

12News: Are you having trouble with a business?

We have expert volunteers available to answer any business- or consumer-related questions you may have. If you want to know your consumer rights, we can help.

Hours: 11 a.m. to 1 p.m., weekdays
Phone: 602-260-1212

GAS PRICES

The average price of a gallon of regular unleaded gasoline Wednesday (left) compared with a month earlier:

Phoenix	\$3.56	\$3.51
Scottsdale	\$3.69	\$3.62
East Valley	\$3.55	\$3.50
West Valley	\$3.55	\$3.49

Source: AAA Arizona
(www.fuelgaugereport.aaa.com/states/arizona)

Howard's next goal: Sponsors

Thanks to all the incredible blocking that goalkeeper Tim Howard performed before the U.S. soccer team was knocked out of World Cup play, his management team is now moving fast to up his game with potential sponsors.

USA TODAY MONEY Full report on B5



Business

Wednesday's results

Dow Jones	+20.17	NASDAQ	-0.92	S&P	+1.30
16,976.24		4,457.73		1,974.62	

REACH US || KATHY TULUMELLO, BUSINESS EDITOR, KATHY.TULUMELLO@ARIZONAREPUBLIC.COM || BUSINESS.AZCENTRAL.COM

2 Ariz. resorts crack mag's top 25

'Travel + Leisure' cites PV's Sanctuary, Enchantment in Sedona among best in U.S.

Dawn Gilbertson
The Republic • azcentral.com

Two Arizona resorts cracked the top 25 in *Travel + Leisure's* annual World's Best Awards, out Wednesday.

Sanctuary on Camelback Mountain, a small, tucked-away Paradise Valley resort that draws celebrities, came in at No. 24 on the list of 50 top resorts in the continental U.S., its

highest ranking in the 19-year-old reader survey. The last time Sanctuary made the top 50, in 2011, it was No. 35.

Enchantment Resort in Sedona ranked No. 25, up from No. 33 last year.

Sanctuary, which was John Gardiner's tennis ranch in a previous life, is an all-casita resort with a popular restaurant, Elements, led by celebrity chef Beau MacMillan. Last fall, the resort finished a makeover and expansion of its Jade Bar.

The magazine called Sanctuary's 105 casitas "sleek and modern, with original paint-

ings, oversized soaking tubs with votive candles and signature bath salts, and enormous windows framing panoramic mountain views."

Rooms top \$500 a night during peak season in March but cost as little as \$167 in July.

Enchantment, which is nestled in Sedona's stunning Boynton Canyon and is home to the award-winning Mii Amo spa, had a \$45 million makeover a couple of years ago. *Travel + Leisure* notes that the resort blends into the "iconic red-rock cliffs" of Sedona and that its rooms look out onto "undulat-

ing canyon walls and green cottonwood trees." Enchantment's rates for a late July weekend start at \$276.

Sanctuary scored 91.57 out of 100 in the survey; Enchantment, 91.49. The first-place finisher, Ocean House in Watch Hill, R.I., scored 96.20.

No Arizona hotels ranked in the top 100 overall in the hotels category, but the first-place finisher has Arizona ties. Triple Creek Ranch in Montana is owned by former Intel CEO Craig Barrett and his wife, Barbara, a one-time candidate for Arizona governor.

GoDaddy to alter brand with new ad firm

Scottsdale-based company says new ads will be funny, focus on small businesses.

Angelique Soenarie
The Republic • azcentral.com

Scottsdale-based GoDaddy, a global Internet domain-name provider perhaps best known for its racy Super Bowl ads, has hired a new advertising agency to shift its brand to focus more on small-business owners.

In September, GoDaddy is expected to release ads promoting how the company helps small businesses leverage power on the Internet, the company said in statement Wednesday. The ads will also offer up a bit of humor.

Barton F. Graf 9000 in New York, now the company's advertising agency, is known for its humor and oddball style and was recently ranked in the top five Most Innovative Advertising Companies by business magazine *Fast Company*.

Last year, GoDaddy shifted its longtime sexy brand position to focus on how the company supports small-business owners with online tools to create websites, get discovered online and stay organized. The company's most recent marquee marketing campaign featured a woman who quit her job as an engineer to start a puppetry business.

"We want to maintain our sense of humor while focusing on how GoDaddy's services empower customers ... and do it in creative ways that speak to the 'go-getter' inside of so many entrepreneurs and small-business owners out there looking for an edge," said Barb Rechterman, chief marketing officer of GoDaddy.

Danica Patrick, auto-racing professional and GoDaddy star, will still play a big role in GoDaddy's marketing campaign because of her accomplishments in a male-dominated sport and her "go-getter" appeal.

Last month, GoDaddy Inc. filed documents with the U.S. Securities and Exchange Commission that pave the way for an initial public offering of stock. The number of shares to be sold and the price range and date of the offering have not yet been determined, according to GoDaddy.

The company also announced in June that its flamboyant founder, Bob Parsons, will step down as executive chairman to devote time to his ventures outside of GoDaddy.

'Trustworthy' auto-repair shop emerges from ashes of '04 fire to survive, thrive



Matt Allen, owner of Virginia Auto Service in Phoenix, said "having a nice and clean presentation" is vital to the shop's success. KARLA TOWLE

Restarting from scratch

Georgann Yara
Special for The Republic • azcentral.com

Starting his business from square one twice in 10 years was an undertaking Virginia Auto Service owner Matt Allen never saw coming.

"It was like getting the keys on the first day ... starting over," Allen said of the unsolved June 2004 arson that occurred nine years after he

opened for business.

But the hardworking mechanic and auto-shop veteran was not deterred. Although most of the building was destroyed, Allen continued operating in the undamaged areas and temporary mobile offices and opened two weeks later offering limited services. After nearly a year of rebuilding, the Phoenix shop was fully functional in May 2005.

During this time, Allen

"After (the fire), I started to pay attention and really run this business instead of letting it happen."

MATT ALLEN

didn't lose any employees and kept issuing regular paychecks. At times, frustrations ran high with construction traffic and going from working in a 5,000-square-foot space to 1,100 square feet, all while trying to keep customers. But giving up was not a possibility.

"Nope, never. It's not in me," he said.

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KEN COLBURN
TECH Q&A

July 4th fireworks photos take a bit of preparation



Question:

What tips can you suggest for getting decent fireworks pictures with my smartphone?

Answer: The sophistication of the smartphone camera continues to improve, but one area in which most of them still falter in is low-light settings.

Capturing fireworks the way you see them in magazines may be a stretch, but getting a shot worthy of a social media post or for your memory books is achievable.

Getting familiar with your camera settings before the big show is the biggest tip I can give you.

The first thing you should do is turn off both the flash and any HDR settings your cam-

era may have. HDR, or High Dynamic Range, is great for getting shots where there's variable lighting in the frame, such as people standing in front of a sunset. But not for fireworks. It tells your camera to take multiple shots at different exposures and combine them afterward.

With fireworks, this will result in blurred images as each frame will be slightly different, so make sure you turn it off.

Holding still is another huge key to getting a clear shot, so if possible, get a smartphone tripod that gives

you a much better chance of keeping still.

Some cameras have a stabilization feature that will also help, so turn it on if you have it.

If your camera has a firework or night mode, use it. If you can, manually set the ISO. Try starting around 400 and work up and down from there.

If your camera has a burst mode, which takes several pictures in succession, turn it on so you will have many more images to choose from.

The vantage point you choose to take the images will also play a major role in the outcome. Try not to set up

right underneath the fireworks for the best shots. Look for a higher vantage point that keeps the show more in front of you rather than over you.

If you want to go for a really interesting shot, try to frame the fireworks with other objects, such as a body of water or city skyline (another great reason to find a higher vantage point).

When the show starts, use the first couple of fireworks to make sure your camera is focusing in the right area by tapping the screen as they ex-

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