

## **Carol Yeager Biography**

Carol Yeager and husband Pete have spent their adult lives chasing the American Dream. Life dealt up some interesting experiences along the way yet the key to success was often reinvention ...sometimes on a daily basis. Carol, with Pete's web design skills, opened an online retail store in 2003 in what had been the nursery of their home. Sales exploded and the ride began. The original store, [www.muckbootsonline.com](http://www.muckbootsonline.com), specialized in outdoor sport, gardening and work footwear. They added socks and gloves then branched into a variety of unique market niches, including commercial safety equipment and even fashion rubber rain boots! Now Carol and Pete manage several online stores under the Gearcor, Inc. banner, [www.gearcor.com](http://www.gearcor.com). They recently purchased a building in Conklin, NY to allow for business growth and development. The Internet is always changing and even in the wake of their recent expansion, foresight, and ongoing adaptation are necessary for survival.