

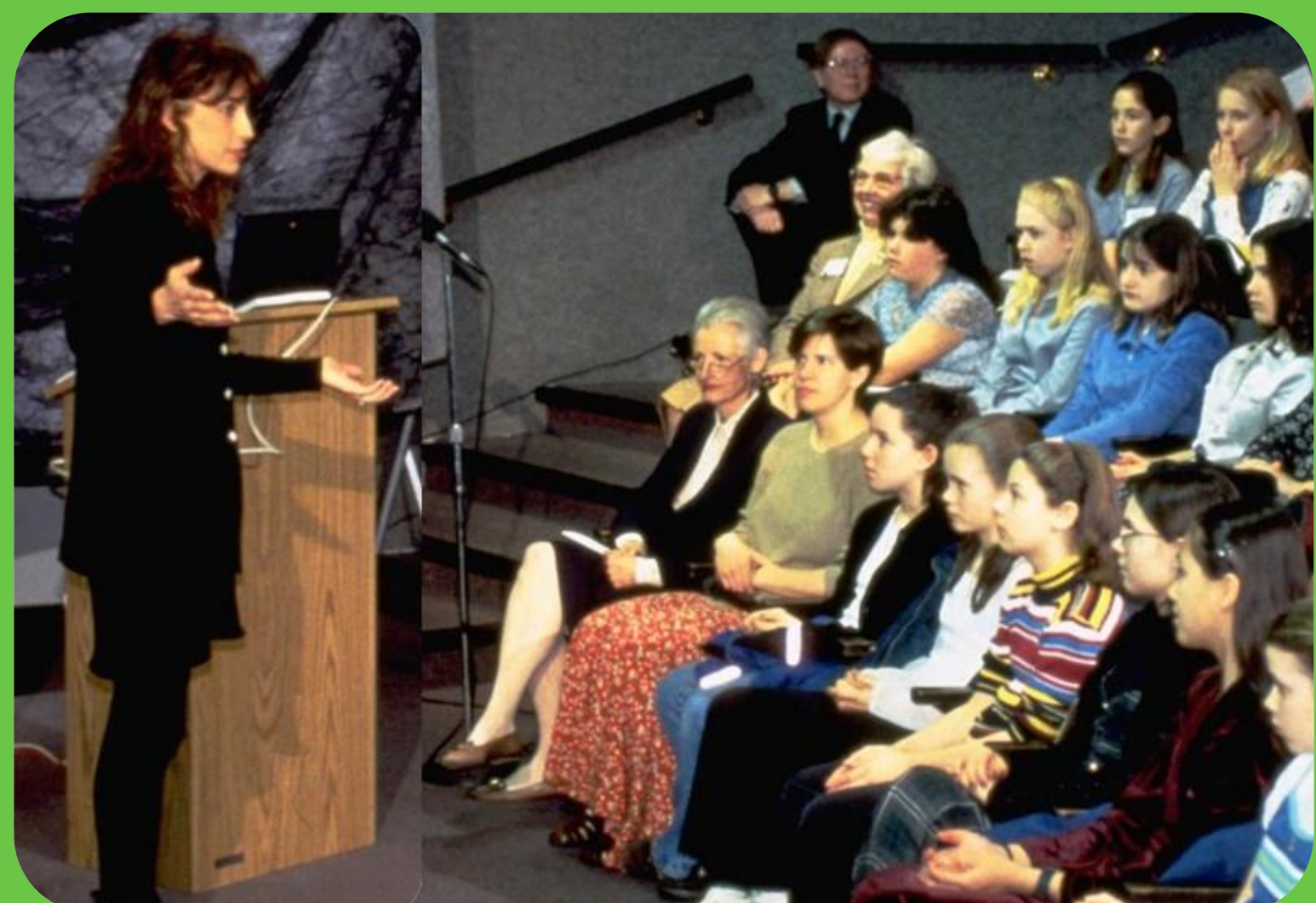
Women



*Janece
Swanson*



- 1975 Youngest & only female electronics salesperson at Sears, became top seller
- 1980s Used donated laptops to teach fellow flight attendants computer use
- 1992 Founded Kid One For Fun
- 1995 Founded Girl Tech



Instrumental in the development of Where in the World is Carmen San Diego and the Playroom/Treehouse series. She invented a line of electronic gadgets that empower girls to use technology. In the process, Swanson has challenged attitudes towards girls in the toy and consumer products industries.

As a young girl, I was interested in technology in many forms. One year, for example, I received a typewriter as a gift. I played around with typing, tried out some of the exercises, and soon decided it was boring. It would be much more interesting, I thought, to take the machine apart and see for myself how it worked. So I did, and I figured it out and changed the keys around so I could type in my own secret code.



*What paths will you trailblaze that
no one has traveled before?*

Trailblazer