



Connie Harter proudly served our Country as an RN for the US Navy during the Persian Gulf War at Fleet Hospital #5, stationed in Al Jubail, Saudi Arabia. Today she is a serial entrepreneur and serves our community as a respected leader in all things retail.

Connie's first foray into the business world began when she bought an existing enterprise "The Gingerbread House" in Lewisburg PA, in 2007. The very next year she established Retrah, the regions premier clothing and accessories store. Harkening back to the department stores of yesteryear, Connie wanted to offer "something for everyone under one roof".

Today, nearly 14 years later, Retrah is considered an anchor "destination" in downtown Lewisburg, in the heart of Central Pennsylvania.

Connie has worked with the Bucknell University SBDC since 2014 and fondly refers to the SBDC as her "personal go-to resource for business advice". From Human Resource Management to Marketing and many topics in-between, the SBDC has been fortunate to assist Connie on her entrepreneurial journey.

The pandemic brought many challenges to our retail clients, but Retrah has persevered and remains optimistic at the growing sales numbers this fall.

The Bucknell SBDC is proud to honor Connie Harter and her business Retrah for this year's Veteran's day. To make this honor even more meaningful, Connie's birthday happens to fall on November 11<sup>th</sup>.



@ 1990/91