

Managerial and Consulting Experience

I have served as a consultant for strategic planning, capital budgeting, marketing, financial planning, organizational structure, and family business planning to numerous corporations, both profit and not for profit. I have served as an economic development and strategic planning consultant for state and municipal governments and the US Department of Energy.

Chief Financial Officer, Mud Logging Specialists, Inc., Metairie, LA 1980-83.

President, Green Mountain Herbs, Ltd., Boulder, CO, 1979-80.

Chief Financial Officer, Celestial Seasonings, Inc., Boulder, CO, 1975-79.

Awards

The Levy Rosenblum Institute for Entrepreneurship was awarded a top 20 ranking in Entrepreneurship Education from Entrepreneur Magazine and the Princeton Review for 2006, 2007, 2008. A number 4 national ranking was achieved in 2009.

Howard W. Wissner award in Recognition of a Professor who has Displayed Excellence in Teaching, Interest in Students, and their Activities and Exceptional Efforts to Improve the A. B. Freeman School of Business, 2007.

James T. Murphy award for Teaching Excellence, 2003.

Innovator of the Year (May, 2002), non-profit category, New Orleans City Business.

The 1997 Edwin M. Appel Prize awarded by Babson College for contributions to entrepreneurship education.

The 1997 Ernst & Young Entrepreneur of the Year Award for Louisiana in the Supporter of Entrepreneurship category.

The Leavey Award for Excellence in Private Enterprise Education, 1994, awarded by the Freedoms Foundation at Valley Forge.

Outstanding Professor, 1991 Executive Masters of Business Administration Class, Freeman School of Business.

Teaching Excellence, 1992, 1996, 1999, & 2000 Executive Masters of Business Administration Class, Freeman School of Business.

Teachers Honor Roll, voted by the MBA class in 1984, 1985, 1991, 1996, 2001, 2002, 2003, 2007 Freeman School of Business.

Participant in the New Orleans Metropolitan Leadership Forum, Fall, 1987.

Publications

- Elstrott, John B. Jr. and Woodside, Arch G., "Cause Mapping of Strategic Action and Organizational Growth in Entrepreneurial Behaviour," *Research and the Marketing/Entrepreneurship Interface*, edited by Gerald E. Hills and Sumaria T. Mohan-Neill, The University of Illinois at Chicago, July 1995.
- Elstrott, John B. Jr. and Istvan Nagy, "Maximizing the Value of a New Technology from Both a University and a Community Perspective," Technology Commercialization and Economic Growth, *Proceedings of the 20th Technology Transfer Society Annual Conference*, Washington DC, July 1995.
- Elstrott, John B. Jr., and Barach, Jeffrey A., "The Transactional Ethic: The Ethical Foundations of Free Enterprise Reconsidered," *Journal of Business Ethics*, Vol. 7, No. 7 July 1988, pp. 545-551.
- Elstrott, John B. Jr., "Procedure for Improving the Evaluation of Small Business Development Center Consulting Activities," *Journal of Small Business Management*, (Vol. 25, No. 1) January 1987, pp. 67-71.
- Elstrott, John B. Jr., "An Evaluation of the Louisiana Small Business Development Center Program," *Louisiana Business Survey*, Spring, 1986, pp. 8-9.
- Elstrott, John B. Jr., A book review in the *Review of Social Economy* of *The Share Economy: Conquering Stagflation*, by Martin Weitzman, Vol. 44, No. 2, October 1986, pp. 201-203.
- Elstrott, John B. Jr., "The Role of the Outsider in Small Firm Strategic Planning," *Proceedings of the Southwest Division of the Academy of Management*, March 1985, pp. 14-18.
- Elstrott, John B. Jr., and Page, John, a review of "Alcar Software: The Value Planner," *Accounting Review*, Vol. 61, No. 3 (July 1985), pp. 573-575.
- Coauthor of subcommittee report on "Employment and Job Creation," *Committee on Community and Social Mission of the Church*, Eighth New Orleans Archdiocesan Synod, 1985.

Grants and Funded Research Projects

Awarded a LA Board of Regents grant for 15% of my salary for 2007, 2008, and 2009. The grant is joint with The Tulane Health Sciences Center and the LSU Health Sciences Center and focuses on improving local commercialization of university research as a means of stimulating economic development.

Grant from Lenovo Foundation to fund the InExchange Store on Tulane's Campus and NBA All Star Entrepreneurship Week in New Orleans, 2007-2008.

Grant from George Cloutier to fund the founding of the Idea Corp, March 2006.

High School Economic Literacy Program, Funded by Whitney National Bank. September 2004.

Louisiana Statewide Individual Development Account and Economic Literacy Program. Funded by Hibernia Bank, First Bank and Trust, Brickner Foundation, Department of Health and Human Services, Federal Home Loan Bank, Whitney National Bank and others. January 2003.

Kauffman Foundation Entrepreneurship Internship Grant. 2004-2006.

Academies of Entrepreneurship: An Initiative to Establish Academies of Entrepreneurship at Five New Orleans Public High Schools. Sponsored by New Orleans Public Schools 2001.

Entrepreneurship Awareness and Education Grant. Coleman Foundation. March 2000.

Economic Development Strategy Formulation and Implementation for Federal Public Housing in New Orleans. A cooperative effort with Xavier University of New Orleans. Sponsored by Housing and Urban Development. January

2000.

A Business Redevelopment and Implementation Plan for Oretha C. Haley Boulevard. A cooperative effort with First Commerce Community Development Corporation and the Central City Economic Opportunity Corporation. Sponsored by the City of New Orleans. January 1998.

A Contract to Provide Managerial and Technical Support to the Microlending Pilot Project for the City of New Orleans, with Xavier Triangle Neighborhood Development Corporation. Sponsored by New Orleans Economic Development Foundation. November 1997.

The Economic Benefit of a Clean Lake Maurepas in the Year 2006, with Robert Norton. Sponsored by the Lake Pontchartrain Basin Foundation. July 1996.

Video Auctioning Marketing Cooperative, with Analysis & Solutions, Inc. Sponsored by U. S. Department of Agriculture. June 1996.

Neuroscience Research Institute Development Plan. Sponsored by Tulane Medical School. June 1996.

Minority Business Incubator Feasibility Study, with Analysis & Solutions, Inc. Sponsored by the Greater Baton Rouge Economic Partnership. October 1995.

The Economic Impact of the Medical R&D Sector: Positioning the New Orleans Region for the 21st Century. Sponsored by the MetroVision Partnership Foundation. October 1995.

New Product Development Strategies for Residual Manufacturing Materials, with Tulane Schools of Public Health and Engineering. Sponsored by Kaiser Aluminum and Chemical Corporation and Entergy Corporation. September 1995.

Research Universities and Regional Economic Development: Analysis of the Interactions, with Istvan O. Nagy, Sponsored by Business School Council members Koerner, Greenbaum, Lapeyre, Rees, Rosenblum. August 1994.

AVLIS Commercialization Strategy, Phase II with Integrated Resources Group, Inc. Sponsored by Lawrence Livermore National Laboratory. September 1994.

Alternative Mission Analysis for the Fast Flux Test Facility, Phase I, II and III. Sponsored by Westinghouse Hanford company and the U.S. Department of Energy. July 1994.

Targeted Industry Studies and Parish Profiles to support economic development in Louisiana. Sponsored by Louisiana Power and Light (LP&L). June 1994.

Economic Benefit of a Clean Lake Pontchartrain, with Robert Norton, Sponsored by the Lake Pontchartrain Basin Foundation. November 1993. Update 1998 and 2001.

A Feasibility Analysis for a New Orleans Diamond Center. Sponsored by NOPSI and the City of New Orleans. April 1993.

A Site Analysis of the Wilton Plantation in St. James Parish. Sponsored by LP&L. October 1992.

Manufacturing and Further-Processing Opportunities Created by Rubber Imports to the Port of New Orleans. Sponsored by LP&L. October 1992.

AVLIS Commercialization Strategy with Integrated Resources Group, Inc. Sponsored by Lawrence Livermore National Laboratory. June 1992.

A Project to Formulate and Implement a Strategic Plan for the Development of Louisiana's Environmental Products

- and Services Industry (EPSI)*. Sponsored by the Louisiana Department of Economic Development. June 1992.
- An Analysis of the Potential Market Value of a Tulane School of Public Health Technology*. May 1992.
- A Plan to Diversify and Structurally Reorganize the Space Remote Sensing Center (SRSC)*. Sponsored by the SRSC, a NASA Center for Commercial Development of Space. April 1992.
- Sources of Technology Development Assistance*. An interim report to the Tulane University Board of Administrators Committee on Technology Development. October 1991.
- Market Research Analysis for Application of Satellite Derived Data to the Determination of Jurisdictional Wetlands*, with Aaron Miscenich. Sponsored by the Space Remote Sensing Center, a NASA Center for the Commercial Development of Space. October 1991.
- A Growth and Diversification Plan for the New Orleans Regional Loan Corporation*. Sponsored by the Regional Loan Corporation, the MetroVision Foundation and the New Orleans and River Region Chamber of Commerce. October 1991.
- Analysis of Industrial Sites on the Lower Mississippi River*, with Lisa Amann. Sponsored by LP&L. July 1991.
- Residential Utility Cost Comparison Study*, with Randolph Trappey. Sponsored by Louisiana Power & Light (LP&L). May 1991.
- Opportunities in Upstream and Downstream Manufacturing for the Paper Industry in Louisiana: A Quantitative Analysis*, with Randal Breaux. Sponsored by Louisiana Power & Light (LP&L). April 1991.
- A New Orleans Visitor Center: Amended Version I*, with Aaron Miscenich. March 1991.
- Economic Development Plan for the City of Oak Grove and West Carroll Parish*, with Randolph Trappey. Sponsored by city and parish government and industry. December 1990.
- Profile of West Carroll Parish*. Sponsored by LP&L. December 1990.
- Market Feasibility Study for Application of Satellite Derived Information to Resource and Environmental Management Issues in The Forestry Products Industry*, with Randal Breaux. Sponsored By the Space Remote Sensing Center, a NASA Center for the Commercial Development of Space. September, 1990.
- Analysis of Commercial Value of Selected Tulane Medical Center Technologies*. Sponsored by LP&L. September 1990.
- A New Orleans Visitor Center*. Sponsored by the New Orleans East Economic Development Foundation. August 1990.
- Market Feasibility Study for Expansion of Refinery Waste Management Services to Latin America and Eastern Europe*. Private Client. August 1990.
- Business Development Plan for a Diversified Aquaculture Venture in Ecuador*. Private client. April 1990.
- Industry Analysis of Medical and Dental Instrumentation and Supply Industries*. Sponsored by LP&L. Robert Norton, lead researcher and editor. March 1990. This report was ranked as the "Best in Its Class" by the American Economic Development Council at its 1991 awards competition.
- Economic and Social Benefits Resulting from the Creation of the Bayou Sauvage National Wildlife Refuge*. A joint project with University of New Orleans and Dillard University. Robert Norton, contributing researcher. Sponsored by the Rosamary Foundation. June 1989.

Strategic Audit and Situation Analysis Study for the Total Community Action Employee Credit Union. May 1989.

To Restore Lake Pontchartrain. A joint project with Oliver Houck of the Tulane University Law School and Fritz Wagner of the College of Urban and Public Affairs at the University of New Orleans. Robert Norton, lead researcher for economic benefits section. Sponsored by the Greater New Orleans Expressway Commission. April 1989.

The Economic Benefit to the New Orleans Region of the Tulane Medical Center and Its Hospital/Clinic Phase I Expansion. March 1989.

Participated with the Tulane School of Architecture, The Gallier House, and the University of New Orleans' College of Urban and Public Affairs in the formation of The Joint Center for Tourism Research, Education, and Planning (JCTREP). The National Trust for Historic Preservation provided JCTREP support for an International Symposium on Heritage Tourism held in New Orleans March 23-27, 1988 and a 90 minute live television production entitled *Selling the City ... Without Selling Out* broadcast on September 1988.

The Greater New Orleans Enterprise Center, a business incubator feasibility study sponsored by the Business Council of New Orleans and the River Region. This was a joint project with the University of New Orleans and Xavier University. August 1988.

An Economic Impact Analysis and Assessment of the Proposal to Establish a Sports Commission to Serve the New Orleans Metropolitan Areas. Sponsored by the Business Council of New Orleans and the River Region. This was joint project with the Bureau of Government Research. June 1988.

Presentations

"The History and Future of Capitalism," Junior Achievement Business Hall of Fame Laureate Luncheon, March 25, 2010.

"Entrepreneurship and the Future of Capitalism," *Executive Breakfast Series*, A. B. Freeman School of Business, March 6, 1998.

"Entrepreneurship and the Future of Capitalism," presented at the 1997 Hibernia Bank Corporate Finance Seminar.

"Market Entry Strategies for New Ventures," Kickoff for New Orleans FastTrak Program. University of New Orleans, August 1996.

"Maximizing the Value of a New Technology from Both a University and a Community Perspective," *20th Technology Transfer Annual Conference*. Washington, D.C., July 1995.

"Instilling the Spirit of Entrepreneurship Within Your Firm," *Executive Breakfast Series*, A. B. Freeman School of Business. January 1994.

"Angel Financing: Heaven Can't Wait," *Enterprise '92 Forum*, Sponsored by Ernst & Young, New Orleans. April 1992.

"Levy-Rosenblum Institute Activities," Tulane President's Council, New Orleans. October 1991.

"Economic Development and Environmental Quality: Can We Have it All?" *Louisiana Agricultural Leadership Conference*, Louisiana State University, Baton Rouge. October 1991.

"Elected Officials' Guide to Enviro-Economics," *Louisiana Legislators Environmental Overview*, Louisiana Nature

- and Science Center, New Orleans. July 1991.
- "Research Commercialization in Academia: Issues and Opportunities," *Understanding Business Policy and Operations*, Brookings Institute Conference for Federal Executives, New Orleans. April 1991.
- "A Healthy Tourism Industry Requires Research and Planning," *American Planning Association's National Planning Conference*, New Orleans. March 1991.
- "A Changing Environment: Louisiana in the '90's," 38th Annual Tulane Educational Conference, *The Tourism Environment*, New Orleans. January 1991.
- "The Entrepreneurial Process," *Enterprise 90 Forum*, New Orleans. March 1990.
- "Venture Feasibility Analysis," *Bringing Products to Market*, United States Information Agency conference for 200 business people in Budapest, Hungary. February 1990.
- "Research Commercialization in an Academic Environment," Vienna University of Economics, Vienna, Austria. February 1990.
- Facilitator for forty community leaders in Key West Florida participating in the creation of long term planning process for Key West. February 1989.
- "A Blueprint for the Economic Development of the Acadiana Parishes," Lafayette Alumni Association and Parish and City officials, Lafayette, Louisiana. May 1988.
- "The Role of Small Business in Your Economy," National League of Cities, New Orleans. July 1987.
- "The Political Economy of the Third Way," (Discussant and Session Chairman) *Allied Social Science Associations Convention*, New Orleans, LA. December 1986.
- "Social Economic Policy: Workers' Behavior and Organizations," (Discussant) *Allied Social Science Associations Convention*, New Orleans, LA. December 1986.
- "The Transactional Ethic: The Ethical Foundations of Free Enterprise Reconsidered," *Allied Social Science Associations Convention*, New Orleans, LA. December 1986.
- "The Social Economist and Perennial Social Problems," (Discussant) *Western Economic Association Conference*, San Francisco, CA. July 1986.
- "Thomas Hobbes: Ethics and Economics," *Western Economic Association Conference*, San Francisco, CA. July 1986.
- "Building Bridges Between the Academic, Financial, and Business Community," *Private Initiative for Economic Development: The Role of the Entrepreneur*, Intercollegiate Studies Institute, Lake Charles, LA. March 1986.
- "The Role of Outsider In Small Firm Strategic Planning," *Southwest Division of the Academy of Management Conference*, New Orleans, LA. March 1985.

Boards of Directors, Advisors, and Trustees

For-Profit

GuideStar, 2009 - Present

NextFoods, 2007 - Present

Bioregen, 2007-Present
PreSonus, 2007-Present
Resource Environmental Solutions, 2006-Present
Gualala Redwoods, 2006-Present
Sambazon, Inc, 2006-Present
Natural Products Group, 2005-2010
Barriere Construction, 2005-Present
Spectrum Organic Products, Inc. 2004-2006
Neil Corporation, 2004-Present
Laitram, 1997-Present
Compass Point Research, 2003-2009
International Financial Services Group, 2000-2006
Synscia, Inc. 2002-2009
Danos and Curole, 2002 – Present
Zehnder Communications, 1999-Present.
Fraenkel Company, 1998-Present
Gibbs Construction, New Orleans, 2000-2003.
Edgen Corporation, Baton Rouge, LA, 1997-2005.
White Wave, Inc., Boulder, Colorado, 1997-2002.
Whole Foods Market, Inc. Austin, TX, 1995-Present (Chairman of the Board and past chair of the audit committee).
Source Capital Corporation, Baton Rouge, LA, 1991-Present.
Mainstrike Telecommunications, Inc., Hicksville, NY, 1988-2002.
Escandell and Associates, Inc. (an environmental services firm), Lake Charles, LA, 1986-1993.
The Compact Disc Store, Baton Rouge, 1985-Present
Traditional Medicinals, Inc., Sebastopol, CA, 1980-Present.
Whole Food Company, Inc., New Orleans, LA, 1984-1988.
Mud Logging Specialists, Inc., Metairie, LA, 1980-1984.
Celestial Seasonings, Inc., Boulder, CO. 1979-1982.

Not-for-Profit

Cowen Institute for Public Education Initiatives
Regional Technology Strategies, 2002-2009.
New Orleans Center for the Creative Arts, 2000-2003.
Tulane University National Center for the Urban Community, 1999-2005.
New Orleans High School Academies of Entrepreneurship, 1997-2005.
New Orleans Technology Council, 1993-1994.
Louisiana Nature and Science Center, Inc., 1991-1994.
New Orleans Regional Loan Corporation, New Orleans, LA, 1988-1994.
Greater New Orleans Venture Capital Club, Inc., 1988-1989.
Second Harvesters of Greater New Orleans, Inc., 1983-1991.
New Orleans Repertory Dance Theatre, 1985-1987.
Herb Trade Association, Austin, TX, 1976-1980.

Community Service

Founded the Levy Rosenblum Institute for Entrepreneurship at Tulane University.

Founded the TABA Community Service Program at the A. B. Freeman School of Business. This program puts MBA student teams to work on projects for not-for-profit organizations and businesses using faculty and alumni mentors to guide the student work.

Founded the Tulane Family Business Center (FBC) at the A. B. Freeman School of Business. The FBC conducts quarterly seminars featuring workshops by national and international experts on family business issues.

Assisted with founding the Tulane Entrepreneurs Association and Tulane Business Plan Competition.

Served as a team captain of the annual Archbishop's Community Appeal fund-raiser, which funds the community self-help programs sponsored by the Office of the Social Apostolate.

As a founding Board member and Vice President, I helped Second Harvesters of Greater New Orleans, Inc., become a food salvage and distribution organization operating out of a 50,000 square-foot warehouse, serving 300 charitable organizations in Louisiana, and distributing 1,500,000 pounds of food per month.

February, 2010