



CANADIAN VENTURE CAPITAL ASSOCIATION (CVCA)  
ASSOCIATION CANADIENNE DU CAPITAL DE RISQUE (ACCR)

June 21, 2002

FOR IMMEDIATE RELEASE

**Norm Francis of Pivotal Corporation is awarded  
Canadian Venture Capital Association's Prestigious  
Entrepreneur of the Year Award for 2002**

TORONTO: The Canadian Venture Capital Association (CVCA) is pleased to announce Norm Francis co-founder and Chairman of Pivotal Corporation, as the recipient of CVCA's 9<sup>th</sup> Annual 'Entrepreneur of the Year Award'.

Established in 1992, the purpose of CVCA's 'Entrepreneur of the Year Award' competition is to promote, highlight and celebrate the achievements of entrepreneurs who lead venture backed Canadian companies. The selection process focuses on individuals whose entrepreneurial spirit, drive and success personify the qualities that all venture capitalists seek to find in their investees.

Under Norm Francis' leadership as CEO, Pivotal grew quickly to become a global provider of customer relationship management and eBusiness solutions that enable companies to improve their sales, marketing and customer service operations. From initial product introduction in 1995, Pivotal's revenues grew from zero to over US\$95 million in 2001. Deloitte & Touche named Pivotal the fastest growing technology company in Canada in 2000 and one of the top 10 fastest growing companies in North America.

Prior to Pivotal, Norm co-founded Basic Software Group (BSG) to develop ACCPAC, which became the best selling family of accounting software for small to medium-sized businesses in North America. Computer Associates International acquired the company in 1985 and Norm became a Vice President of fast-growing Computer Associates, now the third largest software company in the world.

Norm is an active technology industry advocate, mentor to young entrepreneurs, and much sought after keynote presenter. He is a regular guest lecturer at the University of British Columbia and Simon Fraser University, and he sits on B.C. Premier Campbell's Technology Council, heading up the Industry Growth Task Group. He is a member of the board of directors of Creo Products Inc. In 1999 Norm was named the B.C. Technology Industry Association (BCTIA) Person of the Year.



Ventures West Management Inc is one of the venture capital firms that backed Pivotal Corporation in 1995, 1996 and 1998. “Norm Francis’ entrepreneurship and business acumen led him to start a company and build a great management team, “ said Dr. Robin Louis, President of Ventures West Management Inc. and a member of the CVCA, “Pivotal became one of the world’s top global suppliers of customer relationship solutions and provided great returns to its investors. Norm is a man of vision who has built two important companies and he is a pillar of the Canadian technology community”.

Mr. Norm Francis was honoured at the Gala Evening at the CVCA Annual Conference in Toronto on Thursday June 20, 2002.

Canadian Venture Capital Association (CVCA)

The CVCA represents the venture capital industry in Canada and promotes the development and advancement of Canadian businesses through the use of venture capital. The CVCA fosters professional development, networking, communication, research and education within and outside the venture capital industry and represents the industry in tax and regulatory matters.

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