# Elstrott to be honored as Entrepreneur of the Year

April 11, 2013

The A. B. Freeman School of Business at Tulane University will honor longtime faculty member and entrepreneur John B. Elstrott Jr. at this year's Tulane Council of Entrepreneurs Awards Gala. The ceremony will take place on Friday, April 19, at the Audubon Tea Room.



Longtime faculty member and entrepreneur John B. Elstrott Jr. will be honored at this year's Tulane Council of Entrepreneurs Awards Gala.

Elstrott, a professor of practice and emeritus executive director of the Freeman School's Levy-Rosenblum Institute for Entrepreneurship, will receive the Tulane Distinguished Entrepreneur of the Year Award and the Tulane Outstanding Social Entrepreneur of the Year Award at the ceremony. This marks the first time in the history of the event that both awards have gone to a single individual.

Freeman School Dean Ira Solomon and Levy-Rosenblum Institute Executive Director Ralph Maurer will present the awards.

Elstrott earned his PhD in economics from the University of Colorado at Boulder in 1975. He joined Tulane in 1982 and has taught entrepreneurship at the Freeman School since 1986. In 1991, Elstrott became the founding director of the Levy-Rosenblum Institute for Entrepreneurship, which was established to coordinate entrepreneurship initiatives at the school and in the community.

In addition to his career as an educator and administrator, Elstrott has also had a long career as an entrepreneur and investor. In the early 1970s, Elstrott was part of the management team that helped build Celestial Seasonings into the world's largest specialty tea company. Today, Elstrott continues to be an active investor and board member in the venture capital, wetlands mitigation banking, pharmaceutical, financial services, medical and functional food, and herbal remedy industries. He currently serves as chairman of the board of Whole Foods Market, the world's leading retailer of natural and organic foods. Elstrott has served as a director of the company since 1994.

The Levy-Rosenblum Institute presents the awards each year to highlight outstanding entrepreneurs. The Distinguished Entrepreneur of Year Award honors individuals who embody the true spirit of entrepreneurship and philanthropic generosity, while the Outstanding Social Entrepreneur of the Year Award recognizes individuals dedicated to improving their communities through entrepreneurial initiatives.

For more information about the Levy-Rosenblum Institute for Entrepreneurship, visit http://freeman.tulane.edu/