

Quick Biz Reading

What's in a name?

Los Angeles artists Penelope Gazin and Kate Dwyer started an on-line company called Witchsy.com. They sell handmade arts and crafts items. They make some of them. Other artists make the rest. In the first year they did

over \$200,000 in business. They are off to a good start. But Penelope and Kate had a problem. Many artists and computer developers, mostly men, didn't take them seriously. They thought the company was just a girls' "cute hobby" – not a real company. People often didn't even answer their emails.

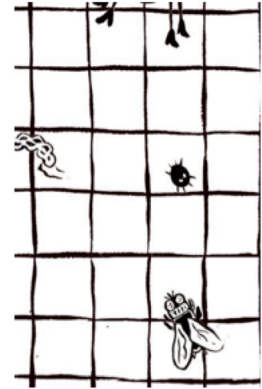
Things changed when a new partner, Keith Mann, started writing all the emails. Their emails got answered. There were offers of help. With Keith's work, it was easier for Penelope and Kate to get things done.

What was unusual about this? There is no "Keith Mann." The women made him up. "Keith" is a man's name, similar to the woman's name "Kate." And "Mann" sounds like...well...a man.

Kate and Penelope were really writing the letters. They just used a man's name for it. The world of high tech is often very "male." So they did this --- and the men didn't notice. The women did what they needed to do for their business.

You can visit their site at <https://www.witchsy.com/>

WITCHSY



- 1 Work with a partner. In Japanese, talk about this story. How much do you remember?
- 2 With your partner, try to tell the same story in English.
- 3 Have you ever faced sexism or discrimination because you are a woman? Do you know of cases where other people have? What happened?
- 4 **Take it deeper.** Sexism exists. Business is sometimes seen to be a "man's world." (Which is one reason we are excited to have "Gendai Business" in MG, a women's university). What kind of challenges do you think you will face? How are you getting ready?

Source: National Public Radio *Wait Wait Don't Tell Me*. 9/202017
<http://www.npr.org/2017/09/02/547996454/bluff-the-listener>