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ASHTON-TATE EXEC NAMED ENTREPRENEUR OF THE YEAR

CULVER CITY, Calif. -- David C. Cole, president and chief executive officer of Ashton-Tate, a leading microcomputer software publisher, has been named 1984 Entrepreneur of the Year by the Los Angeles chapter of the Stanford Business School Alumni Association.

Cole will be the guest of honor at the alumni association's annual award reception dinner at 7 p.m. Thursday, May 17, in the Salon I of the Grande Ballroom of the Sheraton Grande Hotel, 333 S. Figueroa, Los Angeles. After dinner, he will address the crowd of some 200 Los Angeles alumni members about entrepreneurism and issues facing the computer software industry and Southern California-based Ashton-Tate.

The award is given annually to an individual who has achieved visibility with a company for its outstanding profit growth, product and/or unique organization, says Stephen W. Ellis, president of the Los Angeles chapter of the Stanford Business School Alumni Association.

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"Ashton-Tate has shown a unique success in the computer software industry," Ellis says. "There are thousands of 'cottage' software companies and programs, but only 2 or 3 are in the top 40. Ashton-Tate has made the best-seller list in a highly competitive situation."

One of the leading international software developers and publishers for microcomputers, Ashton-Tate reported net pro forma revenues of $39.8 million for fiscal year ending January 31, 1984, a 297 precent increase from the previous year's revenues of $10 million. In addition, the company has introduced two major products so far this year. These products are Framework, an integrated software package featuring a unique outlining capability, and dBASE III, a revolutionary database management system.

Cole, 32, joined the company in February, 1982, as president and a director and became chief executive officer in April, 1983. Cole also is currently president of the Microcomputer Software Association, a section of the Association of Data Processing Service organizations. MCSA is the largest trade association for microcomputer software publishers.

Past recipients of the Entrepreneur of the Year award have included Joe Columbe, founder of Trader Joe's wine and gourmet stores (1983); Sherry Lansing, former president of 20th Century Fox film studio (1982); Sandy Sigoloff, former president of Kaufman and Broad and currently chief executive officer of Wickes Cos. (1981), and Norman Shumway, chief executive officer of Signal Cos. (1979).

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The Stanford Business School Alumni Association has an estimated membership of 15,000 nationwide and 900 in the Los Angeles chapter, Ellis says. The association has approximately 20 chapters in the United States and 10 chapters throughout the rest of the world.

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