

OLYMPIC  PREVIEW

# TIME

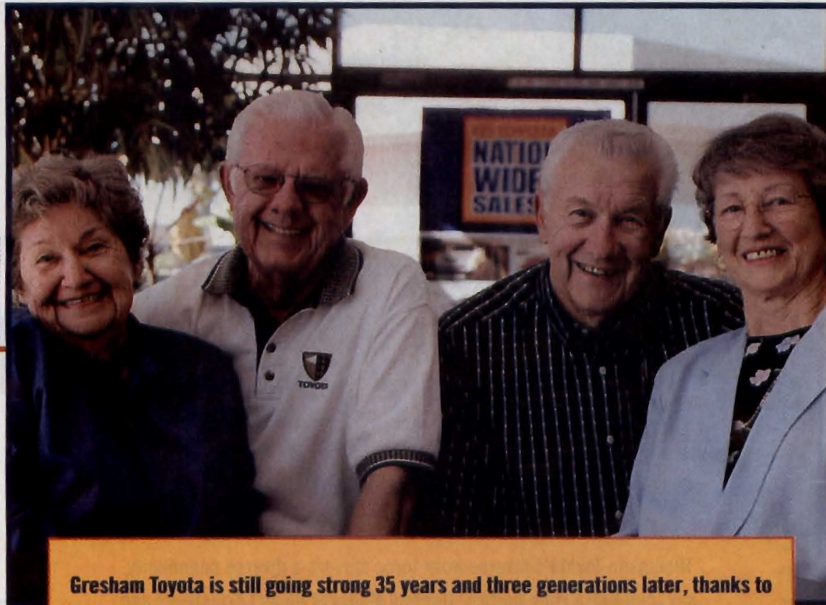
## Pool Shark



U.S. swimmer **MICHAEL PHELPS** is hungry for gold. Will he make Olympic history?

**PLUS:** A photo portfolio of American athletes  
**AND**  
Athens: Ready or not, here we come

## GRESHAM TOYOTA MEASURES SUCCESS THROUGH THREE GENERATIONS OF SERVICE.



Michael Kinnear

Gresham Toyota is still going strong 35 years and three generations later, thanks to its founders (from left) Bettee and Ray Chaney and Reuben and Crystal Peterson.

A few months ago, Merrie Chaney couldn't suppress her smile as more than 20 youngsters converged on Gresham Toyota for the national "Take Your Son or Daughter to Work Day."

For Merrie, the dealership signature coordinator, it was a bit of a flashback. After all, she treasures her memories of coming to the dealership with her father, Ray Chaney, and his brother-in-law, Reuben "Pete" Peterson, who together founded the Gresham, Ore., dealership in 1969.

"They brought us here 30 years ago, and we never left," Merrie says.

As the founders' children grew up, they learned about the automobile industry. All of them are involved in the dealership's operations. In fact,

**Gresham Toyota has received the Toyota President's Award for the eighth year. The award is given for excellence in all aspects of dealership operations.**

Gresham Toyota is predominantly managed by second-generation family members, and a third generation is now active in various departments. With the recent birth of Peterson's great-grandson, Matthew, a fourth generation is waiting in the wings.

"Our success is a result of our family's values and how they affect the way we work and build our team," says Mike Chaney, dealership president. "I believe that's why the community has been supportive of us all these years."

As Merrie visited with the kids who were learning about their parents' workdays, she couldn't help feeling a little déjà vu. It was crystal clear that Gresham Toyota's family-friendly philosophies still stand the test of time.

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TOYOTA