



## 2022 Media Guide

**Experts on the Economy, Economic  
Education and Financial Literacy**

### **Our Mission:**

**The Center creates informed outcomes through the implementation of economic and financial literacy programs for K-12 students and teachers, and through the unbiased analyses of our economic research staff.**

The Alpaugh Family Economics Center is a non-profit organization affiliated with the University of Cincinnati. For more than forty years, the Center's education team has equipped students in grades K-12 with practical economic knowledge and skills. In that time, more than two million students have been impacted through the Center's in-school programs and teacher training, including the award-winning \$martPath online platform ([smartpathlearning.com](http://smartpathlearning.com)).

The Center's researchers consult with more than thirty business clients yearly on their economic data and analysis needs. Through its work, the Center and its partners contribute to the health and vitality of our region's economy.

Since 1976, the Center has maintained its teacher training function as a core service; we've since added student programs, competitions and partnerships for the financial education of the greater community.



**The Center is located on UC's campus at 225 Calhoun Street, Suite 370, Cincinnati, Ohio 45219.**

**For all media questions and interview requests, please contact the Center's Marketing Director, Kathy Palmer, at (513)-305-7365 (cell), (513) 556-2986 (office), or [palmerk8@uc.edu](mailto:palmerk8@uc.edu).**



## **Dr. David Mahon is the Executive Director of the Alpaugh Family Economics Center**



### **Biography:**

Dr. David Mahon is the Executive Director of the Alpaugh Family Economics Center at the University of Cincinnati. Before joining the Center, Dr. Mahon served as the Director of the Miami Dade College Center for Economic Education, where he was awarded the Rising Star Award by the National Association of Economic Educators and the Council on Economic Education.

In addition to his role as Director, Dr. Mahon was an Assistant Professor of Economics. Before becoming a college professor, Dr. Mahon taught mathematics, economics, and various social studies courses as a high school teacher.

He received his Ph.D. in Economic Education at the University of Delaware, a Master's degree in Economics at the Florida International University, and his undergraduate degree at Cornell University.

### **Areas of Expertise:**

The economy, economics, teaching economics, economic research and analysis, and economic education.

**For all media questions and interview requests, please contact the Center's Marketing Director, Kathy Palmer, at (513)-305-7365 (cell), (513) 556-2986 (office), or [palmerk8@uc.edu](mailto:palmerk8@uc.edu).**



**Brad Evans** is Director of Research and serves as an Economic Development Specialist at The Alpaugh Family Economics Center

**Biography:**

A graduate of Miami University, Brad maintains professional memberships in the International Economic Development Council and the Ohio Economic Development Association and he is currently serving on the Board of Directors for the Butler County Port Authority.

**Areas of expertise:**

State and local public financing mechanisms including the Ohio Enterprise Zone Program, Tax Increment Financing, Joint Economic Development Districts, Community Reinvestment Areas, and Job Creation Tax Credits.

**For all media questions and interview requests, please contact the Center's Marketing Director, Kathy Palmer, at (513)-305-7365 (cell), (513) 556-2986 (office), or [palmerk8@uc.edu](mailto:palmerk8@uc.edu).**





**Megan Heare** is Senior Research Associate at The Alpaugh Family Economics Center

**Biography:**

Megan earned a master's degree in Applied Economics from the University of Cincinnati and a bachelor's degree in Mathematics from the University of Southern Indiana. In January of 2020, she became a Certified Business Economist (CBE) through the National Association for Business Economics.

**Areas of expertise:**

Investments in human capital, school enrollment projections, the economic impact of health care organizations, and the impact of the local film industry.

**Andrew Grant** is a Research Associate at The Alpaugh Family Economics Center

**Biography:**

Andrew Grant is a Research Associate at the Economics Center. He graduated from The Pennsylvania State University with a Bachelor's Degree in Economics, where his concentrations were Businesses of Economics and Law, and Economic Quantitative Methods. He also holds a minor in statistics.

At Penn State, Andrew was able to take part in the Research Experience for Undergraduates program funded by Bates White Economics Consulting and completed a Capstone course that emphasized writing formal research reports.

**Areas of Expertise:** Business Economics and Economic Quantitative methods.

**For all media questions and interview requests, please contact the Center's Marketing Director, Kathy Palmer, at (513)-305-7365 (cell), (513) 556-2986 (office), or [palmerk8@uc.edu](mailto:palmerk8@uc.edu).**



**Sue Heilmayer** is the Chief Operator Officer and Academic Director at The Alpaugh Family Economics Center

**Biography:** Sue earned a bachelor's degree in Accounting from the University of Cincinnati, and is also a Certified Public Accountant. Sue manages all accounting functions for the Center, including short and long-range forecasting and budgeting. She also coordinates several of the Center's programs for students and educators. Prior to her work at the Center, Sue worked as a Plant Controller for the Keebler Corporation and as a self-employed accountant.



**Kathy Palmer** is the Director of Marketing for The Alpaugh Family Economics Center

**Biography:** Kathy earned a bachelor's degree in Political Science from Kalamazoo College in Michigan. Kathy joined the Center in late 2019 and leads all marketing, communications, and media relations efforts. Before that she spent more than a decade working in TV news management in several major markets in the Southeast and Midwest, and then led media relations and media production at Simply Money Advisors and Allworth Financial in Cincinnati. She created the *Simply Money* franchise for television.



**Emily Schalk** is the Communications Coordinator for The Alpaugh Family Economics Center

**Biography:** Emily earned a bachelor's in Education from the University of Cincinnati, and a master's degree in English from Northern Kentucky University. Emily's work at the Center includes writing grants, engaging donors and coordinating the Center's award-winning \$martPath program. Prior to her work at the Center, Emily was a high school English teacher, and middle and high school college readiness adviser.





**Erin Harris** is the Director of the Student Enterprise (StEP) Program at The Alpaugh Family Economics Center

**Biography:** Erin earned a bachelor's degree in Business Marketing from Wilmington College, and a master's in Middle Child Education from Mt. Vernon Nazarene University. She is responsible for organizing and implementing the StEP program in nearly three dozen elementary and middle schools across Greater Cincinnati. She oversees both the StEP school stores, and our annual Market Madness event. Prior to joining the Center, Erin worked as a substitute teacher, and as a Branch Service Manager at National Bank & Trust in Wilmington, Ohio.

**Areas of expertise:** Financial and economic education for elementary and middle school students.



**Katie Smith** is the StEP Store Facilitator at The Alpaugh Family Economics Center

**Biography:** Katie earned a bachelor's from Miami University, and also completed graduate studies in the College of Business at UC. She assists our StEP Director in running the StEP program in nearly three dozen schools in Greater Cincinnati. Prior to joining the Center, Katie spent 17 years in the banking industry, working for Provident Financial Group. She also worked in IT for Convergys, and American Modern Insurance Group.

**Areas of expertise:** Financial and economic education for elementary and middle school students.