

From the President...

తెలుగు కళా సమితి సభ్యులకు మరియు మిత్రులకు నా నమస్కారములు.



This summer in New Jersey is reminding us of hot summer days in India and a feel of homeliness. Hopefully you are making the best of Mother Nature has to offer and enjoying your time with kids out of school and constantly craving for mom's home cooked meals, three times a day. Enjoy their company while it lasts as they seem to grow ever so fast.

The new executive committee has rolled up its sleeves and started work on several fronts; including finances, upcoming events, coordination with other community organizations, community events, update of the website and youth coordination. The first and foremost has been to reconcile accounts for the past two years and upload them into a usable QuickBooks program. This information is used to file the organization's annual tax return to sustain its non-profit status. Our treasurer has been working diligently with past and current executive members to file the 2009 taxes by August 15th, 2010. We are also pushing to get financial house in order for our publication "Telugu Jyothi". Invoices have been mailed to all the vendors and we hope to create a financial model that will endow the TJ to pay for itself.

By now, you must have received several emails regarding the TFAS Annual Picnic on July 25th at the Johnson Park in Piscataway. The event was a great success, despite of pouring rain. Well over 400 people attended the event and enjoyed games, music, food and dancing in the rain. TFAS provided this event free of charge to all who attended, with the anticipation of receiving sponsorships and financial support from the community. Fortunately, eight local restaurants agreed to provide food at no cost. These restaurants include: Abhiruchi, Coriander, Dakshin, Desi-Chef, Paradise Biryani, Puja@Somerset, Spice Palace and Suma Foods. These businesses should be commended for their generosity and deserve our support. Additionally, members of the TFAS current and past executive committee members as well as others brought enough food to feed everyone in attendance. Prizes were distributed and every attendee was given some memento to take home along with fun-filled memories. At the risk of singling out one individual, I must thank Mani Akella for providing an excellent sound system at the event that played good old Telugu music. Kids set up a lemonade stand to showcase their entrepreneurship by selling over 100 glasses at \$0.50 a glass. We also had face painting and tattoos for kids. Once it started to rain, everyone congregated underneath the gazebo and started an unplanned anthyakshari, showing the Telugu spirit to convert any disruption into a meaningful entertainment. TV9 was there to capture our festivities.

Our Youth and Community Chairpersons teamed up to do a clothing drive at the annual picnic. Several members and non-members of TFAS donated usable cloths, shoes and bags. These will be donated to the Red Cross of New Jersey this week. Thanks to everyone who

participated on this community service. We be looking to conduct similar drives and events in the future and active participation from everyone and especially from the youth will be highly encouraged. Please contact any of the EC members if you would like to assist.

TFAS continues to collaborate with other community-based organizations in promoting our arts, literature and culture. We assisted Sri Viswayogi Visamjee Foundation for Universal Integration and Peace given the cause to provide free medical assistance to Mother and Childcare Hospital in Guntur, India. Padmasri Dr. Sobha Naidu mesmerized audience with dazzling performance on "Sarvam Sai Mayam". A separate note on this event is included in this edition of TJ. TFAS will be marching along Oak Tree Road in Edison, in the Indian Business Association's India Day Parade, celebrating Indian Independence on August 8th, 2010. We hope you will join this event. Several arts and cultural events are planned at the conclusion of the parade.

We are planning an overhaul of the TFAS website, which is in need of improvement. Number of hits on the www.tfas.net has increased significantly in the recent past. This provides a great opportunity for the EC to communicate directly with the membership. Our IT Chair has already initiated some backend changes and will continue to improve the site to make it more user-friendly. We receive numerous requests, almost on daily basis, to send emails out to the membership. We play the role of a gatekeeper to make sure that our members do not get bombarded with emails. We are selectively approving sending these emails.

TFAS Secretary, Vice President and Events Chair are working with me to plan next cultural events. We intend to do at least one more event before we celebrate Deepavali on November 13th. Please stay tuned for more details.

TFAS is saddened by recent violence, especially targeting Indian community in the recent months. All Indian organizations, including TFAS will be collectively strategizing how best we can draw the attention of Trenton and if required Washington, DC. I had a discussion with Congressman Pallone and he has agreed to discuss the issue more in detail. Meanwhile, all I can suggest is to be extra vigilant in safe guarding our valuables and try to get involved in local government. After all, this is our home away from home and it is in our best interest to keep our home in order. Until next time.....

Your President **Anand Paluri**
"Sarvam Sai Mayam" – a ballet by Padmashri Dr.
Sobha Naidu

Sri Viswayogi Viswamjee Foundation for Universal Integration and Peace presented a kuchipudi dance ballet on Sri Shiridi Sai Baba called "Sarvam Sai Mayam" by Padmasri Dr. Sobha Naidu on the eve of Guru Purnima. The event was held at the New Brunswick High School on Somerset Street on July 24th, 2010 from 4 PM onwards. Over 400 people attended this event. Given the artist and the cause to fund Mother and Childcare Hospital in Guntur, Andhra Pradesh, TFAS extended its support to the event by promoting and providing logistical support. TFAS was duly recognized for its role in the community. After the dance ballet, the evening was graced by

Bhagawan Sri Viswayogi Viswamjee Maharaj, Congressman Frank Pallone, Edison Mayor Antonia "Toni" Ricigliano, TFAS President Anand Paluri and other dignitaries. Each dignitary was recognized for their service to the community and promoting peace, love and unity.

TFAS Picnic 2010	Accounts
Income:	
Donations	268.10
Raffle tickets	214.00
Youth lemonade stand	29.90
EC pledges	400.00
Total collections	912.00
Expenses:	
Park fees	427.20
Generator	65.91
Food	149.70
Supplies	268.56
Total expenses	911.37
Net income (loss)	0.63



TFAS Picnic Photos