The Advocate: Entrepreneur puts muscle behind startups

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From The Advocate, Feb. 8, 2015:

Business writer Kathy Finn profiled John Elstrott, chairman of Whole Foods Market and former executive director of the Freeman School's Levy-Rosenblum Institute for Entrepreneurship, in Sunday's Advocate newspaper.

> He has guided scores of young business students toward careers in business innovation, sometimes becoming an investor and board member in their startups.
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> That's how Elstrott came to be involved in Dinner Lab, a member-based catering and events business that has quickly spread into 24 cities, where teams of highly trained chefs and wait staffs serve hundreds of guests at pop-up dinner parties hosted in unusual settings. Dinner Lab plans to enter the Baton Rouge market within the next few weeks.
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> Four of the company's five founders were students of Elstrott at Tulane. "We approached John early on, and he joined our board and made the very first investment," co-founder and CEO Brian Bordainick said.

To read the article in its entirety, visit TheAdvocate.com:

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