Successful startups discussion with ETSU Entrepreneurs’ Club

JOHNSON CITY — Randy Coleman, founder of companies spanning from agriculture to manufacturing, will speak on entrepreneurial spirit and how to “blue sky” startup ideas at the next meeting of the Entrepreneurs’ Club at East Tennessee State University on Monday, March 4, at 5 p.m. in Sam Wilson Hall, room 322.

Coleman’s latest startup company is Long Row Development, LLC, which was formed to answer the national and global demand for more cropland. Currently in the funding phase, Long Row Development has created technology and methodology to convert underperforming monoculture timberland into farmable land at a rate and cost that have yet to be achieved.

He has led multiple startups including Bristol Brass & Copper, a manufacturing company that produced planters, wastebaskets, umbrella stands and other various containers for mass merchants in the U.S. and employed about 200 people. Coleman started the J-Ran Corp. that produced bagged pine shavings for the equine industry with plants in Tennessee and Texas; and CountryWalk Development, a residential land development company in Bristol, Virginia. He also owned C5 Ranch, LLC that operated as a commercial cattle concern and rodeo event producer, ranching 1800 acres and running over 1000 head of cattle.

Coleman obtained a bachelor’s degree from Concord University in Physical Education, Speech and the Dramatic Arts and resides in Bristol, Virginia.

His talk is open to the public.

Directions to Sam Wilson Hall are available at www.etsu.edu/maps/. For additional information, contact Mitzi Brookshear at brookshe@etsu.edu or 423-439-7444. For disability accommodations, call the ETSU Office of Disability Services at 423-439-8346.

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