

Congressional Black Caucus Foundation Names Jim Colon New Board Member

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WASHINGTON, D.C. (May 7, 2012) – The board of the Congressional Black Caucus Foundation (CBCF), at its annual Board Retreat on March 23, 2012, named Jim Colon, vice president of product communications for Toyota Motor Sales (TMS), U.S.A., Inc., a new member to its board. He was among nine individuals named who will serve a three-year term.

Members serving on the CBCF Board are responsible for managing the overall operations of CBCF, and are required to support the mission of the Foundation to develop leaders, inform policy and educate the public.

“I am honored to be appointed to the CBCF board and represent Toyota Motor Sales among such esteemed members of our society,” said Colon. “I look forward to assisting the Foundation in its mission to further position itself as the thought-leading platform for the African American voice.”

CBCF was established in 1976 and is a non-partisan, non-profit, public policy, research and educational institute intended to broaden and elevate the influence of African Americans in the political, legislative and public policy arenas.

In addition to his new appointment, Colon serves on the Board of Directors for the Black Star Project and The First Tee of South Los Angeles. In 2011, he was selected to serve on the Board of Directors for California State University, Los Angeles’ Friends of Engineering, Computer Science and Technology organization. He was also appointed to serve as a member of The United Negro College Fund Los Angeles Leadership Council.

In his role at Toyota, Colon is responsible for creating, gathering and managing information and promotion initiatives for Toyota brand vehicles in addition product and sales training. Since beginning his career with Toyota in 1980, Colon has held various roles at Toyota regional offices and at TMS headquarters in Torrance, Calif.