



International Media And Cultures

8/24/2010

From: Dr. M.S. Reddy

Dear Dr. Annambotla,

It is great honor for me to receive the first 2009 prestigious "Veda Brahma Award" from AAPNA, for my contribution to the Ayurvedic Research. According to AAPNA, it is the highest honor bestowed on Ayurvedic researcher, whose research is well recognized and was patented worldwide. I promise you, I will live up to the expectation of "AAPNA" as the recipient of title "Veda Brahma".

I thank you very much and looking forward to working with "AAPNA".

Yours Sincerely,

Dr. M.S. Reddy, D.V.M., M.S., PhD

Bio-Data of Dr. M.S. Reddy

NAME: Dr. Malireddy S. Reddy (M.S. Reddy)
ADDRESS: 1250 South Parker Road, Suite 203
Denver, Colorado 80231
E-MAIL: drreddy@askimac.com
PHONE: (303) 337-4028
MARITAL STATUS: Married
CHILDREN: Two

Education

DEGREE: Ph.D. (Food Technology & Bacteriology) - 1974
UNIVERSITY: Iowa State University, U.S.A.
DISSERTATION: Techniques for the study of Streptococcus Thermophilus
and Lactobacillus Bacteriophages

DEGREE: M.S. - 1971
UNIVERSITY: Iowa State University, U.S.A.
THESIS: Development of Cultural Techniques for the
Study of Starter Streptococci.

DEGREE: B.V.Sc. (Equivalent to D.V.M.) - 1967
UNIVERSITY: College of Veterinary Medicine
A.P. Agricultural University, India

Work Experience

TITLE: President (1982 - Present)
EMPLOYER: American Dairy Foods and Consulting Labs (ADFAC),
International Media and Cultures, Inc. (IMAC), and
Proyurveda, Inc.
DUTIES: Administration and directing ten manufacturing operations
the U.S. and other international operations in the U.K., in
Europe and India. Directing quality control, Research and
Development.

TITLE: Director of Operations and Research (1980 - 1974)
EMPLOYER: Leprino Foods Co., Denver, Colorado
DUTIES: Administration and management of six plant operations across the country. Directing and conducting research related to bacterial fermentation's. Other duties included; coordination of functions, findings among technical services, plant operations, research and development and quality assurance departments. Development of employee training and certification programs related to sanitation and fermentation aspects of plant operations operations.

TITLE: Graduate Teaching Assistant (1971 – 1974)
EMPLOYER: Iowa State University
DUTIES: Graduate research towards PhD. program and part-time teaching of Dairy Microbiology to undergraduates. Research included Starter Cultures, Bacteriophages and Media, etc.

TITLE: Graduate Research Assistant (1969 – 1971)
EMPLOYER: Iowa State University
DUTIES: Graduate Research towards M.S. Program. Research on Starter Cultures, Media, and Cultural Developmental Techniques.

TITLE: Veterinary Surgeon (1967)
EMPLOYER: Self employed, Nellore, India
DUTIES: Disease treatment of large and small animals

TITLE: Shed Captain of the earn while you learn Poultry Project (1967).
EMPLOYER: College of Veterinary Medicine, India
DUTIES: Prevention and treatment of poultry diseases, administration, and research on nutrition.

United States of America Patents by Dr. M.S. Reddy

The following is a list of U.S. patents issued (1976 – present)
(Close to 140 International Patents have been issued.
Due to the extensive list, they are not listed in this Resume.)

1. Reinbold, G.W. and Reddy, M.S. 1976. Culture Medium and method of preparing Bulk Starters for Italian Cheese manufacture. Assigned to Leprino Foods.
2. Reinbold, G.W. and Reddy, M.S. 1978. Process for the manufacture of pizza cheese. Assigned to Leprino Foods.
3. Reinbold, G.W. and Reddy, M.S. 1980. Reduction of curd fines in cheese manufacture. Assigned to Leprino Foods.
4. Reddy, M.S. 1986. Method of growing Cheese Starter Microorganism. Assigned to Mid-America Dairymen, Inc.
5. Reddy, M.S. 1986. Method of preparing Cheese Starter Media. Assigned to Mid-America Dairymen, Inc.
6. Reddy, M.S. 1989. Enhancement of Lactobacillus Acidophilus growth and viability in yogurt and other cultured dairy products.
7. Reddy, M.S. 1989. Shelf life and subsequent growth of Lactobacillus Acidophilus, Propionibacterium Shermanii and Leuconostoc Citrovorum in dietary fiber based supplement.
8. Reddy, M.S. 1990. Cheese manufacture. Assigned to McCain Foods, Great Britain.
9. Reddy, M.S. 1996. Odor inhibiting pet litter.
10. Reddy, M.S. 1997. Odor inhibiting pet litter.
11. Reddy, M.S. 1997. Method of treated divided cheese product for Anticaking.
12. Reddy, M.S., and Syama Reddy, 1999. Biochemical Media System for reducing pollution.
13. Reddy, M.S., D.R.K. Reddy, and N.A.V. Prasad, 2000. Herbal and Pharmaceutical drugs enhanced with Probiotics.

Management Training Courses Taken by Dr. M. S. Reddy

1. Management by objective (1977) given by Professor Dale McConkey, of the University Wisconsin.
2. Development of management skills for new managers (1978) University of Wisconsin.
3. How to improve managerial effectiveness (1978) University of Wisconsin.
4. How to improve organization and planning in the industry (1978) taught by Dr. Carl Peters, Professor, College of Business Administration, University of Denver, Denver Colorado.
5. Improving your managerial leadership behavior. (1979) Management Development Center. Denver, Colorado.
6. Know thyself (1979) taught by Dr. Michael Johnson, Vice President and Director of Management, Development Performax Systems International.
7. New perspective of financial analysis (1979) taught by Dr. Jerome Kesselman, Professor College of Business Administration, University of Denver, Denver, Colorado.
8. Project management (1980), Management Development Center, Denver, Colorado.

ATA Business seminars (presented by leading scientists, professors, doctors, technologists and CEO's of the U.S. and international companies foreign and U.S. universities), attended by Dr. M.S. Reddy.

1. Entrepreneurship; building medical business; management a major tool for business success, Houston, Texas, July 3-5, 1996.
2. Crucial role of the information technology in building global business. Detroit, Michigan, July 4, 1998.
3. Globalization and its effect on U.S. and Asian businesses. Atlanta, Georgia, July 3-5, 2000.
4. The novel concept of technology franchising and its role in the future. Dallas, Texas, July 3-5, 2002.
5. Team building, optimism; and financial projections. Chicago, Illinois, July 3-5, 2004.
6. Spiritualism in business, biotechnology advancements in the world, changes in the international patent laws and patent protection to the inventors. Hyderabad, India, December 24, 2005.

7. How to develop a technical business using your own scientific and technical skills? Los Angeles, California, July 3-5, 2006.
8. Practical illustration of several entrepreneurial successes. Hyderabad, India, December 30, 2007.
9. Venture capital funding; real estate investments; biotechnology; information technology; and future of the pharmaceutical and life science industry. Newark, New Jersey, July 3-5, 2008.

Clinical Training Courses and CME (continuous medical education) taken by Dr. M.S. Reddy on “Complementary Alternative Medicine” and allopathic medicine.

1. Integrated medicine educational program-integrating Ayurveda into clinical practice (part 1). Conducted by The American Association of Physicians of Indian origin, March 2, 2004, at Orlando, Florida, in collaboration with leading scientists, Ayurvedic Physicians and Allopathic Practitioners. Received practical training on diagnosis of disease through pulse by Dr. Vasant Lad, a world renowned Ayurvedic physician from Albuquerque, New Mexico.
2. Integrated medicine educational program-integrating Ayurveda into clinical practice (part II). Conducted by the American Association of the physicians of the Indian origin, September 2004, at Orlando, Florida.
Topics included:
 - A. Ayurvedic detoxification and purification procedure Panchakarma and Ayurvedic management of common respiratory diseases by Dr. Shekhar Annambhotla, a world renowned Ayurvedic physician and president of OJAS, LLC, Macungie, Pennsylvania, U.S.A.
 - B. Ayurvedic clinical assessment, included pulse and Ayurvedic herbology by Dr. Aparna Bapat, Chief Executive Officer, Ayurforce, Inc., New York, NY, U.S.A.
 - C. Ayurvedic management of Arthritis by Dr. Lakshmi Mishra, Professor, Research division, Southern California University of Health Science, Whittier, California.
3. Integrated Medicine educational program, Ayurveda and Mind/Body medicine. Conducted by The Indian American Medical Association of Illinois and American Association of Physicians of Indian origin, September 2005, at Elmhurst, Illinois.
Topics included:
 - A. Psychoneuroimmunology, mind/body medicine and Ayurveda, by Dr. Archanalal Tabak, M.D.
 - B. Yoga Asanas by James Tabak, Yoga Expert
4. Attended medical education program organized by The American Association of Physicians of Indian Origin on integrating Ayurveda into Allopathic practice, June 15-19, 2005, Houston Texas, U.S.A.

5. Attended medical education program organized by the American Association of Physicians of India Origin and Manipal Medical Center on Diabetes, at Bangalore, India. January 2, 2005.
6. Attended Medical Education program on Diabetes and Coronary Heart Diseases organized by the American Association of Physicians of Indian origin, at Hyderabad, India 2005. This program was organized in conjunction with Pravasi Bharathiyya Divas of India.
7. Attended medical education program organized by the American Association of Physicians of India Origin, on Ayurveda for U.S. medical students moderated by Dr. N. Shah, M.D., and Integrated Medicine program on Ayurveda, moderated by Dr. H. Sharma, M.D., May 9-13, 2007, Philadelphia Pennsylvania, U.S.A.

Topics included:

- Treatment of Gynecological problem using Ayurveda by Dr. Tirun Gopal, M.D.
8. Attended AAPI medical sessions (allopathic) on osteoporosis, hypertension, and arthritis. May 9-13, 2007. Philadelphia, Pennsylvania, U.S.A.
 9. Attended medical education program (CME-credit), of the American Association of Physicians of Indian origin (AAPI-the largest professional medical association) June 28, 2008, at Las Vegas, Nevada. The following topics were discussed: constipation and IBS "new paradigms and new cures; surgical management of atrial fibrillation; recent controversies in use of CT and MR contrast media, asthma current trends, recent advances in the management of malignant brain tumors. Non CME medical seminars attended included: Prevention of Arthritis, coronary artery disease, osteoporosis in Asian Indians, and osteoarthritis-old disease new approaches.
 10. Attended integrated medicine program of AAPI, June 27, 2008, Las Vegas Nevada. The following subjects were discussed in detail: Medical use of Ayurvedic herbs to retard angiogenesis in tumors (cancer); practical illustration of integrating Ayurveda into main stream medicine to cure arthritis and gynecological problems. By Dr. Hari Sharma, M.D., Professor Emeritus, Ohio State University, and Dr. Triun Gopal, M.D.
 11. Attended integrated medicine program of AAPI. June 10-14, 2009, Orlando Florida. As part of the medical education program, the program topics included: benefits of practicing integrative medicine by Gopal Basisht, M.D. How consciousness affects your health by Hari Sharma, M.D., Ayurvedic management of Diabetes Mellitus by Prachi Garodia, M.D.

12. Attended medical education program of AAPI, June 12, 2009, Orlando Florida. The attended medical education program topics included: The management of Gastro-esophageal reflux disease by Bhargava, M.D., The Effective Management of Diabetes and Cardiovascular Disease by Prakash, M.D., Breast Cancer risk reduction by Nadella, M.D., and hormones and Breast cancer by Natarajan, M.D.

Books Written by Dr. M.S. Reddy

- Reddy, M.S. - A to Z of Success, 1988. U.S. Publication.
- Reddy, M.S. - 1994. Chapter on Lactic Cultures. Published by the American Public Health Association, in the compendium of methods for food testing.
- Reddy, M.S. – 26 Keys to Winning, 1998. An International Publication by University Press, Orient Longmont Publishing Company.

Dr. M.S. Reddy's Membership in Professional and Honor Societies

- American Dairy Science Association
- International Association of Milk, Food and Environmental Sanitarians, Inc.
- Gamma Sigma Delta
- Sigma-Xi
- American Association of Physicians of Indian Origin (AAPI), life membership
- Strathmore's Who's Who In America

Dr. M.S. Reddy's Membership in Cultural and Political Organizations

- National Republican Congressional Committee, Washington, D.C.
- Indian American Friendship Council, Washington, D.C.
- American Telugu Association, Chicago, Illinois
- Colorado Telugu Association, Denver, Colorado
- Associate Professional Member of "Association of Ayurvedic Professionals of North America" (AAPNA).

Honors and Awards Received by Dr. M.S. Reddy

1. Recipient of 1st place award for presenting the best clinical seminar on Veterinary Preventive Medicine (College of Veterinary Science, A.P., India, 1967).
2. Recipient of 1st place award for presenting the best clinical seminar on Veterinary Gynecology and Obstetrics (College of Veterinary Science, A.P., India, 1967).
3. Recipient of 1st place award for maximizing the profits by reducing mortality and increasing egg production of the "Earn While You Learn Poultry Project" sponsored by Kansas State University, U.S.A., in India. 1967.

4. Recipient of Gold Medal and Medal of Honor for services performed by being Corporal, section commander and junior under officer in national cadet Corps (NCC) of India (1963-1967). These awards were presented by the college of Veterinary Science, NCC department, A.P., India.
5. Elected by student body to serve as Secretary of the India Association of the Iowa State University, USA, 1969-1970. Duties include, organizing social communal, professional, and scientific get-togethers involving Universities and governmental scientific organizations of India and Iowa State University.
6. Represented Iowa State University for the Inter American University National Graduate Student paper presentation contest at the American Dairy Science Association Annual meeting conducted at the University of Florida at Gainesville, Florida, 1970. Only ten graduate students were selected from all over the United States to participate in the presentation contest.
7. Only invited student speaker from Iowa State University at the Marshall invitational Italian Cheese seminar (national), conducted at Madison, Wisconsin, U.S.A., 1973, to talk on Bacteriophage problems associated with Italian type cheeses of the United States of America.
8. Invited key note speaker at Mendal-Morgan-Muller-Khorana-Otsuka (M3K0) Scientific Club of A.P., India, to talk on future of emerging Biotechnology, as it relates to solving food problems of the third world countries. 1974. Over 1,000 professors, politicians, and students attended the conference.
9. Recipient of The Prestigious Scientific Creative Endeavor Award of Mendal-Morgan-Muller-Khorana-Otsuka (M3K0) Scientific Club of A.P.; India. Presentation was made at V.R. College, Nellore, A.P. India on May, 1974.
10. Recipient of the Sigma-Xi research award (National award) for conducting the research on Effect of Antibiotics and Antimicrobial agents on Dairy Starter and associated micro-organisms (Iowa State University, U.S.A., 1973).
11. Recipient of the 2nd place merit award (National award), in a Nationwide Inter American and Canadian Universities from the American Dairy Science Association, for presenting the best scientific research paper in the area of Dairy Manufacturing. Presentation was made at the 68th annual meeting of the American Dairy Science Association, Washington State University, Pullman, Washington, 1973.

12. Recipient of the 1974 Richard M. Hoyt memorial award (International award) from the American Dairy Science Association. This award is given annually to one graduate student in both the United States and Canada for scientific research efforts which help the dairy industry to solve the major technical problems. This award was sponsored by the National Milk Producer's Federation; Washington, D.C. Award (\$1000 and plaque) was presented at the 69th annual meeting of the American Dairy Science Association, University of Guelph, Ontario, Canada.
13. Recipient of the Gina Award (1976) for the Best Technical Achievement in Production. This award was given by the Leprino Foods Company.
14. Appointed member of the Pfizer, Borden, and Dairy Research award selection committees of The American Dairy Science Association (1975 - 1981).
15. Recipient of the 1978 Outstanding Young Alumnus Recognition Award from the Alumni Association of Iowa State University. This is given annually to an alumnus under 35 years of age, who has brought national and international recognition to the institution.
16. Appointed member of the International Dairy Research Association (1980 - 1984). A three member appointed committee governed by the American Dairy Science Association.
17. Invited guest speaker at the PepsiCo head quarters at London, England, on improving the dairy technology in the United Kingdom and Europe to meet the U.S. quality and safety demands of franchising. 1988.
18. Invited speaker for the following Universities: Oregon State University, Iowa State University, University of Wyoming, University of Colorado, University of Minnesota, University of Wisconsin, A.P. Agricultural University (India), Oxford University (England), and University of California.
19. Invited guest lecturer to the Scottish milk board executive committee on the subject of Integrating U.S. and Scottish technology to cater to the American franchisees in Scotland and England. 1992.
20. Elected as one of the twelve most successful Telugu Entrepreneurs and Scientists in the World - by India Today. 1994.
21. Recipient of award of excellence from ATA (American Telugu Association) President and Board of Trustees for being a grand benefactor for helping and serving the community. July 4, 1996 at 4th ATA conference, Houston, Texas, U.S.A.

22. Invited guest lecturer to various industrial conference throughout Czech Republic to discuss and improve U.S. and Czech Republic business relationships. Interm of meeting quality specifications imposed by European Economic Community and the U.S. 1998.
23. Recipient of award of excellence from ATA (American Telugu Association) President and Board of Trustees for being a grand benefactor for helping and serving the community. July 5, 1998, at 5th ATA conference, Detroit, Michigan.
24. Invited guest speaker to the Express Dairy at Northern Ireland. To implement total quality management in handling raw milk and finished food products in term of improving quality, and safety 2000.
25. Recipient of award of excellence from ATA (American Telugu Association) President and Board of Trustees for being a grand benefactor for helping and serving the community. July 4, 2000, at 6th ATA conference, Atlanta, Georgia.
26. Invited speaker to the Carberry milk products meetings of Carberry Southern Ireland. To improve, product safety and quality to meet the U.S. demands. 2001.
27. Recipient of award of excellence from ATA (American Telugu Association) President and Board of Trustees for being a grand benefactor for helping and serving the community. July 5, 2002, at 7th ATA conference, Dallas, Texas.
28. Recipient of "Entrepreneur of the Year" award from The American Telugu Association Presentation was made at Houston, Texas, U.S.A. (National award). 1996.
29. Serves as a Board of Director of several U.S. Corporations, and also Euro-Midam, an American Czech Republic joint venture in Eastern Europe.
30. Close to 100 popular articles have been written and appeared on Dr. M.S. Reddy's Scientific achievements in various newspapers, trade journals, and television in the U.S., U.K., and India.
31. Recipient of, 2000 Entrepreneur of the World award from Delhi Academy at Delhi, India (International award). Vice President of India, Central and State Ministers, and members of the Parliament attended the ceremony.
32. Recipient of, 2002 Award for Excellent Achievement in Science, from American Telugu Association at Dallas, Texas, U.S.A. (National award). Over 6,000 professionals, businessman, Scientists, Politicians, and International delegates attended this meeting.

33. Recipient of, 2002 outstanding Scientist award from Indian American Friendship Council, Washington, D.C. (National award). Over 100 U.S. Senators, Congressmen, and Ambassadors of various countries attended award ceremony at Washington, D.C. Priminister of India Honorable P.V. Narasimha Rao presented the award, at the U.S. Capital building at Washington, D.C.
34. Invited keynote speaker from U.S.A. (2002) to address Dhruva College of management, Hyderabad, India, to discuss on the subject of managing International Technology Business in the competitive global world.
35. Recipient of the "Prestigious International Technology Business Award" from the board of Directors of the Dhruva College of Management, Hyderabad, Andhra-Pradesh, India (2002).
36. Recipient of "Outstanding Scientist and Businessman of the year", by the world Reddy Federation, Hyderabad, India, 2003. Several politicians, scientists, technocrats, professors, and leading businessman attended the award ceremony.
37. Recipient of, 2003 Businessman of the year award, in recognition of the top business leaders in the United States of America, from Business Advisory Council of The National Republican Committee, Washington, D.C. The ceremony was attended by several U.S. Senators and President George W. Bush at the capitol. (National award).
38. Recipient of, 2003 Republican Gold Medal award from U.S. Vice President, Dick Cheney, Washington, D.C. (National award), for the meritorious contribution to the National Business Advisory Council.
39. Appointed, Honorary Chairman of the Business Advisory Council of the National Republican Congressional Committee-State of Colorado, 2002-2004.
40. Invited keynote speaker from The United States at 2003 Coastal Inverters meet of the Government of Karnataka, India, regarding shrimp farming and pollution control. Delegates from all over the world and Chief Minster, Ministers, and M.P's of the State of Karnataka, India attended the meeting.
41. Invited speaker from U.S. at the medical conferences (complementary alternative medicine) at Hyderabad and Tirupati, India, organized by ATA and local medical colleges in India, 2004.
42. Appointed as an Advisor to The Indian American Friendship Council (2002-2004) to support its activities of improving the democracy in the world, to improve U.S. relationships and elimination of terrorism.

43. Invited U.S. speaker at the Coastal Farmers meet of Andhra-Pradesh, (Nellore, Bhimavaram, and Ongole), India, 2003. The subject of the conference was "Elimination of pollution to help Marine farming and thus to help elimination of Global pollution".
44. Approved lecturer at the integrated complementary Medical Seminar of the AAPI at Orlando, Florida. 2004. The subject of the discussion is to reduce the side effects of the modern Allopathic drugs through Alternative medicine.
45. Invited keynote speaker from The United States at the World Biotechnology summit (Biotechnology application in pollution control) at Hyderabad, India. 2004. Organized by the government of Andhra-Pradesh and attendees from all over the world participated in the summit.
46. Keynote speaker at the business seminar of 8th American Telugu Association at Chicago, Illinois. July 3rd -6th, 2004. Other notable speakers include Dr. Balachandran, Director of Kellogg School of Management, Northwestern University, Evanston, Illinois, and Honorable Ministers and advisors to the Government of Andhra Pradesh, India.
47. Recipient of award of excellence from ATA (American Telugu Association) President and Board of Trustees for being a grand benefactor for helping and serving the community. July 5, 2004, at 8th ATA conference, Chicago, Illinois.
48. Recipient of ATA's Best Business Seminar presentation Award, Chicago, Illinois, 2004.
49. Invited speaker at the Indian American Friendship council's 8th annual meeting at Washington, D.C. Other speakers include several U.S. Senators and Congressman, July 20th, 2004.
50. Recipient of 2004 Outstanding Businessman of the year award, in recognition of the Top Business Leaders in the United States of America, from Business Advisory Council of The National Republican Committee, Washington, D.C. The ceremony was attended by several U.S. Senators, Congressman, top U.S. Business Leaders, and U.S. President George W. Bush at the Capitol (National Award).
51. Invited guest of honor to the U.S. Presidential inauguration of George W. Bush at Washington, D.C. 2005.
52. Recipient of the Prestigious U.S. President, "Ronald Reagan Gold Medal" for 2005 for rendering outstanding services to the welfare of The United States of America.

53. Recipient of the 2005 Outstanding Physician of The Year Award (for complementary Alternative medicine and for serving on the Physician Advisory Committee of Colorado) from Washington, D.C. published in the Wall Street Journal.
54. Appointed as Western Region Director of the Indian American Friendship Council (2005) to oversee the following states: Alaska, Washington, North Carolina, South Carolina, Nevada, Guam, Idaho, Samoa, Utah, Arizona, Montana, Wyoming, Colorado, New Mexico and Hawaii. Western Regional Director will oversee the local chapters to support the IAFC's activities of improving the Democracy in the world and to improve relationship of U.S. with India and other Democratic Nations, and elimination of terrorism.
55. Invited speaker at 2005 AAPI annual conference to speak on complementary alternative medicine "Proyurveda". Over 400 M.D.'s attended the session, June 15-19, 2005, at Houston, TX, U.S.A.
56. Recipient of 2005 Champion of the Republican Party award, in recognition of meritorious service and leadership as an honorary chairman of the National Republican Congressional Committee's Business Advisory Council of The United States of America.
57. Invited Speaker at the Indian American Friendship Councils 9th Legislative conference Senate luncheon, and White House briefings, at Washington, D.C., July 19th, 2005.
58. Honored by Colorado Telugu Association (CTA), Inc. as "An Outstanding Scientist, Businessman, Philanthropist and Renaissance man of the year (2005).
59. Honored member of the Strathmore's Who's Who in America for achieving the life time success in the profession (2005).
60. Invited speaker at the "Indian American Medical Association, of Illinois, U.S.A.", continuous medical education program on Ayurveda and mind/body medicine, September 25, 2005. The subject of the conference is "Improving health through Bio-technology infused Alternative medicine".
61. Recipient of 2005 Bharat Gaurav Award from the India International Friendship Society, for the meritorious accomplishments in the diverse field of activities that immensely contributed to the nation's progress. Presentation was made at Hyderabad, A.P. India by the Governor of Andhrapradesh, Honorable Sushil Kumar Shinde, on December, 2005.

62. Selected as the "Outstanding Scientist and successful Entrepreneur of 2005, and Dr. Reddy's life story was televised (30 min. film) all over India and other parts of the world by "MAA TV" of India in January, 2006, under the heading of successful professionals.
63. Recipient of 2006 Hind Rattan Award, for outstanding Services, achievements and Contributions by the International Congress of NRIS on the eve of Republic Day of India on 25th, January 2006, at Delhi, India. The presentation was made by the Priminister of India, Honorable Gujral at the Annual meeting of NRI Welfare Society of India.
64. Honored at Jaipoor India, 2006, by the speaker of the house of The State of Rajesthan, for the Outstanding NRI Achievements, worldwide various professionals, Scientists, doctors, businessmen, from over 20 countries attended the award ceremony.
65. Recipient of 2006 Businessman of the Year from the Business Advisory Council of the National Republican Committee, Washington, D.C.
66. Key note speaker at the American Telugu Association's 2006 Bi-Annual conference Business Seminar on the subject of running a successful technology business. Los Angeles, California, July 2-4, 2006.
67. Recipient of award of excellence from ATA (American Telugu Association) President and Board of Trustees for being a grand benefactor for helping and serving the community. July 4, 2006, at 9th ATA conference, Los Angeles, California.
68. Recipient of Outstanding Business Presentation Award of ATA, 2006, Los Angeles, California.
69. Invited speaker at the Indian American Friendship Councils 10th Annual meeting at Washington, D.C., 2006, on the subject of reduction or elimination of AIDS epidemic in both advanced and developing nations. Several U.S. Senators, Congressmen, Ambassadors, Scientists and professionals attended the meeting, J July 19-20, 2006.
70. Key note speaker at the Senate luncheon and White House briefings at Washington, D.C., 2006, on the occasion of Indian American Friendship councils 10th annual meeting, July 19-20, 2006.

71. Honored by the Colorado Springs Telugu Association (information technology professional) as "An Outstanding Entrepreneur and Scientist, who made the community proud with an unparallel life time scientific and professional achievements (2006).
72. Invited speaker to the NordMilch, Bremen and Nordhackstedt, Germany. 2007. Topics include the future of American and European Union food industry and Bio-technology in 2000's. April 24-27, 2007.
73. Recipient of 2007 global hospitals of India merit memento for presenting the best clinical seminar on therapeutic effects of Probiotics and Proyurveda on curing chronic diseases, at Hyderabad, India.. December 30.
74. Honored key note speaker at the International Business seminar conducted by American Telugu Association at Hyderabad, India. 2007. Business topic-The power of state of the Art Technology, realistic goal setting, and meditation in developing billion dollars international business. December 29-30.
75. Honored by the State of Nebraska Economic Development Governors office, Mayor and city officials of Superior Nebraska for successfully starting the, industries and creating and uplifting the employment and community welfare in the State of Nebraska, February 2008, at Superior, Nebraska, U.S.A.
76. Recipient of the ATA Business seminar award for presenting the best paper in the filed of Pharmacology and Life sciences. Award was presented by Honorable Minister of Education, Andhra Pradesh, India, on July 5, 2008 at Prudential Center, New Jersey, Newark, U.S.A.
77. Recipient of award of Excellence from ATA (American Telugu Association) President and Board of Trustees for being a grand benefactor for helping and serving the community, July 5, 2008, at 10th ATA conference, Newark, New Jersey, U.S.A.
78. Recipient of 2008 U.S. Presidential commission from the City of Denver, Colorado in recognition of undying commitment, patriotic loyalty and dedication of service to the United States of America. May 2, 2008.
79. Invited speaker and guest of honor to attend and give Vamsee-ATA awards at the 10th ATA conference, July 4, 2008, at Newark, New Jersey, U.S.A.
80. Recipient of 2008 "Champion of the Republican Party" from the State of Colorado in recognition of meritorious service and leadership Republican Congressional Committees Business Advisory Council.

81. Recipient of 2008 Vamsee-ATA Navaratna award with a conferred title of "Vignana Ratna". The award presentation was made by Vamsee foundation of India in collaboration with ATA (American Telugu Association), on July 4, 2008, at 10th ATA conference, Newark, New Jersey, U.S.A.
82. Invited speaker and guest to Dow Agro Sciences, to give scientific seminar on food and livestock improving microbiological products to Dow Agro Sciences, Indianapolis, Indiana, April 9, 2009. R&D, production, management, marketing, and finance staff were in attendance.
83. Invited guest of honor by the Andhra-Pradesh Industrial Infrastructure Corporation Hyderabad, A.P., India, to attend, speak and participate in Genome Valley and IGCARL worldwide joint venture partners at the Bio International convention (the global event of biotechnology), May 18-21, 2009. Atlanta, Georgia, U.S.A.
84. Invited speaker to Jinzhou economic and technical development zone's administrative committee by the General Secretary, and Director, Honorable Zhou Ying-Jun Jinzhou City, Liaoning Prov., China, to present the current views on food and dairy industry of China beyond 2009. August 24, 2009.
85. Invited guest of honor to participate in the developmental views and ideas to improve Jinzhou City, Liaoning Prov, China's dairy industry (animal husbandry and dairy product development), organized and presided by Jinzhou Municipal Peoples Government Deputy Mayor Honorable Liu Yang and the high level Chinese provincial officers. August 24, 2009.
86. Invited and honored guest lecturer to speak on solutions to problems associated with Cheese and dairy products imported and commercially produced in China. The presentation was made to the scientists, administrators, and sales and marketing department personnel. At the technical center, Bright Dairy Food Company, Ltd. Shanghai, China. August 25, 2009.
87. Invited speaker to the United Dairy Group of Baotou City of inner Mongolia, China on the subject of improving China's raw milk quality and dairy products (yogurt and cheese). Presentation was made at Baotou City, China on August 27, 2009.
88. Invited V.I.P. guest of honor to participate in the round table discussion with the Vice Mayor of the People's Government of Baotou City P.R. China, Honorable Cao Wen Hua, to discuss about the ideas to improve the dairy farming and dairy product manufacturing in Inner Mongolia, China. August 27, 2009.

Scientific Research Publications and scientific presentations of Dr. M.S. Reddy

1. Reddy, M.S., E.R. Vedamuthu, C.J. Washam and G.W. Reinbold. Differential agar medium for separating streptococcus lactis and streptococcus cremoris. Appl. Microbiol. 198:755-759. 1969.
2. Reddy, M.S., E.R. Vedamuthu, C.J. Washam and G.W. Reinbold. Differential agar medium for separating lactic streptococci and its application to studying strain dominance in starter strains. J. Dairy Sci. 53:632. 1970.
3. Reddy, M.S., E.R. Vedamuthu and G.W. Reinbold. A differential both for separating the lactic streptococci. J. Milk Food Technol. 34:43-45. 1971.
4. Reddy, M.S., E.R. Vedamuthu, C.J. Washam and G.W. Reinbold. Associative growth relationships in two strain mixtures of streptococcus lactis and streptococcus cremoris. J. Milk Food Technol. 34:236-240. 1971.
5. Reddy, M.S., E.R. Vedamuthu and G.W. Reinbold. Component balance in mixed lactic cultures when subjected to normal preservation procedures. J. Dairy Sci. 54:745. 1971.
6. Reddy, M.S. and G.W. Reinbold. Effect of various growth conditions on plaque formation by streptococcus thermophilus bacteriophage. J. Dairy Sci. 55:664. 1972.
7. Reddy, M.S. and G.W. Reinbold, Effect of some antibiotics and antimicrobial agents on Propionibacterium. J. Dairy Sci. 55:665. 1972.
8. Reddy, M.S. and G.W. Reinbold. Mechanism of sulfonamide resistance in Propionibacterium. J. Dairy Sci. 55:665. 1972.
9. Reddy, M.S., E.R. Vedamuthu, C.J. Washam and G.W. Reinbold. Agar medium for differential enumeration of lactic streptococci. Appl. Microbiol. 24:947-952. 1972.
10. Reddy, M.S., E.R. Vedamuthu, C.J. Washam and G.W. Reinbold. Associative growth studies in three-strain mixtures of lactic streptococci. Appl. Microbiol. 24:953-957. 1972.
11. Reddy, M.S., C.J. Washam, G.W. Reinbold and E.R. Vedamuthu. Immunogenic properties of slime from propionic bacteria. J. Milk Food Technol. 36:200-201. 1973.

12. Reddy, M.S. and G.W. Reinbold. Conditions influencing stability, proliferation and enumeration of streptococcus thermophilus bacteriophage. *J. Dairy Sci.* 52:622. 1973.
13. Reddy, M.S., F.D. Williams and G.W. Reinbold. Lactose transport in streptococcus thermophilus. *J. Dairy Sci.* 56:634. 1973.
14. Reddy, M.S., F.D. Williams and G.W. Reinbold. Sulfonamide resistance of propionibacteria: Nutrition and transport. *Antimicrob. Ag. and Chemother.* 4:254-258. 1973.
15. Reddy, M.S., G.W. Reinbold and F.D. Williams. Inhibitions of propionibacteria by antibiotic and antimicrobial agents. *J. Milk Food Technol.* 36:264-269. 1973.
16. Reinbold, G.W. and M.S. Reddy. Bacteriophage for streptococcus thermophilus. *Dairy Industries.* 38:413-416. 1973.
17. Washam, C.J., M.S. Reddy and G.W. Reinbold. Sensitivity of dairy starter and associate organisms to various antimicrobial agents. *J. Dairy Sci.* 56:638. 1973.
18. Reddy, M.S., E.R. Vedamuthu, C.J. Washam and G.W. Reinbold. Component balance in mixed lactic cultures as influenced by preservative procedures. *J. Dairy Sci.* 57:124-127. 1974.
19. Reddy, M.S., F.D. Williams and G.W. Reinbold. Transport patterns of lactose, trehalose and insulin by streptococcus thermophilus. *J. International research communication system.* 2:1287. 1974.
20. Reinbold, G.W. and M.S. Reddy. Streptococcus thermophilus bacteriophage from Swiss and Italian cheese plants. *J. Dairy Sci.* 57:581. 1974.
21. Reddy, M.S. and G.W. Reinbold. Influence of bacteriophage on associative growth relationships among streptococcus thermophilus, lactobacillus and streptococcus lactis. *J. Dairy Sci.* 57:581. 1974.
22. Reinbold, G.W. and M.S. Reddy. Sensitivity or resistance of dairy starter and associated microorganisms to selected antibiotics. *J. Milk Food Technol.* 37:517-521. 1974.
23. Reddy, M.S., G.W. Reinbold and R.S. Reinbold. Electronmicroscopy of bacteriophage active against Italian cheese cultures. *American Society for Microbiology.* (Abstract) Nov.8, 1975.

24. Reddy, M.S. and G.W. Reinbold. Electronmicroscopy of bacteriophage active against streptococcus thermophilus, lactobacillus helveticus, lactobacillus lactis and lactobacillus bulgaricus. J. Dairy Sci. 59:43. 1976.
25. Reddy, M.S. and G.W. Reinbold. Strain dominance and subsequent phage sensitivities of mixed lactic starter cultures and their effect on Cheddar Cheese make. J. Dairy Sci. 1977.
26. Reinbold, G.W., M.S. Reddy and E.G. Hammond. Ultra Structures of Bacteriophages active against Streptococcus thermophilus, lactobacillus bulgaricus, Lactobacillus lactis and Lactobacillus helveticus. J. Food Protection. 45(2):119-124. 1982.
27. Reddy, M.S., G.W. Reinbold and E.G. Hammond. Simplified rapid method to measure diameter of Bacteriophage plaques J. Food protection. 45(2):143-144. 1982.
28. Reddy, M.S. and D.R.K. Reddy (2003). Biotechnology infused Alternative Medicine and its influence on successfully alleviating diseases. Presented at the medical conference December, 26, 2003, Hyderabad, India.
29. Reddy, M.S., and D.R.K. Reddy (2003). Chronic disease curing through Alternative medicine. Presented at the Indo American conference on Medicine update, December, 28, 2003, Tirupati, Andhra-Pradesh, India.
30. Reddy, M.S., D.R.K. Reddy, Sridhar Reddy, and Syama Reddy. 2003. Health promoting Ayurvedic Health Foods and Probiotics-L. Aciophilus D.R.K. and B. Bifidus M.S. (patented Probiotic health foods to aid in reduction of Chronic Arthritis). Natural Health Foods Expo, Washington, D.C., U.S.A. 2003, (over 40,000 people in attendance from over 40 countries).
31. Reddy, M.S., and D.R.K. Reddy (2004). Probiotics, Biotechnology, and Ayurvedic herbs. Presented at the March "Integrated Medicine Educational Program, Integrating Ayurveda into clinical practice. The conference was attended by the American doctors and was organized by the American Association of Physicians of Indian origin (AAPI), March 17-19, 2003, at Orlando, Florida, U.S.A
32. Reddy, M.S., and D.R.K. Reddy (2004). Probiotics, Biotechnology, and Ayurvedic herbs-complementary and alternative medicine. AAPI journal, the Journal of Indian American physicians, May/June issue, 32-33.

33. Reddy, M.S., and D.R.K. Reddy (2004). Synergistic effect of Probiotics and Ayurveda (Proyurveda) on curing the acute and chronic diseases, without any side effects. Presented at the September "Integrated Medicine Educational Program, Integrating Ayurveda into clinical practice. The conference was attended by the American doctors and was organized by the American Association of Physicians of Indian origin (AAPI), September 20-22, 2004, at Orlando, Florida, U.S.A.
34. Reddy, M.S., and D.R.K. Reddy (2005). A proven, patented Biotechnology approach (Proyurveda) to cure chronic diseases. Presented at the Manipal Medical Center, Bangalore, India, in collaboration with American Association of Physicians of Indian origin (AAPI) of U.S.A, January 2, 2005. Over 300 American and Indian physicians, surgeons, and other medical professionals attended the conference.
35. Reddy, M.S., and D.R.K. Reddy (2005). Proyurveda (Probiotic + Ayurveda) on curing the acute and chronic diseases, without any side effects Presented at the 23rd annual AAPI Medical convention (Integrated Medicine Program), June 15-19, 2005, at Houston, Texas, U.S.A.
36. Reddy, M.S., and D.R.K. Reddy (2005). Proyurveda (Probiotic and Ayurveda) and its application in Ayurveda and mind/body medicine. Presented at the Indian American Medical Association of Illinois and American Association of Physicians of Indian origin (integrated medicine educational program). September 24-25, 2005 at Chicago, Illinois, U.S.A.
37. Reddy, M.S., D.R.K. Reddy, Sridhar Reddy, and Syama Reddy. 2005. Proyurveda as part of health and food regime in improving health in relation to chronic diseases, (patented Probiotic health foods to aid in reduction of Alzheimer's and other Neurological disorders). Natural Health Foods Expo, Washington, D.C., U.S.A., 2005. (Over 40,000 people in attendance from over 50 countries).
38. Reddy, M.S., D.R.K. Reddy, Sridhar Reddy, and Syama Reddy. 2006. Probiotics (*L. acidophilus* D.R.K. and *B. bifidus* M.S.) and their synergy with Ayurvedic herbs, (patented Probiotic health foods to aid in reduction of Diabetes). Natural Health Foods Expo (West), Los Angeles, California, U.S.A., 2006, (Over 35,000 people in attendance from over 50 countries).
39. Reddy, M.S., D.R.K. Reddy, Sridhar Reddy, and Syama Reddy. 2007. Ayurvedic herbs and Probiotics in assisting the Gastro Intestinal health (not all Probiotics are same), (patented Probiotic health foods to aid in reduction of Cholesterol and obesity). Natural Health Foods Expo (West), Los Angeles, California, U.S.A., 2007, (Over 30,000 people in a attendance from over 50 countries).

40. Reddy, M.S., and D.R.K. Reddy (2007). Probiotics in Health and Disease vs. Proyurveda (Probiotics *L. acidophilus* DRK, *B. bifidus* MS and Prebiotics-Ayurvedic herbs) in Health and Disease, clinically tested over million human subjects. Presented at 25th (Silver Jubilee) medical convention (Integrated medicine program on combining Ayurveda into clinical practice), May 9-13, 2007 Philadelphia, Pennsylvania, U.S.A.
41. Reddy, M.S., and D.R.K. Reddy (2007). Improving the health and longevity with Probiotics and Ayurveda (Proyurveda). *American Bharathi* (a U.S. publication of American Telugu Association). October-December issue: pages 16-27.
42. Reddy, M.S., and D.R.K. Reddy. (2007). A patented Hybrid medical science of modern biotechnology and ancient Ayurveda "Proyurveda" and its proven therapeutic effect on curing the incurable diseases. Medical seminar organized by the global hospitals of India in collaboration with American Telugu Association at Hyderabad, A.P., India. December 29-30.
43. Reddy, M.S. AIDS: symptoms and causes (appendix) India's battle against deadly enemy (how HIV/AIDS could cripple the county) published by Dr. K.M. Reddy Indian American Friendship Council, Washington, D.C. ISBN 0-9759860-1-5. Pages 155-157. 2007
44. Reddy, M.S., D.R.K. Reddy, Sridhar Reddy, and Syama Reddy. 2008. Proyurveda health food supplements and their curative effect on chronic skin diseases. Natural Products Expo West. Los Angeles, California, U.S.A. March 13-15.
45. Reddy, M.S., D.R.K. Reddy, Sridhar Reddy, and Syama Reddy. 2008. Proyurveda products and their application in reducing allergies. Natural Products Expo West. Los Angeles, California, U.S.A. March 13-15.
46. Reddy, M.S., and D.R.K. Reddy. 2008. Usefulness of Probiotics in complications of antibiotic overuse (*clostridium difficile* and methicillin resistant *Staphylococcus Aureus*-MRSA) and lactose intolerance. Presented at the 26th annual AAPI (American Association of Physicians of Indiana origin) June 26-29, Las Vegas, Nevada, U.S.A.
47. Reddy, M.S. 2008. Proyurveda (Probiotics + Ayurveda) Business opportunities in alternative medicine. Presented at the 10th ATA (American Telugu Association) Pharma and Life sciences conference. July 3-5. Newark, New Jersey, U.S.A.
48. Reddy, M.S., and D.R.K. Reddy. 2008. Dr. M.S. Reddy's "Ten Commandments of Proyurveda" for preventing diseases, improving health, appearance, mental capacity and longevity (living happily up to or over 120 years), 10th ATA 2008 conference special edition. Pages: 94-99.

49. Reddy, M.S., and D.R.K. Reddy. 2008. Dr. M.S. Reddy's "Ten Commandments of Proyurveds" for preventing diseases, improving health, appearance, mental capacity and longevity (living happily up to or over 120 years), translated into Telugu language by Dr. Kumpatla, 10th ATA 2008 conference special edition. Pages 100-112.
50. Reddy, M.S., D.R.K. Reddy, Sridhar M. Reddy, and Syama M. Reddy. 2009. Integrating Proyurveda-yoga-meditation as an effective complementary alternative medicine to reduce stress, increase longevity, and improve the quality of life. Presented at the Natural Products Expo West, Los Angeles, California, U.S.A. March 9-12.
51. Reddy, M.S., and D.R.K. Reddy. 2009. Probiotic Therapy. AAPI (American Association of Physicians of Indian Origin) journal. March (3): 27-28. (For reprint requests contact: AAPI Executive Office, 600 Enterprise Drive, Suite 108, Oakbrook, IL 60523).
52. Reddy, M.S., and D.R.K. Reddy. 2009. Probiotics, Ayurveda, and Gastro Intestinal health. Presented at the 27th annual AAPI (American Association of Physicians of Indian Origin), June 10-14, Orlando, Florida, U.S.A.

World Wide Scientific and Technical Consulting Services
Provided by Dr. M.S. Reddy

Consulting services have been provided for the following companies from 1982 until the present.

1. Mid America Dairyman, Inc. (Springfield, Missouri)
2. Domino's Pizza Inc. (National & International)
3. Vitex division of Mallinkrodt (Subsidiary of Avon Perfumes-St. Louis, Missouri)
4. Dairy Product Laboratory (San Francisco)
5. Bit O Gold Cheese (Wamego, Kansas)
7. Pepsi Co. International (London, England)
8. Dansco Dairy. (Edinbrough, Scotland) (A Division of McCain Foods)
9. Mountain High Yogurt (Part of Beatrice Foods)
10. Meadow Gold Dairies
11. Robinson Dairy
12. Dryers Ice Cream (Oakland, California)
13. Wacon Dairies
14. Coors Breweries
15. Hi Summit Foods
16. American Seasoning
17. Brown Foods

18. Christian Hansen Laboratories (National & International)
19. Horran Lally Co. (Toronto, Canada)
20. Crescent Foods (Montreal, Canada)
21. Atlantic Processing, Inc. (Pennsylvania)
22. Cuba Cheese (New York)
23. Knudsen Corporation (Los Angeles, California)
24. Gardenia Foods (A Division of Unigate England)
25. Hi Wave
26. Tofu International
27. Sorrento Cheese Co. (A Division of Sorrento Lactalis, France)
28. Beatrice Foods. (Grunthal, Manitoba, Canada)
29. Revana Cheese (Nebraska)
30. Zimms Cheese (Wisconsin)
31. Oregon State University
32. South Valley Cheese (California)
33. Camm Cheese (Canada)
34. Mid American Dairyman, Inc. (Superior, Nebraska)
35. Mid American Dairyman, Inc. (Oneill, Nebraska)
36. Mid American Dairyman, Inc. (Kirksville, Missouri)
37. Mid American Dairyman, Inc. (Kahoka, Missouri)
38. Mid American Dairyman, Inc. (Fergusfalls, Minnesota)
39. Mid American Dairyman, Inc. (Winstedd, Minnesota)
40. Mid American Dairyman, Inc. (Bloomer, Wisconsin)
41. Mid American Dairyman, Inc. (Mt. Vernon, Missouri)
42. Mid American Dairyman, Inc. (Monette, Missouri)
43. Mid American Dairyman, Inc. (Watkins, Missouri)
44. Mid American Dairyman, inc. (Bruce, Wisconsin)
45. Arpin Dairy (A Division of Simplot)
46. Express Dairy (Ireland, a Division of Waterford Foods, UK)
47. Scottish Milk Board (Glasgow, Scotland)
48. American Center for Economic Growth (ACE), (Prague, Czech Republic)
49. Avenmore (Ireland)
50. Bunge Foods (Atlanta, Georgia)
51. F&A Cheese, Co. (Newman, California)
52. California Gold
53. Chiante Cheese
54. Wisconsin Cheese Group (Monroe, Wisconsin)
55. Mid-America Dairyman, Inc. (Hartington, Nebraska)
56. Mid-America Dairyman, Inc. (Dodge, Nebraska)
57. Tropical Cheese
58. Mazza Cheese (Washington State)
59. Mid-America Dairyman, Inc. (Eldorado Springs, Missouri)
60. McDonald Corporation (Oakbrook, Illinois)
61. Continental Airlines (Food Service)

62. Marriott Corporation (Food Service)
63. Carlin Foods (St. Louis Missouri)
64. Kirby's Yogurt
65. Several other entities & government organizations around the world, including but not limited to France, Germany, Italy, Denmark, South and Central America
66. Lucille Farms (Vermont)
67. Marquez Brothers (California)
68. Biazzo Dairy (New Jersey)
69. Chappell Cheese Co. (Utah)
70. A & J Foods of Las Vegas (Nevada)