

Business

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CLOSING FIGURES FOR THURSDAY, SEPTEMBER 3, 2015

DOW Close: 16,374.76	+23.38 ▲	RUSSELL 2000 Close: 1,145.15	-.88 ▼
S&P 500 Close: 1,951.13	+2.27 ▲	10-YEAR NOTE Close: 2.16	-.03 ▼
NASDAQ Close: 4,733.50	-16.48 ▼	CRUDE OIL Close: 46.75	+50 ▲

IN BRIEF

All Aboard Florida purchases more land

All Aboard Florida announced that it has finalized the purchase of a key site in downtown Miami that will house one of five buildings planned as part of its southernmost station.

The 2-acre parcel is in Historic Overtown at Northwest Second Avenue and Northwest Sixth Street. All Aboard plans to build a multiuse complex with more than 130,000 square feet of office and retail space on the property.

The project, known as 3 MiamiCentral, will be 12 stories. One of the building's first tenants will be All Aboard Florida, which will relocate its corporate headquarters to the new site from Coral Gables once work is completed.

FTC settles with firm over Xbox One reviews

The Federal Trade Commission says a California-based online entertainment network has agreed to settle charges that it engaged in deceptive advertising by paying "influencers" to post YouTube videos endorsing Microsoft's Xbox One system and several games. Reviewers paid by Machinima Inc. failed to disclose that "they were being paid for their seemingly objective opinions," the FTC said.

According to the agency, Machinima paid endorsers \$15,000 and \$30,000 for producing YouTube videos that got 250,000 to 730,000 views. Machinima promised to pay a larger group of influencers \$1 for every 1,000 video views, up to a total of \$25,000 – with no requirement to disclose they were being paid.

The settlement "requires the company to prominently disclose any material connection between the endorser and the advertiser, and prohibits Machinima from compensating any influencer who has not made the required disclosures," the agency said.

Modigliani painting could fetch \$100M

A painting of a female nude by Amedeo Modigliani that caused a scandal nearly a century ago is going on the auction block for the first time.

"Reclining Nude" was created in 1917 to 1918. It will be the highlight of Christie's Nov. 9 New York sale. The work's pre-sale estimate is over \$100 million. That would exceed the current artist record of nearly \$71 million.

It's one of Modigliani's best-known works and has been exhibited at major museums worldwide, including New York's Museum of Modern Art. The painting comes from a private Swiss collection.

Apple, Google systems wired into 2016 cars

With the 2016 model year, Apple's CarPlay and Google's Android Auto will turn cars as affordable as a base model Chevy Spark into rolling robotic assistants that give directions to nearby restaurants or play the latest hits with commands as simple as "Play Ellie Goulding."

Both CarPlay and Android Auto should give drivers more time to keep their eyes on the road compared with the automakers' own voice systems, which can require multiple steps and looking at on-screen menus. Still, as with any system that requires driver input, there are concerns about distraction.

Polaroid unveils new Snap digital camera

Polaroid unveiled its Polaroid Snap instant digital camera this week at a show in Berlin.

The company said Polaroid Snap is a 10MP digital instant camera with an integrated printer using ZINK printing technology so users can "easily print and share physical photos at the push of a button, while saving their image for easy uploading to a computer and any social media platform."

From staff and wire reports

AFFORDABLE CARE ACT

Health 'navigators' renew push

Florida gets nearly \$10 million in federal outlay to sign up more uninsured residents for Obamacare.

By Charles Elmore
 Palm Beach Post Staff Writer

New grants for government-paid helpers known as navigators and 11 workshops starting Saturday in Palm Beach County form a renewed push to help people sign up for and get full use of health insurance.

If those are carrots to encourage folks to get or stay covered, a federal stick to accomplish the same objective is about to get bigger.

The 2016 penalty for not having health insurance is growing – to \$695 or 2.5 percent of income for individuals, or up to \$2,080 for a family. That's up from \$325 or 2 percent for indi-

viduals or \$975 for a family in 2015.

The Internal Revenue Service can take that money out of tax refunds. There are exceptions for those with low income or certain hardships.

The Centers for Medicare and Medicaid Services this week announced \$67 million in Affordable Care Act funding for navigators across the country, including nearly \$10 million in Florida. Among them is almost \$1.9 million for the Epilepsy Foundation of Florida, which serves a group of counties including Palm Beach and Martin.

That money pays for navigators like Angela Johnson, who

lives in Belle Glade.

"We're trying to reach out to people who still don't have insurance," she said.

A federal breakdown of the grants notes her group is focused on "uninsured communities, targeting consumers of Hispanic, African-American and Haitian origin" along with farm and migrant workers among others.

"We're excited to enter year three of helping Floridians discover their health care options under the Affordable Care Act," said state Epilepsy Foundation CEO Karen Basha Egozi in a statement. "We've established the knowledge and cultural competency to help all communities get covered – especially those speaking languages other than English, who make up 40 percent of those we serve."

Meanwhile, a series of 11 workshops is planned across Palm Beach County from Saturday through December to educate residents how to enroll in the health marketplace and gain maximum benefits. It's funded by the Quantum Foundation and carried out by a coalition of groups, said Andrea Stephenson, executive director of the Health Council of Southeast Florida.

"We are going to improve health literacy in our community by educating individuals and families on how to use the health insurance marketplace to improve their health through preventive care, prescription drug benefits, and so many other benefits," Stephenson said.

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FLORIDA FILMMAKING 'WALT BEFORE MICKEY'

Local man behind Disney biopic

Gardens resident says box-office success will boost Fla. film industry.

By Antonio Fins
 Palm Beach Post Staff Writer

Moviegoers will have an intriguing pick this Labor Day weekend: An independent movie by a Palm Beach Gardens-based producer.

"Walt Before Mickey," a biopic on Walt Disney, hits theaters from Palm Beach Gardens to Lake Worth to Delray Beach. The film, which opened last month at Downtown Disney, focuses on Disney's business failures before his mischievous cartoon mouse launched a global entertainment empire and one of the world's most recognizable and popular corporate brands.

Arthur L. Bernstein, who co-wrote and produced the movie, grew up in West Palm Beach, graduated from the University of Miami in 2000, and now lives in Palm Beach Gardens. He says the opening of the film in Palm Beach County theaters is a particular point of pride that has been punctuated by every text and email he has received from family members and friends.

"To do well here means everything in the world to me," said Bernstein. "But it's more than just about this film. We want people to see it. We want it to generate more incentives (for film production in Florida) so that students from our universities can stay here and do well here."

Bernstein says he is encouraged by the success at Downtown Disney, where he said the



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movie drew 16,000 people per screen. The No. 1 movie there was "Straight Outta Compton," which he said drew 20,000 people per screen.

"And that's considering that, from a marketing and advertising budget, we had nothing," he said. "I think we have a good shot at staying in theaters for a while."

To bolster attendance at the film, Bernstein is making appearances starting today at noon at Movies of Delray Beach, then at 6 p.m. in Downtown at the Gardens in Palm Beach Gardens. He will introduce the film and answer questions after.

"Walt Before Mickey," which cost \$568,000, stars some familiar faces: Thomas Ian Nicholas ("American Pie"), Jon Heder ("Napoleon Dynamite") and Jodie Sweetin ("Full House"). Bernstein said he employed 500 people from the state, including plenty of locals from Palm Beach County.

Bernstein said in a prior interview with the Palm Beach Post that he chose the topic because the pre-Mickey years in Disney's life intrigued him.

"He's a legend, but this part of the story needed to be told," said Bernstein. "I couldn't believe it hadn't been done already."

He also said his goal is to keep filming movies in Florida.

"We could've shot this movie anywhere," he said. "Puerto Rico. Atlanta. We could've gone to South Africa and taken a credit. But we're from here. We wanted to bring it home."

Florida offers incentives to boost film production; there's a list at filminflorida.com. But Bernstein said Florida could still do more to bolster a home-grown film industry, such as a tax credit for young, aspiring filmmakers. He said the infrastructure, including sound stages like G-Star Studios, is here.

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TOURISM

County officials court Latin American visitors

By Antonio Fins
 Palm Beach Post Staff Writer

Hundreds of travel industry professionals gathered Thursday in Boca Raton for a speed-dating approach to business networking with an exclusive focus on Latin America and the Caribbean.

The La Cita de las Americas event gave the travel industry suppliers – tourism bureaus, hotel chains – 15-minute meetings with travel industry buyers – wholesale tour operators, corporate travel agencies and large travel retailers. The buyers had organizers ahead of time so that organizers could schedule the appointments, or "citas" in Spanish.

"This is much different than a trade show," said Rick Still, who organized the three-day event at the Boca Raton Resort & Spa. "It's like what a friend of mine told me, 'You're holding an un-trade show.'"

Florida-based destinations



The 340 or so buyers at the La Cita de las Americas event represented countries from across the Americas, but conference organizer Rick Still, who has been in the travel trade show business for 30 years, said he expects Colombia and Brazil to figure prominently. CONTRIBUTED

and providers predominated among the 124 exhibitors wooing potential tourism and travel from Latin America. But the booths included hotels and attractions from Mexico and

from as far west as Las Vegas.

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expects Colombia and Brazil to figure prominently going forward.

One of the groups that had a lot to say at the event was Discover the Palm Beaches. It was promoting a wide range of destinations, activities and attractions in a county it noted was larger than two U.S. states, Delaware and Rhode Island. It stressed the diversity of opportunities across the county.

That diversity included 47 miles of beaches as well as bass fishing in Lake Okeechobee, equestrian recreation in Wellington, and sea turtle viewing in Jupiter. Even 160 golf courses and "glamping" – a glamorous form of camping.

The one drawback: Discover the Palm Beaches officials encountered perceptions of Palm Beach as expensive and ultra-elite, which they countered with family-friendly and affordable options.

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