

## GLOSSED CAUSE

How to add more luster to your locks.

In Feeling Good, Page 2-E



## GET CRAFTY

Ideas for making easy holiday gifts, decorations.

In Idea Exchange, Page 4-E



## RECRUITMENT DRIVE

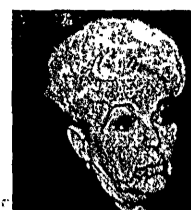
Minority women are underrepresented in medical tests.

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## QUOTE OF THE WEEK

The older you get, the less you have to pretend.

-Texas Gov. Ann Richards



THE PLAIN DEALER

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# everywoman

SECTION E



Eleanor Mallet

## Female athletes lose as they win

The sports figure is among the most revered in our culture.

The male sports figure, that is. We are more ambivalent about women. The idea of women using their bodies aggressively or for something other than sex, childbearing or objects of adornment, is unsettling to some.

Female athletes may do well on the field but off, they can't win. On the one hand, women are seen as too passive, cooperative and concerned with relationships to be good contenders. Compared to men, they are not dominating, or competitive enough. On the other hand, conventional wisdom says that, by definition, a female jock is not feminine. Talk about Catch-22.

Even in this lose-lose environment, over the past 20 years, women have made their way into what may be the quintessential male preserve.

Susan Ziegler, sports psychology professor and former swimming coach at Cleveland State University, has watched this debate for more than 20 years. She spoke last week at a WomenSpace event, her talk aptly titled, "One Step Forward, Two Steps Back." While it had bright spots, the picture she painted had a definite downside.

Just the presence of women in sports is very recent. The landmark change came in 1972 with the passage of Title IX, which said any school receiving federal money could not discriminate based on gender. The National Collegiate Athletic Association at first fought it. Then, Ziegler said, its strategy was to take control of the inevitable growth of women's collegiate sports. The same thing happened at the high school level.

The result was a cataclysmic decline in the separate but unequal pre-Title IX world of women's coaching. Ohio, for example, had 96 women high school coaches in 1972. By 1986, there were only 40. Other states showed a similar decline of more than half over the same period. If the trend continues, by 1999 there will be no women high school basketball coaches. Today not one college in Ohio has a female athletic director at a Division I school.

"Before Title IX there were women's and men's athletic programs," Ziegler said. "Now there is one department and guess who heads it?"

The decline of women coaches is even more drastic when compared with the astronomical growth of female athletes. In 1970, close to 300,000 girls played high school sports. By 1990, that number increased sixfold to more than 1.8 million, comprising 37 percent of all high school athletes. The college level saw a near tenfold increase from 16,000 in 1966 to 158,000 in 1991, making women 35 percent of college athletes.

While Ziegler is angered by the state of women's coaching, she is heartened by what she sees in women athletes. "It is encouraging to see them use their power and talent, to see their joy. They don't care about the stereotypes."

Her comment reminded me of a Division I women's soccer team I have come to know in recent years. On the field, they tie their hair back in ponytails and with amazing stamina, force their way down the field. They play to win and they do. When they lose, they re-group and come back for more. Off the field, they switch gears into study or fixing themselves up for a date, much like their male counterparts. They are more feminine or less so, just like women everywhere.

The female athlete has lost ground coaching. She may not yet be revered. But women are getting from sports much of what we have always heard that men get: An ability to take criticism, be a team player and perform under pressure. All the things my generation of women were told we lacked for success in world of work. Eleanor Mallet also writes a column for the Family section on Saturdays.

## Fanning the flame of service to others

Cleveland lawyer Sherry A. Croyle startled some people when she told them she was heading to West Virginia to spend her vacation volunteering with Habitat for Humanity, building houses for the poor.

"One person started to say, 'Have a great time,' and changed it to, 'Well, uh, God bless,'" she recalls.

Another asked what she thought she could accomplish there. "Women can't, after all, really build a house," he told her.

Everywoman kindly directs that misguided person to the See Jane Build project in Cleveland's Central neighborhood, where female laborers are building a home for a low-income family. It's a powerful symbol of what women's volunteerism can accomplish.

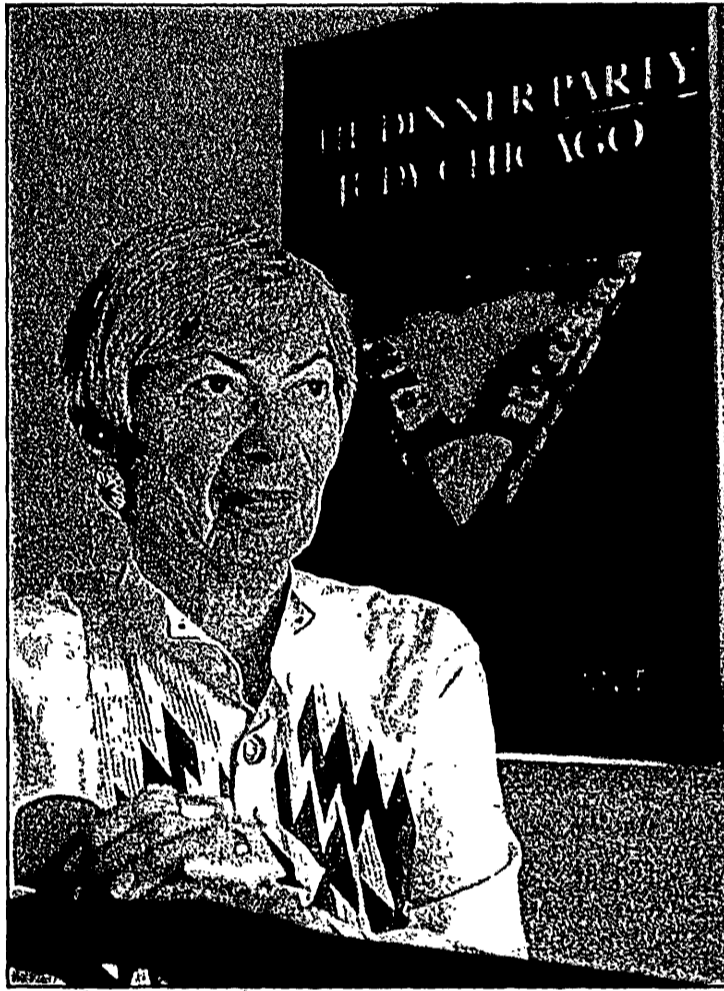
But there are many other examples here of women who have donated their time and money to build something lasting for our community. In today's everywoman, we introduce you to some women who are not only volunteers, but cheerleaders for volunteerism who inspire others to share themselves.

There is not only beauty in their work, there is permanence. When you help educate low-income children, as Mary Russell and Doreen Berts do, you give them the power to lift succeeding generations out of poverty. When you help establish a women's foundation, as Mickey Stern did, you foster women's independence.

"The power of a woman — just one woman — can lighten the burden of one who is suffering or stir the hearts of millions and change the world," writes Janet Mills in the new book, "The Power of a Woman."



Mary Russell, standing, raises money so that St. Adalbert School Principal Lydia Harris can keep serving inner-city students.



MIKE LEVY / PLAIN DEALER PHOTOGRAPHER

Feminist activist Mickey Stern, who helped bring "The Dinner Party" here in 1981, is the recipient of the Women's Community Foundation Creative Philanthropy Award for 1994.

## Raising funds, consciousness

By REBECCA FRELIGH  
PLAIN DEALER REPORTER

Like many women of her generation, Mickey Stern grew up thinking women were insignificant.

That belief was indelibly altered by the women's movement and by Judy Chicago's monumental sculpture, "The Dinner Party," which Stern, of Shaker Heights, had a major role in exhibiting here in 1981.

Galvanized into feminist activism, Stern was determined that future generations of young women would feel what she had not: pride in themselves and their sisters' accomplishments. The key, she says, is creating enduring resources for women.

"Men built on their history," said Stern, 65. "Women — because the history was lost, distorted or forgotten — had to reinvent the wheel over and over again."

For her contributions in building such resources, Stern is the recipient of the Creative Philanthropy Award given annually since 1986 by the Women's Community Foundation. It will be presented at a dinner at the Omni International Hotel Nov. 15, when Chicago will be the scheduled guest speaker.

Stern is also a founder of the Women's Community Foundation and the Preterm abortion clinic and has been a fund-raiser for 9to5, the National Association of Working Women.

She is now involved with a national group that is seeking a permanent site for "The Dinner Party." And since Stern is involved, the job will likely get done, according to friends and colleagues who say her determination is legendary.

SEE MICKEY/5-E

## Shop provides clothes, comfort

In 1983, the United Church of Christ in Strongsville needed a bigger parking lot. Church members Nadine Burnand and Erlamae Schultz came up with an idea they hoped would help pay for it.

They solicited clothing donations from members and opened a thrift shop at the church, 13740 Pearl Rd. "We thought we'd be in business just for a while," says Schultz, 70, of Berea.

Thirteen years and a parking lot later, Burnand and Schultz are still in the "gently worn" clothes business, with a volunteer army backing them up.

"The shop now fills the entire basement of the church," says volunteer Betty Kovach, 63, of Middleburg Heights. Families whose homes have been burned have found free clothing and comfort at their shop.

The thrift shop is open one day a week, on Thursdays from 10 a.m. to 4 p.m. The volunteers always arrive to find bags and boxes of donated clothes from church and community members. "When we first started out, it was just our church people who donated. Now it's everybody in town," says Burnand, 78, of Strongsville. Proceeds have carpeted the church and helped out with many more improve-



ANDREW CIFRANIC / PLAIN DEALER PHOTOGRAPHER

Erlamae Schultz, left, and Nadine Burnand are knee-deep in clothes at the thrift store they founded.

ments. It's a service project that does double duty: The church gets a financial boost and the community gets ultra-affordable clothes. The shop's occasional clearance sales give new meaning to the term rock-bottom prices: You can take home a grocery bag stuffed full of clothes for \$3. Want to splurge? Take home the most expen-

sive item in the place, a heavy winter coat, for \$10.

Volunteers say it has warmed their hearts during the past two Thursdays to see an earnest-faced young man who had an out-of-work spell show up to sift for clothes for his four sons.

"That's what it's all about in this world, trying to help others," says Burnand. "It's always a good feeling."

## 'Begging' so a child can learn

On a grim January day in 1989, Lydia Harris' phone rang with an all-too-common problem.

It was a parent telling Harris, principal of St. Adalbert's School on Cleveland's East Side, that due to numerous hardships, she would have to withdraw her fourth grader. It was to be his last day.

"Give me until Friday to try to come up with something," Harris stalled, without really having a plan.

But in her mail that day was the answer: a letter from Don and Mary Russell of South Euclid, who had recently read an article describing the school as one with few frills, but many achievements. They were offering to pay the yearly tuition of one student for his or her entire career at St. Adalbert's.

Mary Russell, raised Catholic, at the time was in the midst of a conver-

sion to Judaism. Guiding her was a saying from the Talmud: "To save a single person is to save the world." It spurred her into a long, loyal involvement with the small school at 2345 E. 83rd St.

Russell now not only pays a student's tuition, she volunteers as the school's development director — "chief beggar," she calls it. She wrote letters to everyone she knew, telling the school's story and asking for money. Just ask her insurance agent. After sending his own personal check to St. Adalbert's, he agreed to write a personal letter to all of his clients.

She has landed grants from the Nord Foundation, Thomas H. White Foundation and the Rosary Society. She prodded an anonymous donor into buying a neighborhood building to

SEE BEGGAR/4-E

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