

EDITOR'S *Picks*

I've lived in the West Valley for 15 years, so after we broke the news about Westgate City Center's possible foreclosure, I was bummed.

When Jobing.com Arena was built and the Phoenix Coyotes moved in, it seemed like someone finally stood up and took notice of our little bedroom community. Then came University of Phoenix Stadium and the Arizona Cardinals, followed closely by Westgate's entertainment district.

Living in Glendale was cool — not like

when I moved out there during the battle for supreme dominance between the East and West Valley.

It's a shame the recession punched a hole in the economy and Westgate, Main Street and Zanjero are paying the price. I plan to stay in the West Valley for a long time, and someday I hope to see all of these developments come to fruition.



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Higher credits sought

A local solar industry group is circulating two ballot petitions to increase the tax credits Arizona residents can receive for installing solar systems or selling the renewable energy credits they earn. **5**

Musical chairs

Ryley, Carlock & Applewhite PC has added a dozen attorneys in Denver, and Quarles & Brady LLP has brought on three new franchise lawyers at its Phoenix office — all from other firms. **7**

Elevator music elevated

A former LifeLock executive hopes his new venture, MyRadio Inc., will give competitors such as XMSirius and Muzak a run for their money as he looks to go global. **8**

Loud and clear

A St. Louis-based entrepreneur is tapping the Martz Agency to help test-market his new product in metro Phoenix: earphones designed to stay put during rigorous exercise. **9**

Helt at the helm

Anita Helt, a former executive at KPNX-TV



JIM POULIN | PHOENIX BUSINESS JOURNAL

MyRadio Inc. founder and president Neal Duncan wants to take his Scottsdale-based company's service global. Page 8

Channel 12, has been named vice president and general manager of KNXV-TV Channel 15. She's replacing Janice Todd, who retired in January. **10**

Foreclosure looming

Shoppers and retailers are taking a wait-and-see attitude after hearing Westgate City Center in Glendale is expected to fall into foreclosure. **10**

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Scottsdale-based MyRadio looks to go global

BY MIKE SUNNUCKS
Phoenix Business Journal

Neal Duncan wants to take his Scottsdale music business to new Western markets and then nationally and globally as he tries to compete with SiriusXM Radio, Muzak and other companies in that media segment.

Duncan is founder and president of MyRadio Inc., which offers free music to eateries, retailers and other businesses. Like other media, the company makes its money via 15- and 30-second local advertisements intermingled with the music.

The ads cost \$1 per spot and run in three to five locations near the advertiser's business.

By comparison, SiriusXM charges \$28 a month for businesses to air its satellite radio broadcast for a single location. Muzak, which now is owned by Toronto-based Mood Media Corp., charges \$40 per month per location, plus activation fees.

Duncan, a former executive of Tempe-based identity theft company LifeLock Inc., said 185 businesses in the Valley use his music system, and 250 play it in Nevada, California and Colorado. The company is expanding into Texas, setting up shop in Dallas and Austin.

Duncan then hopes to expand nationally and globally, saying he's received interest from businesses in Canada, India and Australia.

MyRadio has signed on plenty of franchisees, including owners of Dunkin' Donuts, Burger King and Subway restaurants; Shell gas stations; and Fantastic Sam's hair salons, Duncan said.



MyRadio Inc. founder and president Neal Duncan says hundreds of businesses in Arizona and California are using his service. Duncan's next goal is to expand his company's market to Dallas and Austin.

MIKE SUNNUCKS
PHOENIX BUSINESS JOURNAL

"We had to build a network. We've been building our listener base," he said.

Duncan estimated as many as 150,000 consumers in the Phoenix area hear MyRadio music each week. He didn't have numbers for the other markets.

Mood Media CEO Lorne Abony said only about 10 percent of retail businesses have in-house music, and "untapped opportunities abound."

"One thing I think everyone recognizes in this industry is that it's no longer

enough to just play the same background music in every location," he said. "It's about a customized, multimedia combination of music, messaging, video and other sensory elements."

Duncan said he has only a handful of advertisers so far, but he is talking with a number of businesses in Phoenix, Las Vegas, Denver and other markets.

Linda Vincent, owner of Terri's Consign and Design Furnishings, said she's been approached by MyRadio about advertising. She said the idea sounds good, but she's still building up the new Terri's business.

Its predecessor — Terri's Consign & Design, co-owned by Terri Bowersock and Vincent — was liquidated via Chapter 7 bankruptcy proceedings in June 2010. Vincent brought the home-furnishing business back, with three locations and a fourth planned in the Arrowhead area. Bowersock is serving as a consultant, she said.

Vincent said she's routinely approached by marketing, communications and media companies about advertising, but for now she's relying mostly on word of mouth to let consumers know Terri's reopened in January.

Duncan, who previously was vice president for client services at LifeLock, said MyRadio has five employees, but he hopes to hire more advertising representatives as business ramps up. He is more optimistic about short-term growth in Dallas and Denver than in Las Vegas and Phoenix, both of which were hit hard by the recession. He said Texas in particular has survived the recession better than other states.

David Eichler, co-founder and creative director of David and Sam PR in Phoenix, said business models such as MyRadio's could help small businesses that may lack marketing dollars.

"Conceptually, they definitely are on to something interesting," Eichler said. "Most mom-and-pops lack the resources to use traditional advertising or those direct-mail coupon packs. This platform is a cost-effective way to target customers inside an immediate sales bull's-eye."

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