

## Registration Committee

Chair : Shiva Muthiki  
Co-Chair : Venkat Pulleti  
Trustee/Advisor : Rajeshwar Reddy Gangasani

### *Members*

Kumar Grandhi  
Amar Nanugonda  
Narotham Beesam

Nandana Muthiki  
Chandrasekhara Reddy Anumapuram  
Hemanth Atluri

Sandeep Manne  
Jagadeesh Babu Pendyala

Registration Committee welcomes you to “The 10th ATA Conference & Youth Convention”, as such these are two mega festivities in one with full-fledged parallel activities for adults and youth, and it is right around the corner. The Conference and Convention that is scheduled for 3 days (**July 3<sup>rd</sup> to July 5<sup>th</sup>**) **will be filled with fun and exciting events that touch upon all walks of social, educational and cultural aspects of Telugu Life.**

We have offered discounted rates for early registrations which was available until May 31<sup>st</sup>, 2008. Starting from June 1<sup>st</sup>, you can register for a few dollars more. We strongly encourage you all to take advantage of the convenience of different registration methods available, as outlined below, and register well before the start of the convention. You don't want to stand in the long queues for 'spot registration' on the day of the convention. Please register early and help us to get a better head count for planning purposes.

For the benefit of the attendees we have different registration methods available:

The easiest and most convenient method of registering is by visiting our website [www.ataworld.org](http://www.ataworld.org) or [www.sulekha.com](http://www.sulekha.com). The Sulekha management has come forward in helping the online registration process. All major credit cards like (MC, VISA, and AMEX) are accepted. An online registration will automatically capture all the information and will be available for you to view your registration status within 24 hours.



### **Convention Online Registration**

Alternatively you can download the registration form, fill it with all the details of attendees, address, email id, phone # and proper amounts and mail the form along with your check or credit card information duly filled in the form, to the PO BOX address mentioned on the registration form.



### **Convention Manual Registration Form**

Onsite registration will be available at the venue but we encourage you to register in advance and avoid rush and delays during the onsite registration.

**On the Day of Convention:**

If you are registering on the same day, please proceed to the “Spot Registration Booth” in the main registration Lobby. If you are planning to register on the day of convention, due to the heavy expected turnout you might get delayed in the long lines and could miss some interesting programs. We encourage you to register early to avoid the disappointment.

If you have already registered, then, upon arrival at the convention center, please proceed to the main registration lobby. We are planning to arrange pre-registration booths starting with last name (Example: (A-E) (G-K) (L-Q) (RS) (TUV) (W-Z)). Please identify the correct booth number based on your Last Name, present the proof of identification (Drivers License or Passport) to collect the registration kit which includes Badge Id, food coupons and convention related booklet.

For each registered member an ID badge will be issued and it should be visible to the security guard at all times, without the ID badge the person is not allowed inside the Convention center. For each registered member a meal coupon book is issued. Please bring the appropriate ticket to enter into the dining hall.

Below is the sample registration information that will be received by the registrants two weeks prior to the Convention:

<b>Registration Id:</b>	<b>Registration#</b>
<b>Amount:</b>	<b>Total Amount</b>
<b>Number of people registered:</b>	<b>Total Registrants</b>
<b>Number of Banquet Tickets :</b>	<b>Banquet_members</b>
<b>CME:</b>	<b>CME_members</b>

**Names of the people who will be attending the conference:**

Member	Member

<b>Pre-registration booth timings</b>	<b>Opening Time</b>	<b>Closing Time</b>
Thursday July 3 <sup>rd</sup> on the Day of Banquet	12:00 PM	9:00 PM
Friday July 4 <sup>th</sup>	7:30 AM	03:00 PM

The registration committee sincerely requests you to make generous donations towards the conference. A part of your donation is tax deductible (please check with your accountant). If you need assistance please call or send us an email at [registration@ataworld.org](mailto:registration@ataworld.org) and we will be glad to assist you.

We welcome you to enjoy the fun filled convention!

Registration Committee

Call Shiva Muthiki (Registration Committee Chair) @ 631-327-2015 or Hemanth Atluri @ 631-643-1296 for any additional information



# Be a part of exciting ATA Youth Convention!!!



The 10<sup>th</sup> ATA Youth Convention is excited to present a fun-filled weekend for all ages to enjoy! We look forward to hosting new and innovative events that will entertain you throughout the day and well into the night! Meet new friends AND catch up with old ones while participating in the numerous planned activities as we get in touch with our wonderful culture!



*Day-time events* include Telugu Jeopardy, Poker and Rummy tournaments, Virtual/Video Game tournaments, How-To-Workshops, Cooking and Dancing lessons, Yoga, Spirituality sessions, a Mehndi party, Career Mentoring and numerous guest speakers (just to name a few!).

If you are 18 or older, join us for our *Night Events*, which include:

- a New York City Dinner Cruise
- the first annual ATA Comedy Show
- the FIRE AND ICE - *Vegas Style* Party with DJ Sharad
- a night out in NEW YORK CITY at WEBSTER HALL, an exclusive Manhattan nightclub!



**To be a part of this excitement, please make sure to REGISTER for the YOUTH NIGHT EVENTS with our online form.**

**Visit [www.ataconvention.com](http://www.ataconvention.com) and navigate to Youth Committee for online registration**



**Please note that you must still be registered for the CONVENTION in order to register for the NIGHT EVENTS!**

**So, whether you are a teen, a young adult or just a kid at heart, ATA YOUTH has something for YOU .... We look forward to seeing you in JULY!**

## Bhanoji Rao Yedavalli:

### Appointment to 'Senior Technical Specialist, Executive' role of CDB

Someone once said, "Dream about what you would like to achieve, but wake up and work hard to achieve what you dreamed of". When we see people who have distinguished themselves from the rest by following their dream with unwavering attention and achieved the pinnacle of success, it fills us with great joy and inspiration. Sri Bhanoji Rao Yedavalli is one such person who had a dream and worked hard to make it come true.



Mr. Bhanoji Rao Yedavalli, a registered Professional Engineer, has been recently appointed by the Board, in the name of the Honorable Governor of Illinois, as the "Senior Technical Specialist, Executive" in the State of Illinois, Capital Development Board (CDB). He is also the "Senior Advisor" on Technical Affairs to Capital Development Board, State of Illinois. In his prestigious new role, Mr Yedavalli will be working closely with all the State

Universities, Illinois Board of Higher Education, Community College Board, Capital Projects for other Departments in the State and School Construction Programs. Mr Yedavalli is also the Chief Reviewer and Approver of the Statewide Asbestos Abatement Projects, Budget Surveys and Professional Reviews and so on.

Mr. Yedavalli worked as a Senior Project Administrator in CDB for 91/2 years before being appointed to this prestigious role of the "Senior Technical Specialist, Executive" in CDB. At CDB, Mr. Yedavalli was in the A/E selection commission for Large Projects, worth several tens of millions of dollars each and was one of the four commissioners (Architects and engineers consulting Firms). Mr. Yedavalli is also the "Honorable Senior Associate Vice Chancellor" for Administrative Affairs in the (Illinois) State Universities system.

Mr. Yedavalli has a long and remarkable professional career with significant recognitions and honors. Before moving to Chicago in 1997 to work for CDB, he worked as a Division Chief in the Nevada Department of Transportation (NDOT) in Reno, Tahoe NEVADA for 31/2 years. His accomplishments at NDOT include "Project of the year" award in 1996. Prior to this, he was with the Department of Transportation (CDOT), City of Chicago, for 141/2 years as a supervising engineer at O'Hare International Airport, the World's busiest! There were many major projects there to his credit.

Mr. Yedavalli obtained his Masters Degree in Mechanical Engineering from Youngstown State University in Youngstown (Ohio) in 1971. He is a Registered Professional Engineer in Illinois (P.E). Mr. Yedavalli's wife, Smt. Sridevi, works in the United States Environmental Protection Agency (USEPA), a Federal Agency, and has been with the Agency for the past 20 years in a senior position. Mr. and Mrs. Yedavalli have two children; son Venkata Ramana (an MD), who is doing fellowship in Radiology in Washington University in St. Louis (daughter-in-law, Mrs. Nina, also an MD, is doing fellowship in oncology at University of Illinois in Chicago - UIC) and a beautiful daughter, Miss Venkata Purna Hamsi, who is studying Final Year Medicine (MD) at UIC. Mr. Yedavalli is a dedicated and hard working Engineer committed for excellence. He achieved the laurels mentioned above with his hard work and dedication in his long and distinguished professional career.

Yedavalli garu: On behalf of America Bharathi and ATA, congratulations on your appointment to the prestigious new role! We Telugus are very proud of your achievements and extend our best wishes to you and your family for continued success, good health and happiness!

## Panel Discussion Committee

Chair: Raj Seelam  
Co-Chair: Murali Chintalapani  
Trustee/Advisor: Parasuram Pinnapureddy

### *Members*

Dr. Laxma Reddy Kolla  
Suri Medapati

Venkataram Chiluka  
Dharma Reddy Boddu  
Sunil Vindhya

Ajaya Reddy  
Bhaskar Bhupathy

Dear Friends:

A panel consists of a small group of persons, who carry on a guided and informal discussion before an audience as if the panel were meeting alone. The proceedings of the panel: volunteering of facts, asking questions, stating opinions-all expressed with geniality, with respect for the contributions of other members, without speech making, and without making invidious personal references. This primary function should occupy approximately two-thirds of the allotted time-say forty minutes of an hour's meeting. The secondary function of the panel is to answer questions from the audience. Panel discussions are usually more interesting to the audience than is the single-speaker forum. They provide sufficiently varied clash of opinion and presentation of facts to give even the quiet members of the audience a feeling of vicarious participation.

We have chosen following hot button topics for our panel Discussion:

### **“In the era of Globalization how you nurture your culture and heritage”**

#### Speakers:

Dr V. Malakonda Reddy (Retired CBIT Principal),

Professor Ramesh Reddy (Current Dean of Osmania University (Civil Engineering Dept.))

Time: (Friday July 4<sup>th</sup> , 10 – 12 pm)

### **“Pros and Cons of Smaller States in India”**

#### Speakers:

Vedere Venkat Reddy (Retired Chief Engineer),

B.S Ramulu (Writer and Social philosopher),

Professor Ramesh Reddy

Time: (Friday July 4<sup>th</sup> , 2 – 4 pm)



## Spiritual Committee

Chair for Convention: Tulasi Polavarapu  
Chair for ATA: Ramesh C Appareddy

### *Members*

Rajashree Chitivelu

MahaLakshmi Venugella  
Swetha Reddy

Vijaya Reddy Yeturi

What we have in store for you –

The ultimate goal of all human beings is to be happy. Some people feel very happy when they attain material benefits such as money, power and such but it is a temporary phenomenon. Whereas being spiritual makes one happy and is a permanent phenomenon and makes one feel at ease with things around them. Spirituality also goes way back in time. While learning about it we also learn a lot about our past, the way we are and why we are what we are.

The Spiritual Committee of ATA was established to organize events at various locations during the year. The main event will be held during the convention. The vision of the committee this year is:

To organize programs which interest both adults and children

To invite Mahatmas who can speak to our children and young adults in English

**Have interactive sessions with children and young adults**

To invite Mahatmas who can speak to a spiritually advanced audience

To invite regular speakers who are well read in Sanatana Dharma

A number of Mahatmas both from India and USA have accepted our invitation. Every effort has been made in selecting the spiritual speakers to talk about the various aspects of Sanatana Dharma. All Sampradayas will be represented during these sessions. Most of the speakers will be speaking in English for the benefit of our children. Spiritual session will take place in 4 different rooms simultaneously between 1:00 PM and 5:00 PM on July 4th and July 5th each lasting about 1 hour.

### **The following speakers and Mahatmas have accepted our invitation**

**His Holiness Sri Sri Sri Chinna Jeeyar Swamiji** is reckoned very high among the monks of India and abroad as a pioneer and crusader of peace. Sri Swamiji is a profound Sanskrit scholar and an epitome of learning and enlightenment. He started the Jeeyar Educational Trust (JET) in 1982 at Sithanagaram in Guntur District of Andhra Pradesh with units in Hyderabad, Madras, Rajahmundry, Narayankund (Nepal), and JET USA Inc. in USA. A Youth Force named "Vikasatharangini" was started by Sri Swamiji and has hundreds of youth at its core and has been instrumental in executing several Spiritual and Social projects. The virtuous ideas and plans of Sri Swamiji for the spiritual upliftment and enrichment of humanity are executed by different units of Jeeyar Educational Trust.



**Vishvamji Maharaj:** His Holiness is a spiritual humanist who is an embodiment of divine and unconditional love. Universal integration, peace, love, brotherhood, service to needy people and propagation of human values are some of the goals of Bhagwan Sri Sri Sri Viswayogi Viswamjee Maharaj. More information can be found on [www.viswaguru.org](http://www.viswaguru.org)

**Swami Tattvavidananda:** Swamiji is a disciple of Swami Dayananda Saraswathi of Arsha Vidya Gurukulam in Pennsylvania. He will be speaking to the Youth in English. For more information visit [www.arshavidya.org](http://www.arshavidya.org)

**Jagadguru Shri Shri Shri Sidheswaraananda Bharathi Mahaaswamy:** Swamiji is the peetadhipathi of Kurthalam Peetam.

**Sadhguru Jaggi Vasudev of Isha Foundation:** Sadhguru, a yogi and profound mystic of our times, is a visionary humanitarian and a prominent spiritual leader. A contemporary Guru, rooted as strongly in mundane and pragmatic matters as he is in inner experience and wisdom. Sadhguru works tirelessly towards the physical, mental, and spiritual well-being of all. His mastery of the mechanisms of life, an outcome of his profound experience of the Self, guides in exploring the subtler dimensions of life. For further information please visit [www.ishafoundation.org](http://www.ishafoundation.org)

**Swamini Chitswaroopananda: Mathaji took sanyaasa at Vyasa Ashram (Malayala Swami).** Poojya Mathaji can preach Dasa Upanishads, Srimath Bhagavath Geetha and Brahma Sutras that is Prasthan Traya Shankara Bhayasa. She has published several books on Vedanta in the last 30 years.

**Mark Lee from Jiddu Krishnamurthy group:** J. Krishnamurti was a well-known writer and speaker on fundamental philosophical and spiritual subjects. He was born in Madanapalli in Andhra Pradesh. Mark Lee is the Project Director for The Complete Works of J. Krishnamurti which is a comprehensive and definitive collection of the whole of Krishnamurti's teachings from 1933 to 1986. He was the Principal of the Rishi Valley Elementary School from 1965-1972 in Andhra Pradesh. For more information visit [www.kfa.org](http://www.kfa.org)

**Brahmakumaris:** Prajapita Brahmakumaris Ishwariya Vishwa Vidyalaya was established in Sindh Hyderabad (now in Pakistan) in the year 1937. The institution has a very unique, unexpected and interesting beginning in an atmosphere of incredible divinity. The process of the establishment of the institution and the divine force behind it can be clearly understood when we get glimpses of some extraordinary events that unfolded in the life of an ordinary man called Dada Lekhraj, who himself had the least idea of what was to follow later. For more information visit [www.brahmakumaris.org](http://www.brahmakumaris.org)

**Dr. M.G. Prasad:** Dr. Prasad is a spiritual disciple of seer-yogi Sriranga Sadguru, founder of Ashtanga Yoga Vijnana Mandiram, Mysore, India. He teaches recitation of Sanskrit prayers, Vedic chanting, Hindu scriptures and worship practices for children, youth and adults. He is an organizer and instructor at several youth camps at temples in New Jersey, Albany, Houston and Pittsburgh. He has written four books on Hinduism.

**Dr. Chirag Patel:** A scientist at IBM Watson research lab will be speaking on the "True History and Religion of India" as described in the Bhagawatham. Being a physicist by profession he correlates it to Meta Physics and establishes the authenticity of our scriptures.

**Dr. PVRK Prasad IAS:** Chairman of the Central Dharma Prachar Council in India will be speaking to us about the role of the Non Resident Indians in protecting the Hindu Dharma.

**Chittari Saila Kumar:** He is the Chief Editor of Sathagiri Magazine a Publication of Tirumala Tirupati Devasthanams (TTD). He will be speaking on the necessity of spiritual literature poetry (Sathakalu) and its importance to the modern world.

**Professor. P. Kusuma Kumari:** She is the Professor of Telugu Studies and Director of Distance Education at S.P.M.V.V., in Tirupati.

**J. Krishna Prasad Babu:** He is the Head of the Department of History at Jawahar Bharati Degree College in Kavali, Nellore District. He will be speaking on "CHARITRALO BHAKTI SAHITYAM"

## The following is a list of Invited speakers by Spiritual Committee

**Swami Nikhilanand** : He is a sanyasi preacher and teaches Raghanuga Bhakthi.

**Swamini Karunamayi** : A Telugu Swamini from Andhra Pradesh. For information visit [www.karunamayi.org](http://www.karunamayi.org)

**Paramahansa Nithyananda**: He was born in South India and embarked upon his spiritual journey at a young age, enduring years of rigorous penance. For more information visit [www.lifebliss.org](http://www.lifebliss.org)

**Swami Kriyananda disciple of Yogananda**: [www.ananda.org/ananda/kriyananda](http://www.ananda.org/ananda/kriyananda)

**Swami Ganapati Sachchidananda**: For information visit [www.dattapeetham.org](http://www.dattapeetham.org)

**Ammachi Group**: For information visit [www.amma.org](http://www.amma.org)

**Chinmayananda Group & ISKCON**

## Web Committee

Chair: Venkat Vaddadi

Co-Chair: Ravi Reddy Gajulapalli

Trustee/Advisor: Rajeshwar Reddy Gangasani

### *Members*

Ramakrishnajee Sadanala

Mallikarjuna Reddy

Venugopala Udumula

Welcome to 10th ATA Convention website <http://www.ataconvention.com>

The new website developed for 10th ATA Convention is more dynamic and user friendly. It's intended to communicate and exchange useful information about all aspects of the convention and make it easier for users to access and know about different events that are going to be organized during the convention.

The 10th ATA Convention website provides detailed information about various Committees that are in place for the hosting of the convention, the Schedule of various Programs & Events and Invitees to the Convention. One can also get a glimpse or details about Cultural Programs, Business Seminars, Youth Events, Educational Programs, Spiritual sessions, Women's Programs, Medical education, Arts & Crafts, Banquet night and Awards ceremony, Souvenir and more & more & more.. The website also provides information on the Donors and Corporate sponsors who are great supporters of the ATA Convention.

The website has provision to download useful Forms, complete online Registration for the convention and also to sign up for various events that are conducted by different committees through our Event Registration option.

The website also provides useful information about the Convention Venue, details of the Hotels and special rates for the ATA participants, Hotels located in proximity to the center, Transportation options, Parking & Directions, planned Exhibits and, of course, about the delicious Food that is going to be served during the convention etc... The website, in a nutshell, is a great one-stop information resource for the conference. Please check it out and make use of it to the fullest.

Your Convention Web Committee



# Vendors Committee

Chair : Vikram Reddy Jangam  
Co-Chair : Shekar Reddy Konala  
Trustee/Advisor : Malla Reddy Pailla

## Members

Vinod Reddy Jangaon  
Hari Reddy  
Rajeshwar Reddy

Srinivas Kanakams  
Ravi Raju  
Ram Reddy – Past Chair

Suresh Reddy Kothinti  
Bhaskar Ravula



Dear Business Owners,

The American Telugu Association ([www.ataworld.org](http://www.ataworld.org)) cordially invites you all to participate in the 10th ATA Conference and Youth Convention. Prudential Center, the venue of our Conference is located in Newark, New Jersey, which is within drivable distance from ten states that are dominated by 50,000+ Telugu Families. The Center is also located close to major highways, Newark International Airport and mass transit system. For more information about the conference center please visit [www.prucenter.com](http://www.prucenter.com)

This year we have created a floor plan which allows the Booths to be located in the center of program attractions and people flow. A similar floor plan which was used in previous Conferences was well received by the business participants. Please look at the Prudential center main concourse level floor plan provided in this issue to get an idea about the layout. We expect this year's Conference to be very successful with more participants.

To obtain a choice location, completed application form with full payment must be mailed. As booths will be assigned on a first come - first served basis, applying early will ensure that you receive the booth of your choice. Please find the booth information, application form and other details in the following pages. We have also incorporated a layout of the main level of Prudential center for your information. Also, visit the website at the URL given below and find the application form.

<http://www.ataworld.org/2008/index.cfm?select=pagecontent&pagecd=bs>

We thank you in advance and look forward to seeing you at the conference.

Sincerely,

Vikram Reddy Jangam  
(917) 250-5147

[vendors@ataworld.org](mailto:vendors@ataworld.org)

Vendors (Exhibits) Committee - Chair

Sekhar Reddy Konala  
(347)952-0533

[vendors@ataworld.org](mailto:vendors@ataworld.org)

Vendors (Exhibits) Committee – Co chair



## 10<sup>th</sup> ATA Convention – Exhibits **Booth Reservation Form**

ATA conference is being held at Prudential Center located in Newark, New Jersey. During ATA conference all business owners and ATA participants will be having access to Main concourse and upper concourse. Location of the Exhibits: Main Concourse (Diamond and Gold) Upper Concourse (Gold and Silver)

### **BOOTHS**

Type of Business	Diamond (July 4 <sup>th</sup> & 5 <sup>th</sup> ) 10'X10'/10'X20'	Gold (July 4 <sup>th</sup> & 5 <sup>th</sup> ) 10'X10'/10'X20'	Silver (July 4 <sup>th</sup> & 5 <sup>th</sup> ) 10'X10'/10'X20'	Diamond & Gold only (July 3 <sup>rd</sup> )
Jewelry Booths (Diamond area 10'X20' only)	NA / \$14,000	NA	NA	\$3,000
Corp, Real Estate	\$5,000 / \$10,000	\$4,500/ \$8,000	\$4,000 / \$7,500	\$3,000
Semi-Precious gems, Arts, Handicrafts	\$5,000 / \$10,000	\$3,500/ \$6,500	\$3,000 / \$5,500	\$3,000
Audio, video, Electronic, DVD	\$5,000 / \$10,000	\$3,250/ \$6,500	\$3,000 / \$5,500	\$3,000
Apparels, Sarees	\$5,000 / \$10,000	\$4,500/ \$8,500	\$2,500 / \$5,000	\$3,000
Non-profit groups	NA	\$1,500/ NA	\$750 / NA	NA

*10' X 10': Each booth includes one exhibitor ID, 8' rear draping and 3'side draping, one 8'x30" skirted table, 2 chairs, wastebasket.*

*10' X 20': Each booth includes one exhibitor ID, 16' rear draping and 3'side draping, two 8'x30" skirted tables, 4 chairs, wastebasket.*

**Exhibit Hours:** Friday July 4<sup>th</sup>, 2008 9 AM to 9 PM and Saturday July 5<sup>th</sup>, 2008 9 AM to 9 PM.

**SPECIAL HOURS:** Thursday July 3<sup>rd</sup>, 2008 3 PM to 8 PM with additional cost of \$3,000 (Diamond and Gold locations only and not applicable for non-profit groups)

### **Optional Facilities/provisions**

Show Cases 6' wide 4' feet high and 18' deep	\$400 each
Electrical outlets	\$ 75 each
Overhead lighting	\$175 each
Tables	\$ 75 each
Total Amount	\$

## Booth Numbers

	Diamond	Gold	Silver
10'X20'	Exhibitor IDs starts from 1001 to 1020	Exhibitor IDs starts from 2001 to 2020	Exhibitor IDs starts from 3001 to 3020
10'X10'	Exhibitor IDs starts from 1101 to 1120	Exhibitor IDs starts from 2101 to 2130	Exhibitor IDs starts from 3101 to 3150

*Note: Based on space availability more/less numbers will be allocated.*

Please refer to Exhibitor IDs on the attached floor plan for location of booths. Separate floor plans are attached for Main concourse and upper concourse.

## **BANNERS**

Hanging (5'X20')	\$5,000	Only 10 are available (4001 to 4010)
Hanging (3'X6')	\$2,000	Only 20 are available (5001 to 5020)
Standing (3'X5')	\$1,000	Only 30 are available (6001 to 6030)

*Note: On additional banner purchases 10% discount will be awarded.*

Banner locations also specified in the floor plan. Allocations will be made based on first come first serve basis. Visit convention website for maps of banner locations.

## **TERMS AND CONDITIONS:**

**Please review the following terms and conditions carefully.**

- Each 10'x10' exhibitor allowed registering maximum two except non-profit organizations. Each 10'x20' exhibitor allowed registering maximum four except non-profit organizations.
- Allocation is based on first come first serve basis. Booths and Banners will be allotted upon full payment only.
- Amount once paid cannot be refunded and is not transferable.
- Vendor committee has right on final allocations of booths and changing the layout at any point of time. ATA or Convention center is not responsible for any theft or loss or damage of your goods.
- No Insurance will be provided by ATA or Convention Center. You can have insurance on your own.
- Vendor committee has right to refuse booth to anybody.
- ATA or Convention center is not responsible for any kind of Taxes or permits. You must comply with all NY/NJ laws and regulations for vending.
- Exhibitor is not allowed to sell/display any products other than mentioned category in the application. No food/drinks can be sold.
- Show cases are not allowed from outside, showcases will be provided by ATA upon paying additional fee.
- Any kind of damage to the convention center property will be born by the Exhibitor.
- No nails or screws may be driven in to the floor; no damage of any nature may be done to the booth structure or to any part of exhibit hall. Exhibitor warrants against structural damages shall be held responsible for damage for individual exhibit area, and agrees to indemnify ATA for any such damages.

**Business Name:**-----

**Category:**\_\_\_\_\_

(e.g.: Jewelry, Apparels, Sarees, Real Estate, DVD/CD, Crafts, Bank, Spiritual Charity, Paints & Handicrafts, Other... etc. Clearly Specify the kind of goods/ service)

**Contact & Payment Details:**

**CONTACT DETAILS**

<b>Contact Name</b>	
<b>Address</b>	
<b>City</b>	
<b>State</b>	
<b>Country</b>	
<b>Office Phone</b>	
<b>Cell Phone</b>	
<b>Fax</b>	
<b>Email</b>	

**PAYMENT DETAILS**

No of Booths_____, Booth #'s_____	\$
Optional Facilities Total Amount	\$
No.of Banners_____, Banner #'s _____	\$
<b>Total Amount</b>	\$
<b>Amount enclosed</b>	\$

(Payment can be made by check or Money Order. Only Money Order or a Cashier Check will be accepted after 5/30/2008. Checks should be Payable to 10<sup>TH</sup> ATA Conference).

**Credit Card (Master/Visa):**

<b>Name as it appears on the card</b>	
<b>Credit Card Number</b>	
<b>Type of Credit Card</b>	<b>Master / Visa</b>
<b>Exp. Date</b>	
<b>Amount Authorized \$</b>	
<b>Signature</b>	
<b>Date</b>	

**Need More Info please contact**

Vikram Jangam

Ph# (917)250-5147

Sekhar Konala

Ph# (347)952-0533

Mailing Address: (for Exhibits only)

Sekhar Konala

83 Prestwick way, Edison, NJ 08820.

**For Exhibits Committee Use Only**

Check #:\_\_\_\_\_ Amount \$:\_\_\_\_\_

Date Recd:\_\_\_\_\_ Reg.ID#:\_\_\_\_\_

**I have read, understood and agree to the terms and conditions in the contract.**

**Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

# Women's Forum

Chair: Shobha Chepuru  
Co-Chair: Padma Tadoori  
Trustee/Advisor: Damoder Reddy Donuru

## *Members*

Sharada Tadepalli  
Vijaya Malladi  
Sumitra Reddy

Satya Korlipara  
Vasantha Noori  
Kasthuri Reddy

Nandana Muthiki  
Subhadra Noori  
Aruna Chalasani

Women's Forum welcomes you all to the 10<sup>th</sup> ATA Conference & Youth Convention!

In the past Women's Forum of ATA focused on the issues women of Indian origin have to face and deal with in an effort to adjust to the social and cultural environment of the country we live in, America; the country we adore and chose to adopt. Even though we live better lives now economically and professionally, we are still facing moral and family dilemma of adjusting to the moral and ethical standards we learned from the country of our birth, India. The lack of moral and social support we get from our families in India as well as from the community is causing a great deal of stress and devastation. With these problems in mind, our women's forum is focusing on topics geared towards improving the conditions of women mentally, physically and financially.

TOPICS THAT WILL BE DISCUSSED THROUGH PROFESSIONAL SPEAKERS DURING THE CONFERENCE:

- 1. Women and finance (Get well versed with finance, manage your family finances and prosper with proper planning and investing)**
- 2. Women's health (Thyroid, Obesity, Back pain)**
- 3. Yoga, mind and body**
- 4. Fashion and Fitness (Why fashion and fitness is important in today's challenging society, be your best and be proud of who you are inside and out)**
- 5. Stress management for working women (How to manage their scope of expectation of their duty to their family, and allocate certain time and recreation for their own health)**

This Forum will clearly show how much the Indian woman needs to be educated about the available resources to enhance their lives to be healthy, wealthy and wise. This Women's Forum will provide information to enhance awareness amongst women of Indian origin about the services available in different areas of need. It will also provide a platform for women to network with each other in a general discussion and interaction and to have their concerns and needs addressed through a question and answer session with the invited professional speakers representing different specialties. The Forum will provide a firm foundation to develop and implement further strategies to address the specific needs of women of Indian origin.

PLEASE COME AND PARTICIPATE IN WOMEN'S FORUM FOR A LIVELY DIALOGUE WITH PROFESSIONAL SPEAKERS!



# Task Force Committee

Chair: Suresh Reddy Sadipiralla  
Co-Chair: Subbu Garikapati  
Trustee/Adviser: Rajeshwar Reddy Gangasani

## *Members*

Narayana Reddy Kasireddy  
Denis Kannam  
Anil Nalmada  
Vamsi Vakiti  
Rajeshwar Koumidi

Srinivas Reddy  
Venkat Vaddadi  
Ravi Reddy G  
Sandeep Reddy  
Suneel

Aravind Addala  
Rao Gedala  
Jagdish MalReddy M  
Venkat Padula  
Vishnu Venkat

The Task Force Committee welcomes you all to our 10th ATA Conference & Youth Convention to be held on a grand scale in Newark, New Jersey. The purpose of our committee is to assist in the smooth organization of the event by working with other committees and helping the guests and invitees so that they can fully enjoy the convention experience.

We already have a list of 50+ task force members who enthusiastically signed up for the tasks ahead. We are currently in the process of identifying team leaders and designating chores or duties. Based on the detailed program being developed, we are also estimating the requirement of task force members. We have prepared flyers about the event and have been attending Telugu community events such as Ugadi around NY and NJ areas and trying to recruit more task members. We are also placing strong emphasis on recruiting women task force members. Once the full-fledged program is in place, we will prepare a complete calendar of all three days i.e., July 3rd, 4th and 5th, and expand this to "hour to hour" grid, divide into shifts and assign task force members to respective shifts and chores.

We also have another important task during these days of preparation that is to serve as the channels of information transmission between convention committees and the core committee. By sending weekly reminders to all the committees we request them to send information on their activities, decisions made, and questions to be asked to the core committee and convey this information to the core committee. This gives the core committee a complete picture of all activities at global level and instills confidence in the movement of the preparations for the event.

We will be ready when the gates of the convention open on July 3rd. We will be assisting the guests by directing them to the hotels and parking places since that will become the need of the hour. In addition, we will be addressing the questions and requests of guests and also assisting other committees with respect to session arrangements and facilities.

Let us motivate our youth to get involved in these interesting chores of the day since they are the future leaders and organizers of our association and experience certainly makes them well prepared for the times to come.

Having said that we know we are the best to serve our own loving ATA 2008 guests and we are sure WE WILL DO IT VERY WELL! SEE YOU ALL AT THE CONVENTION!

Your Task Force Committee



**Following Convention Committees join the preceding in extending  
their heartfelt welcome to you all to OUR 10<sup>th</sup> ATA Conference & Youth Convention**

**Budget Committee**

Chair: Satish Kalva  
Co-Chair: Narasimha Reddy Tangutoori  
Trustee/Advisor: Malla Reddy Pailla

*Members*

Ramalinga Reddy Chirra	Roopesh Kondrella	Rathnakar Reddy
Radha Reddy	Udaya Kumar Dommaraju	Ashok Bukkasagaram

**Reception Committee**

Chair: Janaki Rao  
Co-Chair: Hyma Reddy  
Trustee/Advisor: Parasuram Pinnapureddy

*Members*

Vijaya Nyayapathi	Mamatha Reddy	Usha Rani Raparla
Sadhana Reddy	Vijaya Saladi	Sumathy Reddy
Vasanth Badhey	Rama Joga Eranki	Madhava Reddy
Kalyan Muthyala	Seema Raguthu	

**Finance**

Chair: Srinivas Devireddy  
Co-Chair: Koduru Vinod Reddy  
Co-Chair: Rajesh Madireddy  
Trustee/Advisor: Malla Reddy Pailla  
National Coordinator: Vijaypal Reddy

**Health & Sports**

Chair: Krishnareddy Gujavarty  
Co-Chair: Sridhar Rao  
Trustee/Advisor: Parasuram Pinnapureddy

## Awards Committee

Chair: Sambu Reddy Avutu  
Co-Chair: Vidyasagar Annam  
Trustee/Advisor: Parasuram Pinnapureddy

### *Members*

Hanumantha Reddy  
Sarada Purna Sonty

Chandra Reddy Gavva  
Vijaypal Reddy

Lakshmana Rao JV

## Safety & Security

Chair: Ram Reddy Nallu  
Co-Chair: Lokesh Reddy Anantula  
Trustee/Advisor: Sudhakar Perkari

### *Members*

Ramesh Khanna  
Chandrashekar Reddy  
Vijay Kundur

Sanjeeva Reddy  
Jhansi Reddy  
Shilpi Kundur

Shekar Gunaparthi  
Radha Reddy

## Alumni Committee

Chair: Indrasena Reddy  
Co-Chair: Ramesh Reddy  
Trustee/Advisor: Rajender R Jinna

### *Members*

Dr. Pavan Kumar  
Dr. Jagadish Gebbeta  
Suresh Bheemreddy  
Suresh

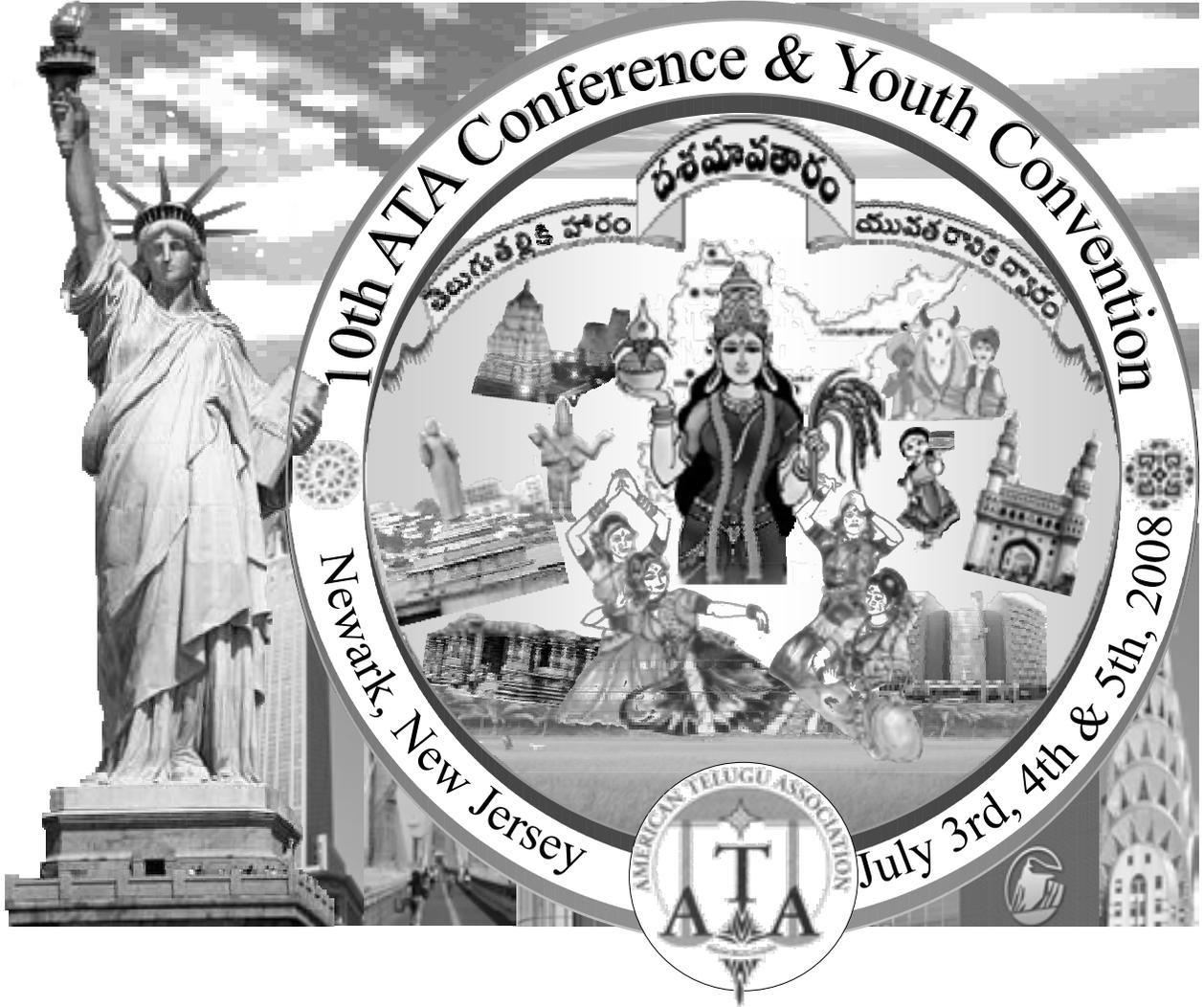
Dr. Mohan Aruva  
Dr. Madhava Mosarla  
Srinivas Ranabotu  
Venkat Ramana

Dr. Raghava Reddy  
Dinakar Reddy  
Praveen Kumar  
Dr. Venkat Kolla

## Media Committee

Chair: Suresh Jilla  
Co-Chair: Venkat Reddy  
Trustee/Advisor: Damoder Reddy Donuru

## The “Slogan” & “Logo” of “10<sup>th</sup> ATA Conference & Youth Convention”



### “The Slogan”

We have chosen the slogan “*Dasamaavataaram: Teluguthalliki Haaram – Yuvatharaaniki Dvaram*” for our 10<sup>th</sup> ATA conference & Youth Convention since it represents the theme and the spirit that is at the heart of this conference and also aligns with the strategy and vision of current ATA leadership. All of the previous nine ATA conferences had their own unique themes, approaches and significant accomplishments and they could easily be termed the nine incarnations or *avatars* of ATA over the years. And now, this is ATA’s 10<sup>th</sup> conference – and hence *Dasamaavataaram* (10<sup>th</sup> incarnation). We, the Telugus, have a language sweeter than honey as our mother tongue and we have rich traditions and mesmerizing arts that stood the test of time and evolved to their finest. Agriculture, the first and key vocation of early settlers of our homeland and the mainstay of our economy hitherto, is also one of the best in the country. As a token of appreciation and reverence and to venerate and glorify Teluguthalli, the symbol of our culture and agriculture, we chose “Teluguthalliki Haaram” (a garland for Teluguthalli) – a theme akin to “Maa Teluguthalliki Mallepoodanda” as the second part of the slogan. A major focus of the current ATA leadership is youth – emphasis on their preparation to take up the reigns of ATA in the future since they are the flag bearers of our Telugu culture into the future in America. Hence, we chose “Yuvatharaaniki Dvaram” (Opening the door to our youth) as the third part of the slogan.

## “The Logo”

The logo was designed to reflect the theme and the slogan of the conference. At the outset, since this is the 10<sup>th</sup> conference, it is designed as number “10” – the statue of liberty represents number “1” and the circle next to it is “0”. The circle itself represents a door, a strong circular door similar to that of a bank vault (the strong room) indicating the strong door to our strong cultural heritage – our peerless treasure. The door itself is hinged to the hand of statue of liberty – her fingers are the hinge and the symbolism that her hand holds both a book and the circular door is that we came here and attached to the USA owing to our educational excellence. It also indicates that the cultural stronghold we built is attached to USA (since we live here!). Outside the circle, there is a US flag stretching through the entire diameter of the circle. A close observation also reveals that the stars and stripes also pervade the circle at the top – the stars and the blue color encompassing them is transformed into a blue sky inside the circle (underneath the ribbon banner bearing the slogan) indicating that we live here and practice our culture under the American sky. Also outside the circle are symbols and sites of New York and New Jersey – Empire state building, Brooklyn bridge, Chrysler building and Prudential Center (venue of our 10<sup>th</sup> ATA conference).

Now let us have a close look at the circular door. The circle actually has three concentric circles of three colors representative of Indian flag with the convention information in the central white circle with two designs of *muggulu* (rangoli) representing the festive sights from our homeland since our conference is a celebration of our culture. The reason for the use of Indian flag colors for these concentric circles is to emphasize and reaffirm that we will always be encircled or bound by the feelings of devotion to our Motherland, no matter where we live. Embedded in the three concentric circles at the bottom is our ATA logo giving the impression of the three colors of Indian flag (rays) emanating from it as well as the impression that the flag colors are pervading the ATA logo. Inside the space encompassed by the three concentric circles – at the center is our Teluguthalli, the symbol of our culture and agriculture, with the backdrop of the map of Andhra Pradesh. She is surrounded by several images symbolic of different aspects of our culture, traditions and development. Immediately surrounding Teluguthalli are: (i) Dancers at the bottom indicating the art of dance from Telugu Land – they are represented in poses (*bhangimalu*) as if they are offering their respects to Telugu Thalli (the pictures of the “four dancers” depicted in the logo were painted by **Sri Balaram Pammi**, Convener of our 10<sup>th</sup> ATA Conference & Youth Convention); (ii) Annamayya, the first *vaggeyakara* who wrote and sang thousands of *sankirtanas* on Lord Venkateswara and is an epitome of devotion (*bhakti*); (iii) Annamayya is positioned in close proximity to Tirupati temple, the abode of his favorite God, Lord Venkateswara; (iv) A typical Sankranthi tradition and sight – *DooDoo Basavanna* representing our beloved festivals the memories of which always linger in our minds and prompt us to continue those traditions in USA; (v) A cute little girl, dressed up in enchanting traditional clothes and holding a stack of Telugu books representing our language and traditional outfits unique to our culture. The Teluguthalli at the center plus all these images immediately surrounding Teluguthalli are symbolic of the core of our culture and placed in the center such that they form the central wheel of the strong door and help open the door to our heritage that we want to pass on to our youth. Surrounding this central ensemble of images are additional images that are symbols of Andhra Pradesh from historical and modern times – the ever mesmerizing Charminar, the Buddha statue, the magnificent thousand pillar temple and the modern cyber towers of HITEC city – all of these bear testament to the culture and progress of Telugu people in terms of thought and technology over the centuries. At the bottom of these images are the green agricultural fields – the mainstay of our economy to start with and the villages harboring these fields are the cradles that nurtured and evolved our culture. Above Teluguthalli is the ribbon banner bearing the slogan with *green mango thoranams* connecting the banner and the inner *green* circle. The yellow color of the ribbon banner and the green color of these *thoranams* are symbols and omens for the occurrence and foreboding of good things and success (*shubham*) for our conference.

“Slogan” ideated by: Dr. Siva Prasad Kumpatla & Dr. Chandra Reddy Gavva

“Logo” theme conceived and written by: Dr. Siva Prasad Kumpatla

“Logo” designed by: Dr. Siva Prasad Kumpatla

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