

# Business

## BUSINESS NOTES



**A. Bernstein**  
Co-wrote "Walt Before Mickey."



**R. Bernstein**  
Insurance agency founder.

## 'Walt Before Mickey' set to open locally

**W**alt Before Mickey, an independent film made entirely in Florida, will open in area theaters Sept. 4.

The movie chronicles **Walt Disney's** childhood in Missouri, his struggles as an artist and the determination that led him to create the character Mickey Mouse that put him on the map.

It was written and produced by South Florida natives **Arthur L. Bernstein** and **Armando Gutierrez**. Arthur L.

Bernstein is the son of **Michele Packer** and insurance adviser **Richard S. Bernstein** of Palm Beach, founder and CEO of

**Richard S. Bernstein & Associates Inc.**

For information, visit [waltbeforemickey.com](http://waltbeforemickey.com).

**Hailing heroes** — The **YWCA of Palm Beach County** is seeking nominations for the 2015 **Barry Krischer Humanitarian Award**, named for the former local state attorney.

The award recognizes a law enforcement, social services or health care individual who has gone beyond the call of duty to assist or advocate for a victim between Aug. 1, 2014, and July 31, 2015.

The deadline for nominations is 5 p.m. Sept. 11. For forms and information call the YWCA at 640-0050.

**On the move** — On Aug. 31, the **Arthur R. Marshall Foundation for the Everglades** will move from its Lake Worth site to new offices at 2101 Vista Parkway, Suite 115 in West Palm Beach.

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Photos by Jeffrey Langlois / Daily News

Motaz Soliman, left, the lead concierge, and Kate Merchant, the branch manager, relax in one of the vehicles offered at Sixt rent a car's location in the Royal Poinciana Plaza. The niche rental car company specializes in offering high-end vehicles.

## Sixt rents sleek luxury cars

Based in Munich, it is one of the oldest rental car companies in the world.

By **JOHN NELANDER**  
Special to the Daily News

**S**ixt rent a car opened its first U.S. location in 2011 — one year before the Munich-based company's 100th anniversary. Since then it has expanded throughout the country, including a tiny office in Palm Beach.

The orange and black closet-sized location opened Jan. 19 in the Royal Poinciana Plaza as a niche rental car company specializing in high-end vehicles including Mercedes, BMWs and Audis, with a few Mustangs and Cadillacs thrown in for good measure.

Sixt definitely has its own look, with highly polished orange and black walls. Even the employees wear orange and black — the women wear bowties and the men, neckties.

"It's very sleek," said Kate Merchant, branch manager of the Palm Beach office and another office in downtown West Palm Beach. "They like to think that it's a very sexy look."

Sixt made its first U.S. appearance four years



Sixt opened its island office Jan. 19. Customers can have their car delivered to them, to their hotel, or can pick it up at the office.

ago in Florida, but it's one of the oldest car rental companies in the world. It started in 1912 Germany as the Sixt Autofahrten und Selbstfahrer company, serving British nobility and "dollar-rich Americans," according to a history on its website.

It was founded by Martin Sixt and has remained in family hands through two world wars, although World War II nearly drove the company into the ditch. Sixt died just as the war ended in May 1945, "aggrieved by the bombing and destruction of his life achievement, the liv-

ing and business quarters" in Munich. It's now owned by Erich and Regine Sixt.

### Lengthy approval process

The Palm Beach Town Council gave Sixt a green light in 2013 for the island office, but it took about 14 months for it to finally open. Company officials then had to prove that the business was town-serving, which they succeeded in doing at a council meeting Aug. 11.

They said that of 85 rentals, 62 of them were to town residents, or hotel guests.

"The town said we're fine with everything you've

submitted to us," said John Page, director of planning, zoning & building. Page said it's the first rental car company on the island "that I know of."

Customers can book a car online or at the Royal Poinciana office. They can have the car delivered to them, to their hotel, or they can pick it up at the shopping center.

"We work with a lot of the hotels on the island," Merchant said. "We wanted to offer something a little different, which is why we have delivery and collections. When people come to vacation they often don't want to leave the island, and they don't want the hassle of having to get a ride to a rental car facility. So we wanted to bridge that gap and make it more convenient."

Not surprisingly, Palm Beachers have proven to be particular about models and colors of their cars. "If they're American, generally they'll go for Mercedes or a BMW," she said. "They like the foreign field. Canadians and a lot of people from

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## The Jewish Way. Eat. Pray. Eat.

Open House  
Friday August 28<sup>th</sup>

6:00 to 6:30pm: "Proneg" (wine and cheese before Shabbat)  
6:30 to 7:30pm: Shabbat services 7:30pm til...

ShabBaBaQue

Meet our clergy, Rabbi Cookie Lea Olshein and Cantor Michael Kruk. Enjoy the services and all the kosher hot dogs, hamburgers and salad you can eat. (Donations accepted towards dinner.) All of us at Temple Israel look forward to a very casual fun evening.

Bring your children. Come in jeans, or work clothes, Just come!  
Please RSVP to 833-8421 by August 25<sup>th</sup>

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