



www.economicscenter.org

2023 Media Guide



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

Our Mission:

The Center creates informed outcomes through the implementation of inclusive 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 world-class research team consults 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.



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 kathy.palmer@uc.edu.



Brad Evans is Director of Research at The Alpaugh Family Economics Center, as well as its Interim Co-Executive Director.

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.



Dr. Ben Brennan is a Research Associate at The Alpaugh Family Economics Center.

Biography:

Ben received his PhD in Economics from the University of Oregon in 2018 specializing in monetary theory and econometrics. Before coming to the Economics Center Ben was a Visiting Assistant Professor at Thomas More University where he taught Microeconomics, Macroeconomics, Money & Banking, and Applied Econometrics with R.

Areas of expertise:

Macroeconomics: Inflation, Interest Rates, Unemployment, Recession Indicators (Yield curve, risk spread), Taxes/Spending/Deficits/Debt

Money & Banking: Private debt, stock markets, bond markets, bubbles

Public Economics: Public and Quasi-Public Goods, Externalities, Public Assistance

Microeconomics: Explaining individual price changes, market structure

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Megan Heare is the Assistant Director of Research 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.

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Sue Heilmayer is the Academic Director at The Alpaugh Family Economics Center, as well as its Interim Co-Executive 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.



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 led media relations and media production at Simply Money Advisors and Allworth Financial in Cincinnati. She created the *Simply Money* personal finance and consumer education franchise for television.



Emily Schalk is the Professional Development and Program 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.

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.



Erna Jennings is the administrative and program assistant at The Alpaugh Family Economics Center.

Biography:

Prior to joining the Center in January 2022, Erna worked at Mercy Health Physicians for eight years as registrar. She earned an associate's degree in Applied Science/Occupation Therapy Assisting from Cincinnati State Community and Technical College. Erna is fluent in Bosnian.

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