

## From Telugu Fine Arts Society ....

### Message from the President....

తెలుగు కళా సమితి సభ్యులకు మరియు మిత్రులకు నా నమస్కారములు.

I want to thank everyone for giving me the opportunity to serve as the President of this great organization and to the “three Ramakrishna garlu” (Chalikonda, Jonnada and Seethala) for introducing, encouraging and aspiring me. I write my first President’s message with great enthusiasm for the organization and anticipation of the role we can play in the Telugu community. I look forward to your encouragement, support and guidance throughout the next two years to serve the organization.



I would like to congratulate Damu Gedala and all previous Presidents and Executive Committee members for their selfless work towards TFAS and taking the organization to new heights. Our newly elected Executive Committee is poised to continue this journey and do the best we can. Every individual on the new Committee is just as inspired as I am and we stand ready to work as a team. We want to keep the organization easily accessible to the membership and transparent of our activities. Please feel free to suggest any new ideas and/or projects that you may want us to undertake by sending an email to [president@tfas.net](mailto:president@tfas.net) or [tfasexecutives@yahoogroup.com](mailto:tfasexecutives@yahoogroup.com)

Telugu community has grown tremendously since its inception over 25-years ago and the community needs continue to evolve. One of our goals for the next two years is to increase TFAS role to include community services and provide a home for the Telugu Community – i.e., Janani gari “Home away from home” motto. Some of the goals set for TFAS include the following and we will continue to adjust and update these goals throughout the term on as needed basis.

- Increase Life Membership by 150 members per year. We have noticed that attendance at TFAS events has increased significantly but the overall increase in membership was not proportional. We have already embarked on various membership drives and will continue to seek new and active members.

- Community Services committee will be actively looking at various community events, such as conducting medical camps, blood drives, soup kitchen services, etc. We intend to use the energy and enthusiasm of our youth members to lead and participate in these events.

- Provide quality literary, cultural and art programs in a well coordinated and well organized way. We will strive to balance local and outside talent at our events.

- We will try to partner with sister organizations; both Telugu as well as non-Telugu, to combine efforts towards a common goal. We have already started this during the last two

years where we participated in the Independence Day celebrations with other Indian organizations.

- One of the key goals of the current EC is to include as many members into our activities as we can. As explained by Bandaru Rajarao garu, each EC trustee represents a committee and they can recruit as many active members into each committee as they need. These committees within TFAS include Membership, Annual Events, Youth Services, Community Affairs, and IT Services. You can find the name and phone numbers of each Committee chair in Telugu Jyothi.

- Speaking of Telugu Jyothi, our goal is to make this bi-monthly TFAS publication self-supporting. I want to thank TJ Editorial Committee, led by Bhavaraju Murty garu, for their hard work over the years and thank the sponsors for their continued support. We are organizing ourselves to focus on accounts receivable from various advertisements and look for ways to reduce printing and mailing costs. We intend do the same with our website.

- As many of you are already aware, we have embarked on a mission to provide a physical home for TFAS, a brainchild of Dr. K.V. Rao garu. Over the last few months we have created a TFAS Building Committee under the able leadership of Ram Kolluri garu. Although our initial efforts did not yield the intended results in terms of financial commitments, we have seen a tremendous response from the membership and the community on the intent and we are confident that with support from each one of you we can full fill this dream.

Our Vice President Vasudeva Chinna, IT Chair Sudhaker Uppala, and Community Chair Jayanarayana will work with the TJ Editorial Committee. Our Secretary Manju Bhargava, Annual Events Chair Usha Akella and Youth Chair Girija Kolluri have already started planning for upcoming events and activities. Membership Chair, Vasanth Naidu is attending various events to meet the goal he setup for increasing membership. Suresh Makam’s job as TFAS Treasurer started even before he officially took over by working closely with the outgoing EC members and “collecting money from those who pledged but haven’t paid yet”. Our EC is busy planning the next event, TFAS Picnic, on Sunday, July 25<sup>th</sup> at Johnson Park, Grove 5 on River Road in Piscataway. I hope to see you, your family and friends at this event.

The new EC selected Dr. Satyaveni Rao garu, Bhavaraju Murty garu and Damu Gedela to serve on the TFAS Advisory Committee and I thank them for agreeing to our request. In addition, all of us need your help and understanding to make TFAS a successful organization; “*An Organization of Choice*” for Telugu Speaking and Telugu Loving people across the world.

Until next time, Your President, **Anand Paluri**

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### TFAS Conducts an Electrifying Ugadi Program in New Jersey

The Ugadi celebration conducted by TFAS on April 24 2010 was a fabulous show of dance, singing, skits, drama, comedy and other items, which was attended by well over 1000 people with a joint effort from outgoing and incoming EC committees of the organization.

Plenty of talent from local community and from India was on display. Congratulations to our Tristate parents who took time to impart Telugu and Indian culture to our children by taking kids to dance, music and other art classes. The show started with an Ugadi song followed by classical dances. A hilarious costume drama, Trishanku Swargam, added variety to the show. Other local highlights included a dance ballet 'Ardha Naareswaram', vocal music, classical and folk dances and a comedy skit.

The program was carefully planned and executed by the outgoing and incoming executive committees in a collaborative way. Outgoing president Damu Gedala and incoming President Anand Paluri ensured the overall coordination of the program with assistance from cultural chair Manju Bhargava and Youth chair Girija Kolluri to bring the program together and conduct it on time. As Master of Ceremonies Mahesh Saladi and Madhu added glitter to the show. Incoming Cultural chair Usha Akella, Vice-presidents Seethala Ramakrishna and Chinna Vasu assisted with the program coordination while Presidents Damu Gedala and Anand Paluri presented plaques and shawls to the guests. Registration and hospitality was handled very efficiently by Membership/Treasurer Chairs Lakshmi Mallela, Indira Yalamanchi, Suresh Makam and Vasant Naidu. IT chair Satya Nemana with help of volunteers lead by Srinivas Ganagoni did a stupendous job with ticketing.

After the excellent local show in the afternoon, everybody dispersed for an Andhra style Dinner. The food was excellent and was served with our traditional garelu and boorelu. The much awaited prime time started with a Gala Music show by Music director G. Anand's 'Swaraa Madhuri' Music troupe from India. They started the evening with a prayer song and introduction of the super singers Pranavi, Deepu, Anjana and folk singer Ravi.

Assemblyman Upendra Chivukula was also present and urged the membership to donate money for the various TFAS causes. Music director RP Patnaik was a guest and talked about



his directorial Hollywood debut among other things. Dr. Rajendra Prasad was the highlight of the evening and entertained the guests with humor. He explained how ordinary situations in everyday life can be handled with humor. He is also known as Charlie Chaplin of Andhra and brought humor and comedy to prominence at a time when there was that vacuum in Telugu cinema and he thoroughly entertained the crowd. Other dignitaries from India were also recognized for their services to the community.

All in all this was another stupendous and successful show with a lot of effort put in by past and current TFAS trustees.

- **Manju Bhargava**

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## Padmasri Dr. S.P. Balasubrahmanyam Concert Rocks Telugu Music Lovers

A three hour Telugu music concert with Padmasri Dr. S.P. Balaasubrahmanyam was presented by AAINA group at Union County Performing Arts Center in Rahway, NJ on Saturday, 22nd May 2010 with logistical support from the Telugu Fine Arts Society. TFAS was well represented by Secretary Manju Bhargava and Membership trustee Vasant Naidu. Vasant Garu set up TFAS booth to attract potential members. He did an excellent job and distributed around 60 to 70 applications forms to numerous people, who had no prior knowledge of TFAS and its benefits in NJ.

During the concert, Dr. Balasubramaniam paid a tribute to late lyricist Sri Veturi Sundarama Murty with a 2 minute silence and by singing about 15 songs penned by Veturi. Balu, as he is fondly called, captured audience attention by singing old melodious numbers as well as newer songs. He was joined by other playback singers including, Sailaja, Sri Krishna, and Kalpana. From the "Prathi Rathri Vasanta Rathri" to Choododhu antunna" in Pokiri; a whole gamut of songs were sung to please the crowd. Unlike previous shows held in the last few years where Tamil, Telugu and Kannada songs were sung, this year's concert was exclusively in Telugu with a near house-full attendance. A visit by Balu's son, S.P. Charan was a pleasant surprise.

AAINA president, Sunil Nethi in his thank you speech thanked TFAS and President Anand Paluri for their support. All in all the program was a grand success and as always Balu thanked his fan base at the end of the show with a humble bow.

-**Manju Bhargava**

Summary of Ugadi Accounts	
Total Collected	\$21,657.46
Pledges to be Collected	\$2,650.00
Total Income	<b>\$24,307.46</b>
Expenses:	
School	\$6,989.00
Food	\$6,534.00
Artists	\$7,924.00
Misc.	\$2,605.32
Total Expenses	<b>\$24,052.32</b>
Net Income / (Loss)	\$255.14

- **Suresh Makam, TFAS Treasurer**

## A Literary Event

- **Usha Akella**

The Literary event this month included a meet & greet session with Hasya Brahma Sankara Narayana garu on Saturday, May 22<sup>nd</sup> at Sri Venkateswara Temple in Bridgewater.

Hasyavadhani Mr. Sankara Narayana, well known as Hasya Brahma, is an international Artist and veteran journalist. He is Limca Book Double Record holder for his Hasyavadhanam. He is a multi talented journalist, columnist, writer, speaker, TV showman, researcher besides a post

graduate in Telugu. He has been in the field of Telugu Journalism for 28 years. He has been working as Chief Sub-Editor in EENADU Telugu Daily. Earlier he worked as Chief Sub Editor in Andhra Prabha, Krishna Patrika and TV Channel CTV. He has the distinction of contributing 30 columns in Journalism. He has published 11 books to his credit.

The event started at 3:00 PM on a bright day, with the sun shining and sunlight pouring into a room packed full of guests waiting to hear the artist speak.

Radha Kasinadhuni garu started the program by introducing the goals of the literary program followed by Dr. Raja Rao garu introducing the artist to an audience that comprised of several prominent members of the Telugu community, many of them illustrious literary artists in their own right. Large portions of the audience were current and past TFAS committee members who were instrumental in promoting Telugu culture and literature in USA.

If the sun was bright, the artist was brighter, and easily outdid the sun in warmth with witty and humorous anecdotes interspersing his two hours of talk on the art and science of comedy. He invited the audience members to provide any statement on any subject, and promptly turned them into a humorous moment. At other moments, he regaled the audience with narratives of his interactions with various luminaries in the world of Telugu arts and literature, as well as the sometimes inexplicable world of Telugu politics.

TFAS was represented by Usha Akella and Sudhakar Uppala and felicitated the artist at the end of the program.

#### Welcome New Members to TFAS

Life Members: Ramesh Vadlamudi; Ravi Yellapamtula; Saraschandra Veta; Ranjith Kotcherlakota; Ashokvardhan Veldana; Gopikrishn Gada

Annual Members: Rahul Sadhineni; Naresh Chennamsetty; Rajasekhar Pasala

#### Telugu Jyothi Annual Advertisement Rates

Half page inside: \$200 (one issue: \$50)

Half page inside and sponsor half page for articles): \$300

Full page inside: \$400 (one issue: \$100)

Full page inside front or back cover: \$500

2/3 page outside back cover: \$400

Sponsorship without advertisement:

Full page per year: \$200; Full magazine per issue: \$600

#### Address Change

Please notify your address change promptly to  
membership@tfas.net