



## Right Up Einstein's Alley January 2021

*Celebrating over a decade of helping make New Jersey  
the place for high tech business success*

**Let us know! As we look at 2021...what are the areas that you think  
Einstein's Alley should target?**

### **What's happening in Einstein's Alley?**

As our federal government gets a new start, 2021 will also be a year of promise for Einstein's Alley. Since the specter of Covid is still with us, we see that the shape of the future is even more dependent on valuing diversity and a thriving technology sector.

### **The NJ Business Immigration Coalition**

Einstein's Alley has been working hard to help grow the NJ Business Immigration Coalition. We had a very successful 8th **Annual Immigrant Entrepreneur Awards** as a part of a full program of information on Immigration. The program hosted by NJBIA was keynoted by Jeremy Robbins, the Executive Director of the New American Economy, and included an excellent panel moderated by Board Member Nick Montalto. The panel members were Rashaad Bajwa, CEO of Domain, Pat McGovern of Genova Burns, and Ali Bokari of Unilever.

NJBIC is continuing to work with New American Economy. With NAE, NJBIC facilitated a research grant that produced a report on the demographic and economic contributions of immigrants to Middlesex County. With Nick Montalto taking the lead and Ryan Lilienthal helping this year we won the same research information grant for Mercer County and we will be working on it with Hal English, the new Princeton Mercer Regional Chamber CEO.

### **Future of Work**

We are looking at doing another program in March on the Talent Pipeline that would include discussions of the Future of Work, Higher Education and the role of International students. As we analyze today's cyber break-ins to our government networks, our ability to attract and grow STEM talent is critical not only to Einstein's Alley but to our country so immigration reform remains a critical issue.

### **Princeton Mellon Project**

For the third year in a row, Einstein's Alley will be working with a group of students in the Princeton Mellon Project on urban development and planning. We've worked together on topics like building an entrepreneurial ecosystem, on a study of millennials and their influence, and this coming year we'll be working along with NJ Future on the future of work and urban design and transportation systems.

### **Committee Activities**

Einstein's Alley gains input in the work of other organizations through board and committee responsibilities such as the

Mercer County Workforce Development Board, the American Conference on Diversity, Central Jersey Transportation Forum, Creative New Jersey, NJIT's Women in Engineering, Princeton Future and many regional and ethnic Chambers.

### Rush Holt Weighs In

Bill Neary, head of Keep Middlesex Moving and EA Advisory Council Member, and Dan Henrickson, former General Manager of Greater Media NJ, and Board member of Middlesex County Chamber and I have had some free ranging strategy conversations about Einstein's Alley's future directions. Recently, the three of us had a good talk with Einstein Alley "godfather" and former Congressman Rush Holt.

Holt thoughtfully said, "I see Einstein's Alley as a regional development concept. It is about enhanced economic development along with social equity and vibrancy. Each town in NJ would have a mayor that thinks about planning. I see it encompassing the Future of Work, immigration, technical components of education, building communities, and transportation. It is attractive to entrepreneurs and people who want to think about the future - education, workforce, tech in future." He went on to say, "Silicon Valley and Research Triangle didn't just spontaneously grow. There was money and effort to making it happen."

### Join the Einstein's Alley Ecosystem

Are you and your company ready to be partners to support this effort by [Becoming a Member in 2021?](#)

### Let Us Know Your Thoughts

There are so many exciting directions for Einstein's Alley to pursue. Let me know where you think Einstein's Alley should focus its efforts and what it might do in 2021. Email me at [kkish@einsteinalley.org](mailto:kkish@einsteinalley.org).

Katherine Kish  
Executive Director

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## AI and the Future of Work - Stanford Digital Economy Lab



We first encountered Erik Brynjolfsson, author of several books as well as over 100 articles and 5 patents, in his very readable 2014 book, *The Second Machine Age* written with Andrew McAfee. He was a long time professor at MIT's Sloan School and now has moved to Stanford to head up their Digital Economy Lab.

This Stanford Digital Economy Lab virtual event brought together visionary researchers, executives, and policy experts to examine and discuss the profound impact of AI and digital technologies on productivity, business, and policy.

This interview facilitated by Brynjolfsson, with Reed Hoffman, Co-Founder of LinkedIn and James Manyika, Senior Partner at McKinsey can be found starting at the 20:00 minute mark for about 40 minutes though 1:02.

**We are delighted that you can access it now.**

**[Here is the LINK.](#)**

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## Real Estate - When Can They Return?

NAIOP: How Building Owners, Tenants Can Safely Navigate the Post-Pandemic Return to the Office

Commercial real estate leaders shared insights and ideas for how building owners and tenants can safely and successfully navigate the post-pandemic return to the office during NAIOP New Jersey's recent "Back to the Future of Office" webinar. The high-level insights shared during this webinar include:

The commercial real estate development association's virtual program addressed critical issues including in-demand tenant amenities, how office buildings can be retrofitted or upgraded to promote health and wellness, and what digital and proptech solutions can add value to office assets over the long term.

The future of work may be a remote/office hybrid.

[READ MORE](#)

By: [Linda Lindner](#) | January 4, 2021

## If you or your employees haven't already registered on the official NJ Health website...

[CLICK HERE TO REGISTER TO RECEIVE THE COVID-19 VACCINE](#)



## Second Draw PPP Loan Essentials

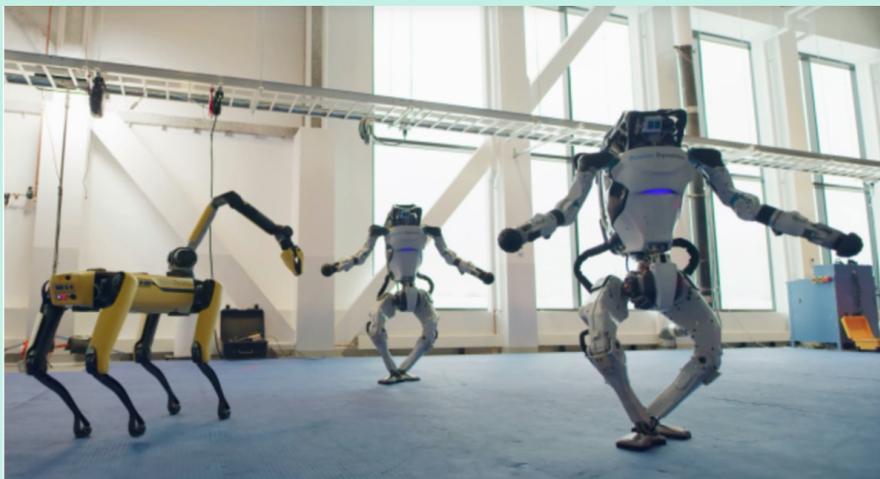
and Pennsylvania businesses have been unable to act. Last week the SBA issued a new Interim Final Rule (IFR), which provides essential details regarding the PPP2 loan. To help clients, prospects, and others, Klatzkin has provided a summary of the key information below.

The Consolidated Appropriations Act, 2021 (CAA) was passed on December 27, 2020, and there has been anticipation surrounding changes to the Paycheck Protection Program (PPP). The funding has restarted the program for first-time applicants and created the opportunity to receive a second draw (PPP2) loan. The loan provides needed relief to those businesses, including hotels and restaurants that continue to struggle as the pandemic persists. Unfortunately, without guidance from the Small Business Administration (SBA), New Jersey

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By [Laura Weber-Carnevale, CPA](#) | [Klatzkin.com](#) | 01.11.21

## On a lighter side - Watch the Boston Dynamics robot family dance...



With a namesake like Atlas, you wouldn't think Boston Dynamics' bipedal robot would be the most lithe specimen on the planet. But then we've already seen it has a knack for parkouring, and now you can add dancing to its list of talents. In its latest sure-to-be viral video, we see Atlas and the entire Boston Dynamics family, including the dog-like Spot and box-stacking Handle, dance to "Do You Love Me" from The Contours.

[Read More](#)

Igor Bonifacic, @igorbonifacic December 29, 2020

