

**Kirt Jacobs:** Welcome to MoxieTalk with Kirt Jacobs. This is an archived edition when our program was called Leadership Landscape TV.

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Kirt Jacobs: Welcome to a new partnership between Metro T.V. and Y-PAL the Young Professionals Association of Louisville called Leadership Landscape where we go inside the minds of local community leaders and allow them a chance to offer keen insights into how they see themselves and most importantly explore just what makes them tick. I'm Kirt Jacobs a Y-PAL board member and host of Leadership Landscape. Today our guest is Craig Greenberg. For those of you who do not know today's guest allow me to read a bit of his bio to you.

Craig Greenberg is an attorney with Frost Brown Todd LLC, where he is responsible for developing the firm's ancillary business initiatives. In doing so Craig manages an initiative dedicated to securing and deploying new markets tax credit investments. Craig has helped raise and invest over 100 million dollars in low income communities in Kentucky and across the country utilizing this federal tax credit program. Craig however is no stranger to highly notable achievement. Craig is a graduate of the University of Michigan in 1995 where he served as president of student government and was Phi Beta Kappa. Craig went on to receive his juris doctorate from Harvard Law in 1998 graduating cum laude no less. In 2000 he co-founded and was chief operating officer and general counsel of Venture Capital Fund and Technology Consulting Company I-Visionary based in Lexington, Kentucky. Other achievements and honors quite notably for such a young individual are.

He was named one of Business First's 40 under 40 in the year 2000. He is the 2001 Ballard high school alumni of the year. He's a graduate of the 2003 Leadership Louisville class. He is a 2005 Bingham fellow's graduate and he is a fellow classmate of mine and that is

where Craig and I met. Craig serves on the Metro United Way's board of directors and executive committee. He's on the Kentucky Museum of Art and Craft board of directors, the Louisville Jewish Community Center board of directors. And Craig is also a member of the development team of Museum Plaza, a planned 1.2 million square foot 61 story 380, excuse me, 380 million dollar mixed use development on Louisville's waterfront his primary goal is to coordinate public and private financing components and in managing community outreach for this landmark development on the Louisville skyline. With all of this, Greg and his wife Rachel have two sons: Daniel, three and Benjamin, nine months. Craig. Welcome to Leadership Landscape. It's great to have you.

**Craig Greenberg:** Great to be here Kirt. Thanks for inviting me.

**Kirt Jacobs:** Our first question we like to ask our guests is what drives you to do all of this? At the tender age of under 35 we'll leave it at that.

**Craig Greenberg:** Well I guess a couple of things. First and foremost as you mentioned at the end of my bio what's what's most important to me is my family and so doing things to provide for my family to have time with my family to make their life good and to give my children, my sons, and the opportunities that I had growing up in Louisville and beyond I'd like to provide for them the opportunities to succeed and do whatever they want to do and whatever their dreams are let them pursue those so first and foremost my family is what drives me. Also I'm driven to help create a better community. I think Louisville, this region, is a wonderful area country wonderful area the world but really both professionally and civically I'm committed to doing more things to make this place a better place for our children for our friends for our grandparents for our parents for current residents and new residents whether that's building a better business climate whether that's creating new jobs whether that's building new buildings downtown. That's that's really professionally what drives me is creating a better community for all of us in Louisville.

**Kirt Jacobs:** Second question: whom do you credit most influential

in your life Craig?

**Craig Greenberg:** I would have to say my parents. There certainly have been a lot of people in the business world that over the past years have been very influential and I've learned a lot from. I've learned a lot of good things. I've learned things not so good that I try to avoid as well. But I would say overall looking back on my entire life. The values that my parents taught me and tried to lead by example have probably been what's most important whether those are issues of just basic things basic basic values like respecting others, determination, dedication. The importance of of studying and taking time. The importance of faith, those sorts of things that certainly my parents have been instilling in me from an early age and and still do today are those make them probably the people that have been most influential in my life to date over the entire span of my life.

**Kirt Jacobs:** What at this tender age of yours, what do you define is the most defining moment of your life if you could look back and take a look at that. The brief journey you've had so far.

**Craig Greenberg:** well personally there's no question about it I mean personally the most most important one of my life was the birth of my first son and the birth of my second son.

**Kirt Jacobs:** Right

**Craig Greenberg:** which I usually get myself prepared for a lot of things that I know are coming and you know I don't read land a big day or the big event when it happens but the way that I just feel like I changed individually and personally when I when I had children was it was pretty powerful. Started looking at the world differently. Started feeling differently about other people and so really I just it was surprising to me I I didn't realise and everyone tells you when you're getting ready to have a kid oh it's going to change your life.

**Kirt Jacobs:** Right right.

**Craig Greenberg:** And I never believed them but I... definitely is

true and definitely has changed me for the better and I think it has given me a different outlook on life different outlook on my professional goals a different different perspective on what I like doing with my free time. So no doubt personally that that's definite most defining moment of my life. Professionally and civically there's been a lot of great things that I've been involved with over the years. From in college when as a sophomore I was elected president of the student government. That was something certainly that was very defining for me. Showed me that that you know if you dream and if you work hard and if you are working in the right direction that others care about and share passionate ideas with you that that you can achieve great things. There have been a lot of other things that that have also been very important to me and that have helped me achieve goals that I've had for a long time or that have helped me make a difference in the community but you know those are just a few of them that come to mind.

**Kirt Jacobs:** And again at your tender age may not be a fair question but if there is one what is your biggest professional regrets? In other words if you look back over some of these accomplishments you've had. Is there anything you would have done a little bit differently?

**Craig Greenberg:** Well certainly there are things that I did done differently and I probably say that every day. Looking back on the day I wish I'd been this a little bit different. Not a little bit differently but you know Kirt I mean so far I really don't have any regrets yet. I've I've ... fortunately have enough time ahead of me but

**Kirt Jacobs:** Yeah, yeah right.

**Craig Greenberg:** I try to address any things that I'd like to do differently so you know so far I sorry I don't have neat answer to that question but just I guess I'm too young to have a professional regret yet.

**Kirt Jacobs:** Well I don't want to take the words in your mouth but we've got a scale model here of Museum Plaza and like I said earlier it's a 300 professional triumph. Maybe you can speak to that a

little bit.

**Craig Greenberg:** Sure. Well you know so far. Like I was saying there been a lot of great shows that I've been involved with a couple of years ago working with the Louisville Community Development Bank.

**Kirt Jacobs:** OK

**Craig Greenberg:** Which was a bank located in the West End on 29th and Broadway. We were able to secure a 62 1/2 million dollar allocation of new markets tax credits and what that translates into is the Louisville Community Development Bank in partnership with Ross, Brian, Todd is raising and investing over 60 million dollars for low income communities in Louisville. Whether that's in this southern part of the county, western part, downtown. There are all sorts of pockets of low income communities that are in need of revitalization and through that effort really got me focused on on a new passion of mine which is urban revitalization. And we've over the past two years invested much of that money in low income communities in downtown Louisville across the community to help revitalize the community. There is no doubt that when we get a Museum Plaza completed myself and the other members of the development team that this certainly will be at least for me personally a huge professional triumph.

**Kirt Jacobs:** Oh without question.

**Craig Greenberg:** I think I'll also be very important for the community. Laurel Lee Brown, Steve Wilson, and Steve Cohen I are the four members of the development team. And really it's a unique project. Unique in many ways the mixed use characteristics it will have condominium for folks to buy and live as their homes. It'll have a hotel. You'll have office space. I'll have retail space. You'll have a new contemporary art museum. It'll have the University of Louisville will likely move its master a fine arts program and glass blowing studio into this project. There'll be parking. there'll be a new public plaza. So really we see it as while things are going very well downtown and the revitalization efforts continue particular

on the West Main Street area we really see this is, actually I think the mayor said it best as an exclamation point on the revitalization of downtown in the West Main Street district. And so we're really excited about the project there's a lot of work left to do. Getting a building like this built

**Kirt Jacobs:** There's a lot who believe it will be internationally acclaimed when it gets open.

**Craig Greenberg:** Well we think so and hope so. The architectural firm that working with the Office for Metropolitan Architecture is a leading internationally leading architectural firm. Wonderful group of individuals. They don't just have a great name but they're really great, bright, creative, talented individuals that are hard working. We have a lot of other folks on the team as well and we hope in the middle to late part of 2010 the first people will...

**Kirt Jacobs:** Knock on some wood here.

**Craig Greenberg:** ...be moving it into this project. So where...

**Kirt Jacobs:** It will be very different then

**Craig Greenberg:** everyday working to make it a reality and we're very convinced that's going to happen.

**Kirt Jacobs:** Look forward to see what you do with it.

**Craig Greenberg:** It's been a team effort and so it's been a lot of fun and we look forward to continuing .

**Kirt Jacobs:** Well the trailing question off of that, which I think's fair after that, is what do you find exciting about all these achievements and this glorious project that's going to hit the skyline?

**Craig Greenberg:** Well professionally this kind of stuff to me is you might be able to tell by my reaction it is very exciting. To me putting together projects that can make a difference in the community that are a good business proposition but also good community

development propositions are to me the most exciting thing professionally to do and the challenge of putting all that together, understanding what are the hurdles and understanding what the opposition pose concerns might be and really working with all sorts of different people to make an important project like this a reality are certainly things that I consider exciting. You know I think a lot of other exciting things in life besides things we do professionally.

**Kirt Jacobs:** Sure, absolutely.

**Craig Greenberg:** I don't know if you've ever been to a NASCAR race where 100,000 fans and car drive around tracks

**Kirt Jacobs:** I read that but didn't mention it in your bio. I am glad you bought it up.

**Craig Greenberg:** That's not only to me is exciting as well. So you know personally there's a lot more than just professionally as well.

**Kirt Jacob:** That's true. Can you define leadership in one word? In the great lexicon of the English Language if there was one word that you had to choose?

**Craig Greenberg:** I think they did a pretty good job with the word leadership. I don't have another word that just one word that comes to mind when you asked that question. Think leadership encompasses so many different character resistant, characteristics and there are so many different types of leaders that to really characterize it in one word other than leadership is different, it is difficult. certainly good leaders listen well. They are passionate about things. They are persistent. They're dedicated. They are committed. You know. So there's so many different traits that really I find it impossible to define it one better word than leadership.

**Kirt Jacobs:** I understand. This is an unfair question at our age. Most of the guests we have on the show are quite a bit older than you, frankly. If it all ended today. You walk out of here. How would you want to be remembered?



**Craig Greenberg:** Good question that reminds me a little bit of my favorite artist is Garth Brooks..

**Kirt Jacobs:** NASCAR and Garth Brooks.

**Craig Greenberg:** A great Garth Brooks song but a little known Garth Brooks song called Pushing Up Daisies and the chorus goes something to the effect I'm sure I'm butchering it but there's two dates in time that they'll carve on your stone and everyone knows what they mean. But what's more important is the time that's known on the little dash there in between.

**Kirt Jacobs:** Nine.

**Craig Greenberg:** So I guess you're asking what or what or when I when people see that dash on my tombstone what are they what will they think. And I hope they think several things all good.

**Kirt Jacobs:** Of course.

**Craig Greenberg:** First and foremost I hope I'm remembered as a good father, good husband, good family person. Also someone who for their entire life for all of their adult life at least worked hard to make their community a better place and hopefully have some things to show that.

**Kirt Jacobs:** Well I think you will.

**Craig Greenberg:** Third I would say someone who wasn't afraid to dream and pursue their dreams I'm a big believer that people should pursue their dreams. Should take risks in pursuing their dreams and that leads to more fulfilling life and hopefully makes the world a better place when people are chasing their dreams that they're passionate about. So those are a few of the things I hope they think about when they see that little dash.

**Kirt Jacobs:** Little dash. That's a great answer. Well Craig we want to thank you for being on Leadership Landscape today. we're going to keep an eye on the scale model and watch how it comes out



of the ground over the next five years. And we want to thank you for joining us today on Leadership Landscape. I'm Kirt Jacobs until next time. Thank you Craig.

**Craig Greenberg:** Thanks Kirt for having me.

**Kirt Jacobs:** Thank you.

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**Kirt Jacobs:** Thank you for listening to MoxieTalk with Kirt Jacobs. This episode was archival audio from when we were known as Leadership Landscape TV. If you have any feedback, general comments, or a recommendation for a suitable guest feel free to email me at [kirt@moxietalk.com](mailto:kirt@moxietalk.com) or catch us on Facebook under MoxieTalk with Kirt Jacobs, or on Twitter under [@kirtjacobs](https://twitter.com/kirtjacobs) or our extensive website at [www.moxietalk.com](http://www.moxietalk.com)