



Fayrene Treadwell

May 22, 2011

Fayrene Lavern Treadwell was born on September 5, 1926 in Okolona, AR to the late Rev. James A. Johnson and Mrs. Sara Mae Johnson (a school teacher). Fayrene was the eldest of four children. She was educated in the Texarkana, AR School District and graduated from Arkansas Baptist College in Little Rock, AR. Faye moved to Los Angeles in 1950 where she began working for the LA Board of Education, until a chance meeting with the late George Treadwell - legendary manager of the late Sarah Vaughn, Dinah Washington, Ruth Brown, Billie Holiday (towards the end of her career), Geordie Hormel, Sammy Davis and most notably, the world-renowned, hit singing group, "The Drifters". This meeting led to courtship. George and Fayrene were wed by her father in Texarkana, TX in 1957. As newly weds, they socialized with the likes of Nat King Cole, Sidney Poitier, Elizabeth Taylor, Eartha Kitt, B.B. King, among others and moved to George's home base in New York City. To this union, their daughter Tina Laverne Treadwell was born. Faye balanced her duties between being their daughter's loving mother and her husband's loyal "gal Friday". This proved fortuitous, as upon George's death in 1967, Fayrene successfully bought out his former business partners and assumed management and control of "The Drifters". This event ultimately resulted in her becoming one of the first female African-American entertainment managers in history. Although she made her home in Englewood, NJ, Faye Treadwell traveled the world with "The Drifters" and was primarily based in London, England for over 30 years where she hosted an

annual Thanksgiving Party for Americans living abroad. One of the highlights of her illustrious career was when Fayrene and The Drifters were invited to the White House in 1993 (by legendary booking agent Ruth Bowen) to perform at a special event during Bill Clinton's first term. In addition, one of the highlights of Fayrene's life was being able to see her daughter Tina graduate from Princeton University. Faye Treadwell was not only a tenacious manager, but a steadfast trailblazer with a keen legal mind. She successfully prosecuted a civil action suit to the third Circuit U.S Court of Appeals to protect the integrity of "The Drifters" trademark from unauthorized use in commerce. The outcome of the civil action set new precedent in the field of trademark and intellectual property law, which in turn generated lively debate and reflection among leading experts all along the way. Upon her illness in 2003, she retired and resided in Burbank, CA with her daughter Tina (former VP of Talent and Music Specials at Disney Channel), where she lived to see her daughter follow in her footsteps as Tina herself launched her own successful management firm, Treadwell Entertainment in 2007. Fayrene Treadwell made her transition on May 22, 2011 and leaves behind her 107 year old mother Sara Johnson, daughter Tina Treadwell, sisters Imogene Azora and Saundra Arterberry, Godsister Ruth Stokes, Godson Adrian Parasram, nephews Cornell Arterberry, Crandell Arterberry and Reggie Lester, step-daughter Merle Treadwell, faithful caregivers Betty Williams, Linette Akin-Folarin, Digna Torres, along with many relatives and many friends worldwide. May God Be The Glory! West Coast Service will be held on Thursday, June 2, 2011 at 3pm at All Saints Episcopal Church, 132 North Euclid Ave, Pasadena, Ca 91101. East Coast Service will be held on Saturday, June 4, 2011 at 11:30am at St Paul's Episcopal Church, 113 Engle Street, Englewood, NJ. Then, Faye will be laid to rest with her husband at George Washington Memorial Park, Paramus, NJ In lieu of flowers, the family invites you to make a donation in Fayrene's name with one of the following 3 charities: The Susan G. Komen Breat Cancer Foundation www.komen.org The Alzheimer's Foundation of America www.alzfdn.org The Rhythm & Blues Foundation www.rhythm-n-blue

s.org

Tribute Wall



“ *Fayrene Treadwell*

October 08, 2023 at 09:59 PM



“ *Fayrene Treadwell*

October 08, 2023 at 06:27 PM



“ *Fayrene Treadwell*

August 30, 2022 at 02:48 PM