

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 Professional Association of Louisville called Leadership Landscape where we go inside the minds of local community leaders and allow them a chance to offer some keen insights into how they see themselves but most importantly just what makes them tick. I am Kirt Jacobs current Y-PAL. board member and host of Leadership Landscape. Today our guest is Joe Reagan, President and CEO of Greater Louisville Inc. For those of you who don't know of Joe let me read a little bit of his bio. for you. G.,excuse me, Greater Louisville Inc is the Metro Chamber of Commerce, the region's primary economic development, workforce development and business leadership organization. Joe has been with the GLI, as it's normally known, since February of 1998. Prior to becoming president and CEO. He served as chief operating officer.. Joe came to Greater Louisville Inc. from the Rockford Illinois Chamber of Commerce where he served as executive vice president and as executive director of the Council of 100, an economic development leadership organization. Prior to entering the chamber profession, Joe owned the marketing and publishing company and spent 12 years in radio broadcasting management, sales, and programming. He is a graduate of the University of Iowa. He and his wife Julie have five children. He's a busy man. Joe welcome to Leadership Landscape.

Joe Reagan: Thanks Kirt. Great to be here.

Kirt Jacobs: Great. First question we ask all of our guests is what drives you to make a Louisville better place?

Joe Reagan: Well it's those five great children that Julie and I have. Need is a great motivator. But truly you know when I think about

what we're blessed to do during the day, if we're successful at what we do people's lives are changed. People get jobs. People get employment. People get education that they might not have gotten otherwise and that's a great motivator.

Kirt Jacobs: That's great. Whom do you credit most influential in your life Joe?

Joe Reagan: Well I was but I was blessed with two parents who each taught me something very differently. I think from my dad I learned the importance of integrity and hard work in. And the leadership principles that were really key. I got to tell you my mom taught me how to network. And she's never met a stranger. In my my business as a good thing to get everything with partners and business influences my life most is Julie, my wife. she's a great partner. She and I were partners in business. She and I have been partners in everything we've done. And there's nobody that I trust more or bounce more off than than Julie.

Kirt Jacobs: What what was the most defining moment of your life thus far Joe?

Joe Reagan: You know it's a great question. I you know it's one of the really there's been a lot that has happened I mean I was in business. I had a real tumultuous business time. I learned a lot from that. But I think there was a time I had a band director and I played the saxophone. I wasn't very good at it but I worked hard. But the band director, great guy named Ray McKeever, had the phrase results not excuses. And I never understood then till one night on my way to practice for the marching band I tripped and broke my arm. And I was the substitute baritone saxophone player in the marching band and I... that whole phrase of results not excuses was going through my mind. And I knew that if I didn't play there wouldn't be any baritone saxophone player playing. So I just picked myself up. I went in. I played. I marched in the band. I marched in the parade the next day. And then I went and got it casted. Now I don't recommend that. But if you were..

Kirt Jacobs: Don't try this at home.

Joe Reagan: Don't try that at home but as I look at defining moments for me you know the quote really the issue is: what do you believe in. What do you believe that... what. what are you really willing to you know endorse some pain for. And and truly the importance of people showing up. You know and being in it. And I can I don't know I don't know anything about playing the saxophone today but I'll never forget that and it was a defining moment for me in just that idea of results not excuses.

Kirt Jacobs: I like that. That's that's an interesting story. If there is one what is your biggest professional regret Joe? In other words if there was something you look back over your life, kind of armchair quarterback like we ask all our guests hindsight 20/20.

Joe Reagan: Sure, you know I I don't have very many regrets. It's been, it's been a great career so far but you know enjoyed everything about my professional life. You know starting the business. Moving out of business. Doing the things I've done have been great. I think if I had to look back and plan a little bit different after college I would have gone out and had a bit more fun. You know I think to spend a little more time I talk to people if they just take a little bit more time to to get out and experience life in general and then there is plenty of time to to get engaged you know in your profession.

Kirt Jacobs: Interesting like that one. On the flip side of that what's your biggest professional triumph? If you could name one.

Joe Reagan: Haven't had it yet

Kirt Jacobs: Good. That's a good answer. You're the first guest to actually ever say that to us. What do you find exciting about all this? You know the economic development, etc.

Joe Reagan: Sure. Again I think it's about people I think it's about when you see you know when when you're able to walk through a plant that you've worked on and helped. expand and you see people getting jobs that are making a difference in their family's life that very motivated. But more importantly right now what we're seeing

is the the importance that this community is putting on education and education attainment. And the change that we're making as a culture here of saying you know that we're in a knowledge economy and we've got to really make sure we're prepared for that.

Kirt Jacobs: What is your favorite word in the great English lexicon? If you could pick one.

Joe Reagan: I'd say the word grace. You know grace means it's one of those words that like can mean a lot. In certainly in a in a temporal sense when you see people with that grace. That grace under fire. Grace under pressure is the idea of being grateful and gracious to others is a part of very powerful world in a spiritual sense is as powerful.

Kirt Jacobs: And the basis of this entire show today which is a leadership. Can you define leadership in one word?

Joe Reagan: I'd say leadership...

Kirt Jacobs: You can have two words.

Joe Reagan: Sure. I think leadership in one word, the one word I would pick would be service.

Kirt Jacobs: OK

Joe Reagan: You know too many, too often we think we the trap for those of us in leadership position, positions is to think of leadership in terms of status, position, authority. And I think when you look at the role of a leader the first role is is that of service. To serve the people and then they are blessed to be leading. and that's are it's a job we have. It's not a position or an entitlement that we've achieved. It's a job we have to do. It's a job that that people people with the title of leader you know who are in those leadership positions have to look at in terms of how do I do this in service to the people that I have been asked to lead.

Kirt Jacobs: Wow. If you could change one thing what would it be?

In life, in general?

However you want to interpret that question.

Joe Reagan: Hair loss is one thing and you know I think you know

Kirt Jacobs: Nice Joe. Nice

Joe Reagan: You know how that goes.

Kirt Jacobs: I want to plead the Fifth on that one.

Joe Reagan: I feel pretty good. I don't know where you know we're going to be when this airs about Taylor Hicks as American Idol so I feel pretty good about that.

Kirt Jacobs: There you go. We'll see. We'll see.

Joe Reagan: You know I think you know I really I get to change a lot. But if I was to change you know in my in my work we get we get we are change agents and that's what our task is. If I was to change one thing it is that that that attitude that we have toward the power of education and that is changing. You know. Then people start to start to really see that that is the ticket. That is the key to prosperity. What you know if what if what we're putting our shoulder to in terms of changes that subject and I'm getting to see it happen which is very cool.

Kirt Jacobs: That's great. Our last question and one that can bring some discomfort to some of our guests and I think it takes pause from many of our guests. When the great day comes Joe, how do you want to be remembered?

Joe Reagan: Well you know there's a lot of management theory and leadership theory that starts with that question. Stephen Covey actually in his his work it's what he has people do is start with that question and then you work your life backwards to that point. You know. I had the privilege of speaking to my dad's funeral and I had to answer that question for him. You know what I answered it for him was you know that that he modeled the life of Jesus Christ

to other people. He was somebody that that served. That loved his God and loved his neighbor as himself. And I can't think of a better way if I could achieve just even a little bit of that at that point. That I made life a little better for my family, for the people that I've worked with, that touch people's lives in a way that really brought a little bit of of love to their life. I can think of a better way to be remembered. And if that's all that it is that would be great.

Kirt Jacobs: And that's a great note to end on. So thank you,

Joe Reagan: Thanks for letting me be here.

Kirt Jacobs: Not a problem. I'm Kirt Jacobs. Until next time Leadership Landscape Take care.

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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 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