

2016

PEOPLE TO WATCH



Tashni-Ann Dubroy, Fred Eshelman, Stuart Frantz, Gordon Grubb, Pam Hemminger,
Fran O'Sullivan, Frank Plastina, Margaret Spellings, David Stallings, Don Waddell

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REAL ESTATE

Duke Energy looks to expand at New Hill

The energy company seeks rezoning to build a training center on a 220-acre rural site. **AMANDA HOYLE, 10**

Lake Boone Trail site demolition begins

The Villages at Lake Boone Trail in Raleigh are being torn down to make way for a new mixed-use development. **AMANDA HOYLE, 10**

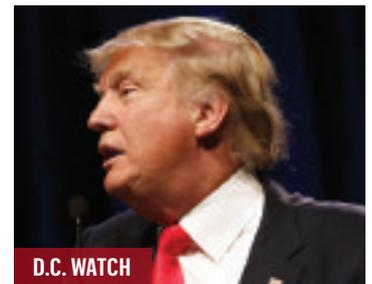
NEWS AND VIEWS

How businesses can protect data in 2016

A look at six tasks companies should perform in the new year to enhance data security. **VIEWPOINT, 19**

Crowdfunding's big problem: Exits

New crowdfunding rules add new opportunities to attract investors, but how those investors get out is another story. **SMALL BUSINESS, 13**



D.C. WATCH

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2016 PEOPLE TO WATCH

These individuals have a lot to prove in their respective fields as they tackle major business, education and government issues facing our communities.

RESIDENTIAL REAL ESTATE



TBJ FILE PHOTO

David Stallings of Shenandoah Homes recently entered the Triangle market.

Stallings betting big on the Triangle homebuilding sector

In the wake of the Triangle's biggest homebuilding company failure since the recession, Raleigh real estate investor David Stallings has emerged as a white knight – or at least he hopes can be.

Stallings, a relative newcomer to the homebuilding industry, has in the last six months of 2015 created what's expected to become one of the fastest-growing new homebuilding companies in the Triangle: Shenandoah Homes. He's hired 16 veterans of the Triangle homebuilding industry and added another 500 vacant home lots to his portfolio in the region.

Almost all of the properties that Stallings has acquired since 2011 have come from leftovers of the economic recession, mostly bank-owned properties that he bought for dimes on the dollar.

In 2015, he reached a deal with the partners and creditors of the now nearly defunct Raleigh homebuilding company ForeverHome LLC. For the last several years, ForeverHome ranked as one of the fastest-growing companies in the Triangle, but by early 2015 its partners had fallen behind in payments to subcontractors and suppliers as growth of the company's multimillion-dollar debt load outpaced the growth of its assets.

Stallings didn't buy all of ForeverHome's remaining assets, but he arguably got the cream of the crop, including the 182-acre Fendol Farms at Brier Creek, a 493-lot development proposed in eastern Durham County and about 60 unfinished townhouse lots at ForeverHome's Lynnwood Bluff community in northwest Raleigh.

Stallings hired Mick Michael as his chief operating officer for Shenandoah

► CLOSER LOOK

Name: David Stallings
Company: Shenandoah Homes and Capital Properties of Raleigh
Location: Raleigh
Title: Owner and president
Age: 40
How long in position: Founded Capital Properties in 2003; founded Shenandoah Homes in July 2015

ah Homes. Michael is a veteran homebuilder who was previously general manager at Hill Hunt Homes' Cary office and vice president of operations at Centex Homes in the Triangle. He's also hired several of ForeverHome's former employees to assist in the transition, including ForeverHome partner Mark Ward, although Ward has no ownership interest in either Shenandoah Homes or Stallings' real estate investment company, Capital Properties of Raleigh.

Shenandoah Homes, as of late December, had control of about 1,000 housing lots in seven communities in various stages of construction in Wake, Durham and Johnston counties.

It's an ambitious gamble for the 40-year-old Stallings, who has both a business degree and a master's degree in accounting from UNC Chapel Hill's Kenan-Flagler Business School and cut his teeth as an investment banking analyst right out of college.

With this new endeavor at Shenandoah Farms, Stallings says he knows that his life savings are on the line.

"It's my money, and I've made a very large bet, but I think I'm gambling in a smart way," he says.

– Amanda Hoyle

SPORTS BUSINESS



KAITLIN MCKEOWN

Don Waddell is going all-in to shore up revenue for the Carolina Hurricanes.

Waddell looks for big payoff as the Canes fight for playoff slot

With a losing record through December and a pace to again miss the playoffs, Carolina Hurricanes team president Don Waddell knows 2016 will provide a challenge.

He says he's up to the task, however. "We need to win back our fans, by showing them that the future is very bright for the 'Canes," Waddell says.

Waddell joined the Hurricanes on July 1, 2014, after spending three seasons as a professional scout with the Pittsburgh Penguins. He has consistently put an emphasis on sales and fan engagement in an effort to increase revenue from attendance and suite sales, areas that have seen decline in recent years.

Since the beginning of this year, Waddell has added 38 employees, of which 36 are in sales. The organization now employs 225 workers, which is up from 180 when Waddell took over. And he expects more hires in 2016.

If Waddell can succeed in bringing more people into PNC Arena to watch the Hurricanes, he will reverse a years-long trend.

According to public financial filings, the hockey club recorded \$22.5 million from admissions and \$3.2 million from suite sales for the 2014-15 season, one in which it recorded the lowest arena-related revenue figures in years. Revenue from

► CLOSER LOOK

Name: Don Waddell
Company: Carolina Hurricanes
Location: Raleigh
Title: President
Age: 56
How long in position: 1.5 years

admissions was down 5 percent compared with the 2013-14 season and down 40 percent compared with 2008-09. Similarly, revenue from suite sales was down 12 percent from the previous season and down 36 percent from 2008-09.

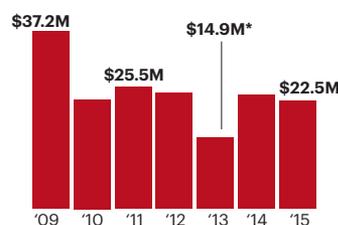
Things would look much differently if Waddell can reverse the trend in 2016 and beyond. "The upside from this is endless. By providing quality entertainment at affordable prices while building a team that the region can be proud to support," he says.

In an earlier interview he said, "This is not a sprint but rather a marathon. We feel we're making progress in these areas."

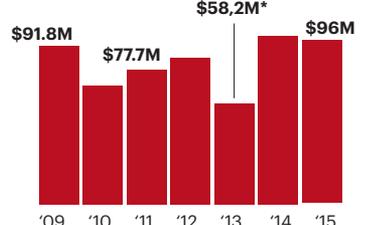
Waddell says success is within reach, "If our younger players continue to make strides and by continuing to draft not only talented players, but overall good people."

– Jason deBruyn

HURRICANES REVENUE FROM ADMISSIONS



HURRICANES TOTAL REVENUE



*Lockout-shortened season