

COMMENTARY

Democrats boarding D.C.-bound Biden express



Ron
ROSENBERG

Amtrak may have to put on a special Washington bound train if all those New Yorkers who now seek jobs with the potential Biden Administration actually get the call and Biden is confirmed as the winner.

The speculation of who might leave for the Beltway begins with Gov. Andrew Cuomo who, by his repeated insistence that he has no interest, is probably very interested. As former HUD secretary, he is particularly well armed to do battle with the Washington bureaucracy, but it would have to be a significant post that carries daily national exposure and one that might – just might – position him for a future Presidential run (which he has repeatedly and unconvincingly denied having any interest). That would compel us to believe that the governor is perfectly content to continue to live in Albany with a left-leaning legislature in a state that has a multi-billion-dollar deficit.

Far closer to home, Democrats galore must be sending in their resumes to the Biden HR department.

One name high on the list must be Suffolk County Executive Steve Belone. Re-elected in November of 2019, he is term limited to run again for that office. One could speculate that this telegenic public official could make a statewide run but no Democrat is going anywhere with Andrew Cuomo owning the governor's mansion. In addition, virtually every Long Island Democrat seeking statewide office needs to run the gauntlet of a primary and that means overcoming the enormous New York City Democratic extreme leftist machine. They swat away suburban Democrats as so much lint. Ask Congresswoman Kathleen Rice who is probably still traumatized over her brutal primary loss for Attorney General in 2010.

It is a lesson not lost on other Long Island Democrats including Tom Suozzi who was soundly defeated in a Democratic primary for Governor with Man-

hattan's Eliot Spitzer taking that prize. So it is clear: If you are a Democrat who seeks to get up and out of Long Island politics your best bet is catching a train to Washington if Biden is confirmed to be the next president.

That leaves a number of other possible Biden administration job applicants from Long Island. Former Congressman Steve Israel has pursued a number of careers following his retirement from The Hill. Author, educator, commentator, and think tank executive, he welcomed then private citizen Joe Biden to one of his symposiums where they both served up commentary and comedy. But if a return to public service isn't to his liking he would be one of the more effective lobbyists in Washington having long ago passed the one year "cooling off" period that prohibits a member of the House from being a paid advocate, but thereafter allows House members to lobby to their hearts and bank account's delight.

And what of Democratic candidates who ran well funded races but failed to finish on top. In the Peter King's Congressional district former Babylon Town Councilwoman Jackie Gordon lost to Republican Andrew Garbarino. An African-American military veteran, she gave up her town council position to make that run as the Democrats thought this was the time, the place, and the person to flip the district "Blue."

It would not be a surprise for the respected and influential Suffolk Democratic leader Rich Schaffer to ask the elected Biden team to seriously consider Jackie Gordon's resume for an appropriate position in the administration.

For some it is a life's calling and a commitment to public service. For others hoping to make their way to Washington, it is a lifeboat.

Martyred President John F. Kennedy once sought the "best and the brightest" of people to comprise his senior staff and power his presidency. Instead, just before his tragic assassination, "the best" started to pursue a course in Vietnam that had neither the force of will nor a strategy that would allow victory.

As Biden's HR department wades through the resumes it would be best to avoid allowing our nation's past to be prologue.

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Business in a post-COVID world: Survive and thrive



Stephen L.
BRODSKY

Despite reports of a possible vaccine, the one thing we have learned in 2020 is that nothing is for certain.

We have become accustomed to shopping and being out and about with our masks on. This past Wednesday, however, Gov. Andrew Cuomo announced new restrictions in response to a COVID-19 resurgence in New York. And as everyone knows (Game of Thrones fans and non-fans alike), winter is coming. While we should all hope for an end, we must remember that we are approaching a year of this now.

The impact on business is undeniable. While the very largest with strong financial backing and those geared for remote living have done well, the rest have struggled or are gone. A drive down any main road of Long Island will tell you this. This short guide is for the businesses that need it most. We need you, and we want you to stay.

First, triage. Assess, formulate a plan based upon priorities, and execute it. As an initial matter, you must evaluate and acknowledge your company's financial condition, from top to bottom. Get granular. Which costs are necessary and which are not? What is working and what is not?

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Do you need a new supplier? Are material costs rising? What must be done for key employees? Which debts and contracts can you renegotiate, and which are better not to perform? Choosing to default upon a debt or not perform a contract is not a moral failing. It is business sense. The law even has terms for a "strategic default" and an "efficient breach." If your business has a trusted accountant, attorney, or other advisor, turn to them for help. Learn your rights, weigh possible outcomes, consider everything, and chart the best course to survive.

Next, adjust to the changes. While this is always best practice, it is critical now. Many aspects of our "new normal" do not appear to be going away soon. There are now new ways of doing business which we have all been following for the last year. You have had video meetings with your clients, instead of in-person meetings. Likewise, your employees have needed to work remotely. Your clients

may now want video meetings, and your employees may want to work remotely. Rather than wait for a change back, ensure that your business is set for dynamics that may stay. Consider long-term or permanent remote working arrangements and flex remote work arrangements. It may be necessary to keep quality talent. Position your business for the long term.

Finally, evolve your business into the future. Jettison costs tethered to the past and invest to succeed in the more remote world. The "office" as we knew it may be never return. Use this shift to your advantage. Consider remote working for some or many of your company's employees. At the same time, consider a smaller office, shared office, or moving your office to a less expensive location. Reevaluate how your company may best use human capital, and how they will be happy. The more digital way of doing business is here. Ensure your company website is mobile phone friendly. Switch to cloud technology. Finally, invest in services and products that are now necessary, such as workforce productivity programs, IT, cybersecurity, new types of insurance, and even AI. Without question, many companies now have business segments that are no longer profitable, or even viable. For them, it is time to transition out of those segments and expand or invent others. If necessary, then reinvent entirely.

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