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Risky Business Calif. Computer exec, award-winning entrepreneur Profiled in Illinois Wesleyan

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Risky business

Calif. computer exec, award-winning entrepreneur Profiled in *Illinois Wesleyan University Magazine*

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BLOOMINGTON, Ill.--A California entrepreneur, who turned a financially troubled computer software company into the industry's fifth largest worldwide, is among a half dozen business success stories profiled in *Illinois Wesleyan University Magazine*.

Phillip White, president, chief executive officer, and board chairman of Informix Software, Inc., was named Entrepreneur of the Year at the seventh annual San Francisco Bay Area Entrepreneur of the Year awards. He won the honor in the "Turnaround" category, based on Informix's record-breaking 1992 financial performance in the turbulent computer software industry.

White joined the Menlo Park, Calif.-based Informix in 1989 after 15 years in sales and marketing with International Business Machines (IBM). He also had served as vice president of sales and marketing for Altos Computer Systems and president of Wyse Technology, Inc.

So, what's White's secret to entrepreneurial success?

"To be a successful entrepreneur," he says, "you have to be focused: you can't do everything in a specific market. You also have to hire quality people and treat these people extremely well. You also have to look at the worldwide market; some of the fastest-growing areas are North Asia, China [People's Republic of China], Taiwan [Republic of China], and certain parts of Europe."

White, a 1966 IWU political science graduate, is profiled in the spring, 1996, edition of *IWU Magazine* in an article headlined: "Risky Business." It is written by Bob Aaron, IWU's director of public relations and the magazine's executive editor. IWU grants permission to reprint the article, which is attached to this news release.

IWU, founded in 1850, enrolls about 1,850 students in a College of Liberal Arts, College of Fine Arts, and a four-year professional School of Nursing. A \$15 million athletics and recreation center opened in the fall of 1994; and a \$25 million science building opened in the fall of 1995. The Carnegie Commission for the Advancement of Teaching promoted Illinois Wesleyan to a "Baccalaureate I" institution in 1994, a classification that places it among 161 highly selective National Liberal Arts Colleges in the annual *U.S. News & World Report* rankings. *Barron's Profiles of American Colleges*, another respected college guide, rated IWU "highly competitive (+)" in its latest edition.