



2023 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).

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.



Brad Evans is acting Co-Director of the Center, as well as Director of Research 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.



Sue Heilmayer is acting Co-Director of the Center, as well as its Chief Operating Officer and Academic Director.

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.

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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.



Kathy Palmer is the Director of Marketing and Communications 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, **and** produced live panel appearances for clients on CNBC and Fox Business, as well as local affiliates.

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Emily Schalk is the Professional Development Director 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.