

MY VIEW ADELE OLIVEIRA

# Dayton family legacy is being abandoned at Target

I grew up in Santa Fe and have lived here for more than three-quarters of my life, but my parents are from Minneapolis, Minn. That's where I was born and where the Daytons, my father's family, founded the company that became Target.

While our family now is dispersed throughout the country, I've long felt a sense of allegiance and pride for what I see as our shared family values: community engagement supported by long-term philanthropy and standing up for what is right.

As a young man during World War II, my grandfather, Douglas Dayton, enlisted in the Army and fought fascism in France, earning a Purple Heart. The youngest of five, he and his brothers turned their family's regional department store chain into a multinational corporation. Doug was Target's first president, from 1960-72.

The Dayton family no longer has anything like a controlling interest in the company, which has been publicly traded since 1967 — some of us aren't even shareholders. But until recently, with a

diversity, equity and inclusion rollback, Target generally could be counted upon to advance the progressive values articulated by the five brothers.

To quote my cousins, Anne and Lucy Dayton, in their letter to the *Los Angeles Times*, these values demonstrated an adherence to "excellence, a 'customer is always right,' mantra, and a commitment to the well-being of their community. Not only did they believe these to be high ethical standards, they also recognized them as strong business practices."

My grandfather died in 2013, and while

we were not close, I think of him often and strive to honor his lifelong commitment to ideals I share, particularly to people: He was involved with the Minneapolis YMCA for over 60 years. (My parents met at the University of Minnesota branch of the Y in the early 1980s.)

I will always be proud of what the Daytons built in Minnesota and of my grandfather's legacy. Unfortunately, it's a legacy increasingly distinct from Target's words and deeds.

Adele Oliveira lives in Santa Fe.