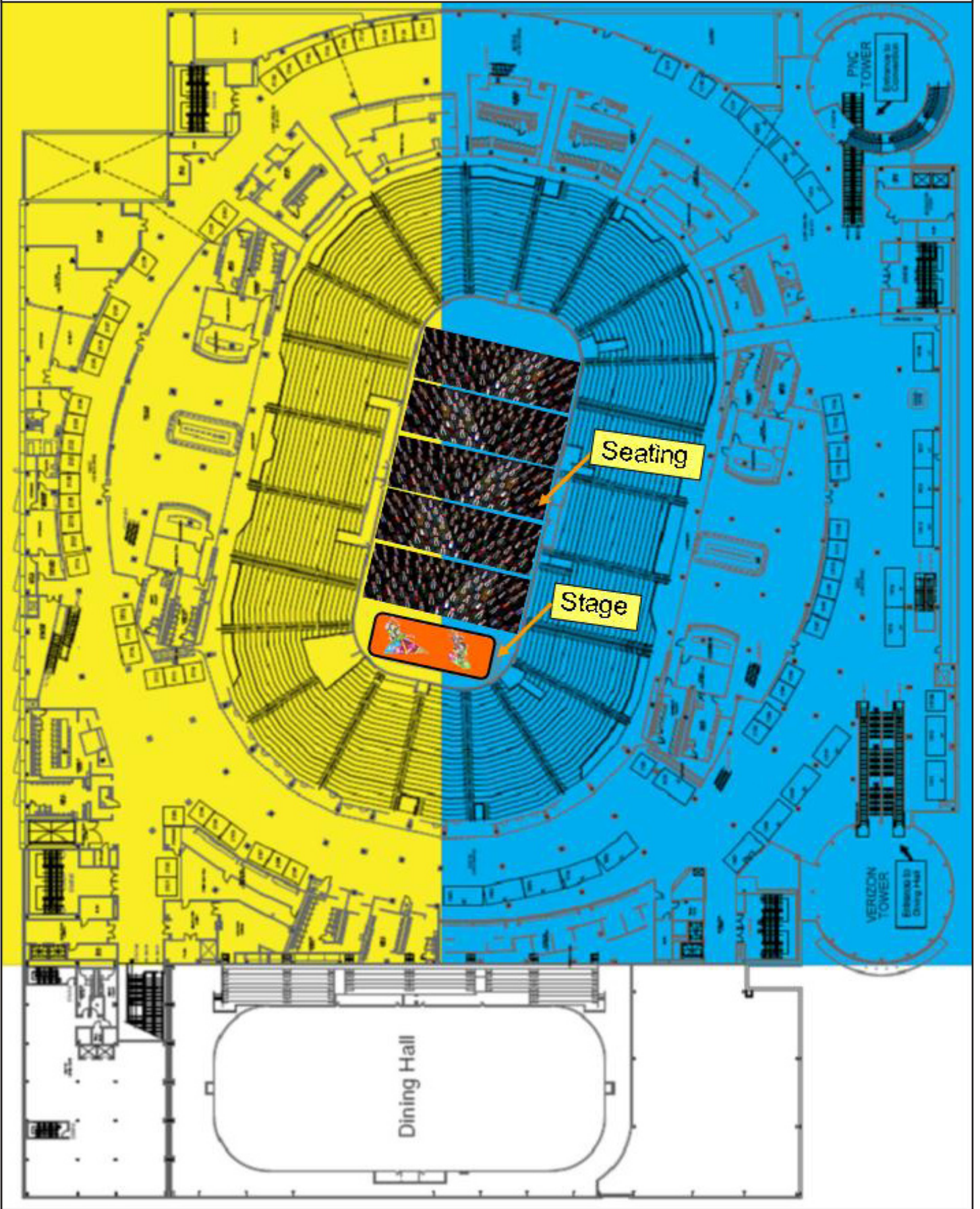
**Legend**

- Parking Lots / Garages
- Lot Number
- Prudential Center Shuttle Bus
- Road Closure
- Blue Parking Zone
- Green Parking Zone
- Orange Parking Zone
- Purple Parking Zone
- Yellow Parking Zone

N



# PRUDENTIAL CENTER - MAIN CONCOURSE LEVEL FLOOR PLAN





## Decorations Committee

Chair: Kalpana Vanam  
Co-Chair: Geetha Vidiyala  
Trustee/Advisor: Damoder Reddy Donuru

### *Members*

Shobha Vanam  
Pramila Grandhi

Vijayalaxmi Gupta  
Jaya Prakash  
Swamy Venkatayogi

Vandana Katari  
Rahul Vasireddy

Dear Friends, Guests and Invitees:

Decorations Committee extends a warm welcome to you all to our 10th ATA Conference & Youth Convention. We have an exciting stash of visual treats for you at the convention in the form of decorations that teleport you to bygone times of Telugu Land, a window to the puranic grandeur co-existing with the contemporary styles.

Our primary concentration is in two areas: Stage and Entrance.

**The Stage:** The stage of our ATA convention will be the fulcrum to showcase the talents of many artists and personalities of all walks of life, of all age groups and from both India and USA (and other countries). As such we are going to make it a very special one befitting the occasion. The stage will have a combination of contemporary and classical appearance with "Dashaavatharalu" theme. Stage will have elegant backdrops with special lighting to further accentuate the rich decorations.

**The Entrance:** The entrance will have a combination of decorations such as elegant arches and relevant accompaniments to highlight and represent the significance of Andhra Pradesh emphasizing the devotion, architecture and history. Portraits of great legends of Andhra Pradesh and some other significant items representative of our Telugu Land will also be displayed. These ensembles will certainly sprinkle the magic of Telugu festivities by inviting you in an elegant style.

We are looking forward to seeing you all at our ATA festival!

Kalpana Vanam  
Chair- Decorations Committee  
10<sup>th</sup> ATA Conference & Youth Convention



## Business Seminars Committee

Chair: Amar Reddy  
Co-Chair: Vasu Vishwanadhula  
Trustee/Advisor: Sudhakar Perkari

### *Members*

Suresh P. Reddy  
Venkat Yarlagadda  
Kala Majeti

Nagesh Gouravaram  
Ram Kolluri  
Durga Paruchuri

Bala Latupalli  
Dr. Laxma Reddy Kolla

### **Objective**

Business Seminars offer business and skills advice on a wide range of topics, through fully accessible sessions on business practicalities. Presence of highly motivating speakers will inspire the participants by sharing their experiences and success stories. These seminars also provide mentor and mentoring opportunities to first and second generation participants. It will also present the global business opportunities and make participants think outside the box. Overall it is targeted to be a good professional learning experience for both the speakers and participants.

### **Benefits of Participation**

These seminars will answer your questions on how to draw up a business plan and how best to make your business idea a reality.

- Got a great idea and need help in turning it into a reality?
- Got lost in trying to develop your business on your own and dealing with all the paper/forms required to reach your end goal?
- Looking for sources of funding?
- Need an expert ear to listen to a problem you may have encountered?
- Still in the planning stage and would like to meet with an advisor to progress your idea?

If your answer to one or more of the above questions is 'yes', then you don't want to miss these useful seminars and interactions with top-notch professionals.

### **Target Participants**

Business Seminars are expected to attract following sections of the people:

- Young entrepreneurs
- Small and Medium business owners
- Recent Graduates looking for employment opportunities
- Angel & Private Investors
- IT service providers

- Professionals – (Doctors, Scientists, Financial Professionals, Technology Specialists)

Partner organizations – The Indus Entrepreneurs, Confederation of Indian Industry, SMEC (A Global entrepreneurs' initiative)

### **Business Topics - Panel Discussions**

The topics that are going to be covered in the business seminar sessions are: Finance, Alternate Energy, Pharmaceuticals and life sciences, Venture capital, Technology, Real Estate, and Media.

Following is the information about some of the sessions:

**Venture Capital Meet:** Raising the capital for success, M&A, IPOs and Exit strategy

Invitees: Mr. Raj Lakhanpal, Principal, Princeton Ventures  
 Mr. James Gunton, General Partner, NJTC Venture Fund  
 Mrs. Vani Kola, MD – NEA IndoUS Ventures  
 Mr. Ram Shriram, Founder – Sherpalo



**Financial seminar:** Active vs. Passive Investments, Retirement and India, Planning

Invitees: Mr. Mark Hebner, *President, Founder – Index Fund Advisors*  
 Mr. Ram Kolluri, *CEO & President – Global Investment Management*



**Technology, Life Sciences and Alternate Energy:** Business with Social Conscious topics

Invitees: Mr. Rama linga Raju, *Founder & CEO – Satyam Computers*  
 Mr. Raju Reddy, *CEO & Founder – Sierra Atlantic*  
 Dr. Anji Reddy, *Founder – Reddy Labs*

### **Business Entrepreneurs networking**

Towards the end of the program there will be a business networking session which brings speakers and registrants together for a social gathering

Chair: Amar Reddy

Ph. 732-501-4577

Email: AmarReddy@Yahoo.com

Co-Chair: Vasu Vishwanadhula Ph. 848-248-0808

Email: Vasu.Vish@yahoo.com

## Food Committee

Chair: Phanibhushan Tadepalli

Co-Chair: Nirmala Shastry

Co-Chair: Ram Surya Reddy

Trustee/Advisor: Parasuram Pinnapureddy

Food Consultant: H.M.Reddy

### *Members*

Chinnababu Reddy

Prasanna Bachalli

Rama Gandhram

Usharani Popuri

Mary Fernandes

Dr. Stanley Reddy

Ravi Kondabolu

Veena Kuchukulla

Rama Pingali

Prasad Neppalli

Dr. Srinivas Shankara

Rajender Dichipally

Satya Sanapathy

Vijaya Malladi



## Hospitality Committee



Chair : Narayan Pirlamarla  
Co-Chair: Vijay Kundur  
Co-Chair: Janani Krishna  
Trustee/Advisor: Sudhakar Perkari

### *Members*

Venu Madhav  
Bhaskar Bhupathy

Santosh Myaka  
Dr.Sunitha Kanumury

Raj Janamapally  
Satyapal Reddy



అతిథి దేవోభవ

**“Atithi Devo Bhava - Guest IS God”**

Welcome to the 10th ATA Conference & Youth Convention!

Be our guest! Be our guest! Taste our exceptional Telugu Service in the West!!!

Hospitality Committee aims to provide the guests with an outstanding hospitality experience and make the ATA Conference experience unforgettable. Our greatest mission is to provide program information, friendly services, and support to our guests attending ATA Conference from around the globe. We are committed to be in the forefront of service and hospitality. These are the things that make a trip truly memorable. The small stuff, the seemingly inconsequential things, yes, the little details – we got them covered!

While you are here, you can enjoy New York City also with an extended stay. We can negotiate the hotel rates with the hotel management if you want to stay longer after the convention.

Hospitality includes the service of required important things for children in the late hours like milk, water, cereals etc. at the venue.

Since it is a long weekend we invite more and more people to visit the convention and give us a chance to host you and provide a memorable hospitality experience.

Welcome to the convention, dear guests!!!





## American Telugu Association

10<sup>th</sup> ATA Conference and Youth Convention  
Venue: Prudential Center, Newark, NJ 07102  
July 3<sup>rd</sup>-5<sup>th</sup>, 2008

[www.ataconvention.org](http://www.ataconvention.org)

### Carrom and Chess Registration Form

American Telugu Association is conducting Carrom and Chess Championships Tournament during ATA Convention event during July 3<sup>rd</sup> – 5<sup>th</sup>, 2008.

Carrom Tournament – All Age Groups (Kids and Adults in the Same Group)  
Chess Tournament - Only for Kids (Ages Below 18 Years)

Name: \_\_\_\_\_,  
Last Name First Name

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_, \_\_\_\_\_

e-mail: \_\_\_\_\_ Age: \_\_\_\_\_

I would like to participate in: Carrom      Chess

Cost: \$10 for Each Sport before 06/01/08 or \$15 for each Sport after 06/01/08

You can register on-line with ATA Conference Registration or you can mail the checks along with registration form to 11728 Norwich Parkway, Glen Allen, VA 23059.

For more information, please contact:

Mr. Sravan Morishetty (804) 868-6159 [m\\_sravan@yahoo.com](mailto:m_sravan@yahoo.com)

Dr. Srinivas Reddy Alla (903) 821-2989 [srialla@yahoo.com](mailto:srialla@yahoo.com)

Dr. Chandra Reddy Gavva (812) 240-3070 [president@ataworld.org](mailto:president@ataworld.org)

# Continuing Medical Education

## CME / CE



Chair: Dr. Dattatreyyudu Nori  
Co-Chair: Dr. Murali Krishna  
Trustee/Advisor: Rajender R. Jinna



### Members

Dr. Kavitha Reddy	Dr. Subhadra Nori	Dr. Stanley Prabhakar Reddy
Dr. Nageswara Rao Mandava	Dr. Ram Mohan Gumpeni	Dr. Chandrasekhar Vasireddy
Dr. L. Jayanthi Reddy	Dr. Mohan Vamsey	Dr. D. Nageshwar Reddy
Dr. Surya Prakash	Dr. Gurava Reddy	

Welcome to 10th ATA Conference & Youth Convention!

We are very pleased to announce the hosting of two exciting sessions of Continuing Medical Education (CME) on Saturday, July 5th, the third day of our Conference. We have a long standing tradition of organizing CME sessions in our conferences and the mission of these sessions is to **provide a comprehensive medical information for the health professionals and all others who are interested in learning more about the developments in different areas.**

**Saturday, July 5th 2008**  
**Time: 1:00-5:00 pm**  
**Venue: Prudential Center, New Jersey**  
**12:30-1:30 pm: Registration**

### First Scientific Session

**Moderators:** Dr. Dattatreyyudu Nori,  
Dr. M.D. Rammohan Gumpeni, M.D.

1:30-2:00 Advances in Diagnosis and Management of Breast Cancer - Dr. Karen Karsif, M.D.  
2:00-2:20 Advances in the Management of Type II Diabetes - Dr. Kavitha Reddy, M.D.  
2:20-2:40 Advances in the Management of Hypertension With Special Emphasis on Cardiovascular Risk Reduction For South Asians - Dr. Kalpana Reddy, M.D.  
2:40-3:15 Body, Mind and Spirit Interactions - Dr. Murali Krishna, M.D.  
3:15-3:30 Coffee Break

### Second Scientific Session

**Moderators:** Dr. Nagaswara Mandava, M.D.  
Dr. Gaddam Reddy, M.D.

3:30-4:00 Osteoporosis, Diagnosis and Treatment Interventions - Dr. D. Cadet, M.D.  
4:00-4:20 Advances in the Management of Pediatric Asthma - Dr. Hadi Jabbar, M.D.  
4:20-4:40 Current Status of Medical Care in India With Special Reference to the State of A.P.  
- Dr. L. Jayanthi Reddy, M.D.  
4:40-5:00 Advances in the Management of Trauma in A.P. - Dr. Gurava Reddy, M.D.  
5:00-5:15 Questions and Answers  
Adjourn

# CME Faculty

## **Program Chairman:**

Dr. Dattatreya Nori, M.D., FACR, FACRO  
Professor and Chairman  
Department of Radiation Oncology  
New York Presbyterian Hospital  
Director of the Cancer Center  
New York Hospital Queens

## **Program Co-Chair:**

Dr. Murali Krishna, M.D.  
Professor of Psychiatry

### **Dr. Rammohan Gumpeni, M.D.**

Asst Director of Pulmonary Medicine  
New York Hospital Queens  
Clinical Instructor  
Weill Cornell Medical College

### **Dr. Karen Karsif, M.D.**

Director of the Breast Center  
New York Hospital Queens

### **Dr. Kavitha Reddy, M.D.**

Attending Physician and Endocrinologist

### **Dr. Kalpana Reddy, M.D.**

Attending Physician and Endocrinologist

### **Dr. Nagaswara Mandava, M.D.**

Professor and Chairman  
Department of Surgery  
Flushing Hospital Medical Center

### **Dr. Goddam Reddy, M.D.**

Professor and Chairman  
Department of Pediatrics  
Catholic Medical Center

### **Dr. D. Cadet, M.D.**

Attending Physician and Director  
Center for Osteoporosis  
New York Hospital Queens

### **Dr. Hadi Jabbar, M.D.**

Director  
Center for Pediatric Asthma  
New York Hospital Queens

### **Dr. L. Jayanthi Reddy, M.D.**

Professor of Obstetrics & Gynecology  
Osmania Medical College

### **Dr. Gurava Reddy, M.D.**

Professor of Orthopedics  
Krishna Institute of Medical Sciences

**Continuing Medical Education Credit is provided by**  
**New York Hospital Queens**  
**Mail-to: [Dr. Dattatreya Nori](mailto:Dr. Dattatreya Nori)**





Passion for Our Culture Compassion for Our People



# అమెరికా తెలుగు సంఘం స్వాగతం



**AMERICAN TELUGU ASSOCIATION**



*invites you to the*



## 10th ATA Conference & Youth Convention



**Prudential Center, Newark, NJ  
July 3rd to 5th, 2008**



\*\*\* These are invites. Yet to be confirmed \*\*\*



**Registration is Open - Don't miss it**



For information [www.ataconvention.com](http://www.ataconvention.com) or email: [info@ataworld.org](mailto:info@ataworld.org)

# Center for Great Entertainment & Activities

**Women's Forum** is a very special committee, representing the entire ATA women. It is offering many interesting and current topics:

- o Women and Finance
- o Thyroid in Women
- o Yoga and Meditation
- o Obesity in Women
- o How to manage back pain
- o Women fitness and fashion
- o Stress management for women
- o How to make a happy marriage and family, differences in Women's and Men's communications



**Spiritual and Health**-related seminars for those who want to take some time-off from their fast-paced mechanical lives and learn more about the Art of Living



**Political/Intellectual** discussions and seminars for the folks who want to exchange/widen their thoughts/interests. Some of the seminars the group has put forward are as follows

- o In the era of Globalization how to nurture Indian heritage
- o Ramifications of smaller states
- o How to balance work and Personal life

Our **youth**, the torch bearers of our future, are setting stage for the future. The ATA youth convention is offering the following events

- o Guide or Road to your future
- o Career fair / Career mentoring from top professionals
- o Welcome to banquet on Cruise and Dance Competitions
- o Webster Hall Party for all Youth with Top DJ SHARED He is the one who performed with group Nivla at super Bowl
- o Comedy by Ahmed and Ahmed from comedy central
- o Fashion Show



Fun filled, scintillating and enthralling **Cultural Events** showcased by young and adult talented Teluguites, local artists and celebrities.



**Arts & Crafts** Competitions for different age groups

- o Sub Juniors 7 and under
- o Juniors from 8 - 12
- o Youth from 13 - 21
- o Adults 21 and Above



**Games** - Competitions for young and adult in Chess and Carom



**Food** - A Festival, so to say, put together for food connoisseurs to feast on authentic Andhra/Hyderabad food with tastes that range from the exotic to the extraordinary, is truly a Vindhu Bhojanam.



**Shopping**  
**Shopping**  
**Shopping**



**Business**

Lively business discussions for the budding and experienced entrepreneurs.



# ఆటా వారి ఆహ్వానం Invitation



On behalf of American Telugu Association and entire conference team we welcome you all to 10th ATA Conference and Youth Convention to be held at Newark, New Jersey.

This year's convention promises to be the most exciting, eventful and enjoyable convention yet, and, it is our belief that this convention will be the seminal moment in the history of ATA. The 2008 Convention will be held at the Prudential Center in Newark, New Jersey, under our 10th conference theme

" Dashamavatharam: Telugu Talliki Haram Yuvatharaniki Dwaram".

We have invited His Excellency Dr. Abdul Kalam, Former President of India, to inaugurate our 10th convention. In addition, we have invited a slew of famous, interesting and far-ranging guests, from movie stars and singers to politicians to dancers from both America and India...so many names which are internationally known and others who you will discover for the first time. Our spiritual team has arranged the high spirited spiritual sessions by Sri Chinna Jeeyar Swamiji, Swami Vidyadhishananda Giri, Sri Tattvavidananda Swami, and Sri Sri Ravi Shankar.

We have invited vendors, jewelers, and artisans who will give members the opportunity to shop for authentic goods. The youth forum is also promised to offer a good time, with educational symposiums, special guests and fun activities during the day and parties at night. Business seminars, family forums, CME/CEs, Alumni gatherings of various universities and colleges will be conducted to the delight of conference attendees.

We are looking forward to meet with you and your family at our 10th ATA Conference at Newark, New Jersey.



## American Telugu Association 10th ATA Conference Committee

Chandra Reddy Gavva ( president )

Balaram Pammi ( convener )

Vijaypal Reddy ( national coordinator )

Stanley Reddy ( co-convener )

Arjun Dyapa ( coordinator )

Pradeep Samala ( secretary )

Advisors : Malla Reddy Pailla & Premsagar Reddy



Enjoy many New York & New Jersey attractions. ATA convention is perfect vacation for your family

## Events and Attractions

### ATA Awards

1. Life Time Achievements
2. Business
3. Community Service
4. Engineering - Computers/Technology
5. Medicine
6. Science
7. Telugu Literature
8. Performance Arts
9. Youth
10. Entrepreneurship

### Kalyanotsvam



USA Youth Presents



### Business Seminars

- \* Financial
- \* Alternate Energy
- \* Pharmaceuticals and Life Sciences
- \* Real Estate
- \* Technology
- \* Media
- \* Retail Industry
- \* SMEs

CME



## Literary Committee



Vanguri Chitten Raju  
Sreenadh Jonnavithula

Chairman: Ravi Kondabolu  
Co-Chairman: Ankineedu Prasad Nannapuneni, MD



### *Members*

Kasinadhuni Maheswara Prasad  
Damoder Gedala  
Lakshman Rao JV

Shanthi Kumar Chilumala  
Sarada Purna Sonty



Sahityapriyulaku Vandanaalu:

We cordially invite you all to an exciting literary program featuring prominent personalities.

**July 4<sup>th</sup>, 2 pm – 5 pm**

The literary forum during this session will be presided by Sri Vanguri Chitten Raju garu and will consist of three parts:

Part - I: Recital of poetry by a guest from India and local talent (5 to 8 minutes / person)

Part - II: Book release - An autobiography (Amma Kadupu Challaga) written by Sri Gollapudi Maruthi Rao and release of other books.

Part - III: This part consists of guests from India and local writers discussing the state of Telugu literature in India and abroad.

### **Invited guests**

1. Sri. Gollapudi Maruthi Rao, well known movie actor, writer and speaker
2. Praja Kavi Sri Suddala Ashok Teja, a singer and famous writer of both Telugu folk songs and film lyrics. His songs are the mantra of happiness and prosperity that opens the door to all the good things of life, family, happiness and the joy of living. His thought-provoking lyrics prompt you to slow down and take a peek into the travails of the commoner who forms the lowest stratum of social set-up. His writings are touchy, classy, timeless and absolutely fabulous. He has published a book called "aakupaccha cheera". It has 108 songs out of more than 1000 songs he wrote.
3. Sri. Vasiraju Prakasam, National Awardee, Senior Journalist and Producer of Nandi Award winning Film "Kaalam Marindi".