

Honors an alumnus for a purposeful vision, a sense of what needs to be done, clear articulation with concern and respect for others with demonstrated action and risk-taking.

UKROP COMMUNITY VISION AWARD WINNER

**GRETA HARRIS '95**

*President & CEO, Better Housing Coalition*

### In which locality do you reside?

The Ginter Park neighborhood in Richmond's Northside.

### What brought you here, and/or what has kept you here?

I moved to Richmond in 1992 without a job. The motivation was to be near my three sisters, who had relocated here after our father passed away. It was nothing but divine intervention because, within three weeks, I was hired to lead a small nonprofit organization, and I've been working ever since.

### Who has inspired you along your leadership journey?

My grandparents worked hard to take care of their family and others. Our parents led by example, giving back to the broader community. I have had tremendous mentors and at the top of my list is Jim Ukrop! This honor is so humbling, and there is no other award that means more to me because of his ethics, courage, accomplishments, and love for this region.

### How has LMR helped you become a stronger and more impactful leader?

I was in the best LMR class, the Class of 1995! As a result, I have nurtured friendships and maximized the skills I learned with my classmates.

### What project(s) are you currently working on?

We are working on nearly \$150 million of new rental and homeownership developments at the Better Housing Coalition. In addition, I am serving on the Board of Visitors at Virginia Tech, co-chairing the Virginia Redistricting Commission, and a member of the Markel Board of Directors. I can properly manage these impactful activities because I have the best and brightest teammates at BHC.

### What is your vision for the future of the Richmond region?

That we evolve from seeing ourselves as the capital of the Confederacy into an exemplar of a 21st-century community that is inclusive, compassionate, and transformative. That all citizens believe their future can be brighter than their present and that every citizen has the opportunity to thrive and be their best selves... to be joyful.

### What's the best piece of advice you ever received?

"Always let integrity be your guide in all you do,"  
– Dorothy O. Harris, my Mom

### What is one piece of advice you wish to share with other leaders in the Richmond Region?

To advance our region equitably, we need courageous leadership. Be willing to stand up, speak out and do the right thing even if you might stand alone.

