



CHARLENE WILLIAMS

Owner

DeCharlene's Beauty Shoppe and Boutique
Seattle, Washington

STARTED BUSINESS 1965 - 2501 EAST UNION

Charlene had faith in the central area when other citizens, both black and white, were fleeing the area to escape from the racial turmoil of the 60's. She positioned her business at 2108 East Madison in 1968. She purchased her own building when they would not let women buy property without a husband.

Her activities and accomplishments started early in life. At the age of 16 she completed high school. During the same year she also completed a clerk typist course. At the age of 17 she had obtained her license at the Edward's Beauty School.

She is a licensed Beauty Instructor. For 22 years she has received awards in her profession, especially in the areas of hair color, hair styling, and she is known nationally for her cosmetics for Dark Skin Tones.

"My dream is to make all women beautiful."

COMMUNITY ACCOMPLISHMENTS

- 1966 Co-founder - CAYA (Central Area Yough Association)
Ladies Guild
- 1966 The first black business person to donate money to the YWCA, Cherry Street location, for a fence.
- 1967 - 1968 Mardi Gras Festival Community Board
- 1970 SOIC Ladies Guild Board
- 1973 Chairman, Ebony Fashion Show National Council of Negro Women
- 1973 Miss USA America Pageant
- 1983 Delegate - Affiliate 7 - National Hair Dressers Association, State Convention -- was sent to help clean up some of the money problems.
- 1983 Appointed by Charles Royer, Mayor of Seattle, for a two-year term, to the Small Business Task Force Board.
- 1984 Founder - Central Area Chamber of Commerce
- 1984 Member Women Business Exchange