



Jay & Emily Cimino - Biography - June 2011

Mr. Cimino's story begins in 1936. Born and raised in Trinidad, Colorado, he spent his high school years at Holy Trinity Parochial School. After graduating in 1954, Mr. Cimino joined the Marine Corps. After the Marine Corps, Mr. Cimino attended Trinidad State Jr College in Colorado, then went on to attend the University of Denver, graduating Dean's List in 1960 with a Bachelor's Degree in Business Administration. Immediately after graduating, he married Emily Roitz in October, at Holy Trinity

Church in Trinidad.

Emily Cimino (Roitz), also a Trinidad native, was born in 1938, attending Holy Trinity Catholic School, graduating valedictorian in 1956. Mrs. Cimino received her Associates Degree from Trinidad State Junior College with continuing education at Denver University and graduated from Northern Colorado University with a degree in Business Education and English Literature.

Partnering with Mr. Philip Long, Jay joined Phil Long Ford in 1975 as the General Manager, ultimately leading to his current position as President and CEO of the Phil Long Family of Dealerships.

The strength of the Phil Long Family of Dealerships in such a competitive industry is the result of its ongoing commitment to Mr. Philip Long and Jay's vision ~ Commitment to the Community, Quality Customer Service, and Exceptional Value. Over the year's, under Cimino's leadership, the Phil Long Family of Dealerships has received numerous industry awards for record-breaking sales, superior customer service, community service, development and more.

His leadership gave life to the Phil Long Community Fund in 1991, which provides grants for 501c(3) youth based organizations. The mission of the Phil Long Community Fund is to sponsor activities and resources that will champion the self-esteem and performance of youth in their pursuit of attaining excellence in the areas of education, sports and recreation. Since its inception, the Phil Long Community Fund has granted more than 2 Million Dollars to youth organizations across the Front Range.

Jay fully embraces supporting the troops and their families; his commitment is from the heart. In 2010, he held a major campaign drive for the troops. Along with the support, his intent was to inspire the community to be **Good Neighbors** to our local soldiers and their families.

Jay Cimino's philanthropic efforts often go unnoticed due to his modest approach. However, Jay has received well-deserved recognition including the El Pomar Foundation's prestigious Gov. John A. Love Award; Ford Motor Company's Salute to Dealers Award; the Citizen Meritorious Service Award; the Columbine Individual Citation Award; the John Venezia Memorial Award; the Council for College Resource Development Award; and the Partners in Philanthropy Outstanding Individual Donor Award. In 2009, Jay received what he says is his highest achievement yet, presented by the Jesuits of Regis University, the CIVIS PRINCEPS. Jay received the highest honor from Ft. Carson Army Post given to a civilian, the Good Neighbor Award. Most recently, Trinidad State Junior College honored Jay as a Hall of Fame Recipient.

Jay's love for his hometown is apparent through his giving nature; inspiring growth and change in the city of Trinidad. His passion, optimism and positive energy led him to conceive the idea of the Trinidad Community Foundation (TCF), and then provide the seed money for the foundation.

That same passion fueled the partnership with Trinidad State Junior College (TSJC). With a donation of more than a half million dollars to start a first-of-its-kind auto mechanic curriculum. In addition, he set-up a scholarship fund for Holy Trinity Academy students planning to attend TSJC.

In June 2007 the City of Trinidad honored Jay by naming the new city park and playground 'The Jay Cimino downtown family park and playground'; a tribute to his vision and contribution to the revitalization of the City of Champions/City of Opportunity, the City of Trinidad.

In 2010, Jay opened Phil Long Ford of Raton, NM, and Phil Long Toyota of Trinidad. In addition to bringing new business into Trinidad and Raton, NM, his vision to create a Health and Wellness center for the Southern Region of Colorado was realized with the conception of the Mt. Carmel Health, Wellness and Community Center.

For nearly 60 years, Mt. Carmel helped shape the heritage of the town of Trinidad. In 1984, the school closed and in 2000, Mt. Carmel closed its doors as a Catholic Church for the last time. In 2006, the Cimino family purchased the church and music hall with the intention of preserving its rich heritage for future generations.

At the request of Jay Cimino, an independent study found that much improvement was necessary in the overall quality of life of not only the individual, but also of the community as a whole. Health and wellness was found to be the most critical areas in need of improvement within Las Animas County. As a result of these findings, the Cimino's created a 501c(3) nonprofit organization, the Mount Carmel Health, Wellness and Community Center.

The Cimino's will celebrate their 51st wedding anniversary this year. Together they have four children and eight grandchildren, all of whom live in Colorado Springs.

CIMINO FAMILY – *“Mt. Carmel is our heartfelt project aimed to improve the Body, Mind, & Spirit for Trinidad & Las Animas County.”*