ALPAUGH FAMILY ECONOMICS CENTER | ECONOMIC RESEARCH | ECONOMIC EDUCATION | FINANCIAL LITERACY

Media Guide

The Alpaugh Family
ECONOMICS CENTER

Experts on Economic Research, Economic Education, and Financial Literacy

2026–2027





ALPAUGH FAMILY ECONOMICS CENTER AT UC

www.economicscenter.org

Media inquiries Kathy Palmer (513) 305-7365 kathy.palmer@uc.edu

ABOUT THE CENTER

Your Go-To Source for Economic Expertise

1976
Founded at the University of Cincinnati

3M+
Students and teachers reached through our programming

30+
Business clients served each year

At the heart of the University of Cincinnati, the Alpaugh Family Economics Center stands as a dynamic force in economic education and research. For fifty years, our education team has empowered students in grades K-12 with essential economic knowledge and life skills. Through our award-winning programs, including the $martPath online platform (smartpathlearning.com), we've reached more than three million students and teachers, preparing the next generation for a financially literate future.

But our impact doesn't stop there. Our world-class research team collaborates with more than thirty business clients annually, providing cutting-edge economic data and analysis that drive decisions and fuel our region's economic growth. Whether it's consulting for Fortune 500 companies or advising local businesses and nonprofits, our experts are at the forefront of economic research.

Since our founding in 1976, we've expanded from a focus on teacher training to offering a full suite of student programs, competitions, and community partnerships. Our mission: to enhance the financial literacy and economic well-being of the greater community.

When you're looking for expert commentary on economic education or analysis, think of the Alpaugh Family Economics Center first. Our team is ready to provide the insights your audience needs to understand the complexities of today's economic landscape.

MEDIA QUESTIONS & INTERVIEW REQUESTS

Kathy Palmer
Director of Marketing and Communications

Cell (513) 305-7365
Office (513) 556-2986
Email kathy.palmer@uc.edu

VISIT

Alpaugh Family Economics Center at UC

225 Calhoun Street, Suite 370
Cincinnati, Ohio 45219

www.economicscenter.org



Brad Evans

Co-Executive Director · Research Director

EDUCATION	Bachelor's in Political Science, Miami University
SPECIALIZATION	State and local public financing mechanisms
TOPICS	Ohio Enterprise Zone Program, Tax Increment Financing (TIF), Joint Economic Development Districts (JEDDs), Community Reinvestment Areas (CRAs), Job Creation Tax Credits
AFFILIATIONS	International Economic Development Council Ohio Economic Development Association Board of Directors, Butler County Port Authority



Sue Heilmayer, CPA

Co-Executive Director · Academic Director

EDUCATION	Bachelor's in Accounting, University of Cincinnati
SPECIALIZATION	Financial and economic education, personal finance, and tax guidance
TOPICS	Personal finance, taxes, budgeting, fiscal management, financial literacy education
BACKGROUND	Certified public accountant (CPA) with leadership roles in the corporate and nonprofit sectors in fiscal management, budgeting, and strategic planning

MEDIA INQUIRIES Kathy Palmer, Director of Marketing and Communications · (513) 305-7365 cell · (513) 556-2986 office · kathy.palmer@uc.edu



Megan Heare

Assistant Director of Research

EDUCATION
Master's in Applied Economics, University of Cincinnati
Bachelor's in Mathematics, University of Southern Indiana
Certified Business Economist (CBE), National Association for Business Economics

EXPERIENCE
Since 2018

SPECIALIZATION
Research focuses on investments in human capital, education, economic and workforce development, and health care.

TOPICS
Career tech, Transformational Mixed-Use Development (TMUD) Program, economic impact

PROJECTS
Western & Southern Financial Group · Oklahoma Career Tech · Women's Fund Cliff Effects Analysis · Human Services Chamber of Hamilton County · African American Chamber of Commerce Black-Owned Businesses

LINKEDIN
linkedin.com/in/megan-heare



Benjamin Brennan, Ph.D.

Senior Research Associate

EDUCATION
Ph.D. in Economics, University of Oregon, 2018
M.S. in Social and Applied Economics, Wright State University, 2012
B.A. in Political Science and Philosophy, Arcadia University, 2008

EXPERIENCE
Since 2018

SPECIALIZATION
Forecasting, Economic Impact Modeling, Applied Econometrics, Consumer Price Measurement

PROJECTS
Price Tracker · Metro Sales Tax Forecast · Metro Small Business · Illinois Retail · 2025 Holiday Sales Forecast · Hamilton County Wage Gap · Ohio Association of Foodbanks

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Yue Wu, Ph.D.

Research Associate

EDUCATION	PhD in Regional Development Planning, University of Cincinnati Master's and Bachelor's in Urban Planning, Chongqing University
EXPERIENCE	15+ years
SPECIALIZATION	Measuring the economic value and development impacts of housing, outdoor recreation, arts and culture, and other community assets.
TOPICS	Urban and regional economic development, parks and outdoor recreation, housing and property values, arts and heritage, GIS spatial analysis
PROJECTS	Deerfield Township Housing Study · Warren County Outdoor Recreation Economic Impact · Anderson Park District Economic Impact · Butler County Public Transit Analysis
LINKEDIN	linkedin.com/in/yuewu815



Erin Harris

Director, Student Enterprise Program (StEP)

EDUCATION	Bachelor's in Business Marketing, Wilmington College Master's in Middle Childhood Education, Mt. Vernon Nazarene University
SPECIALIZATION	Financial and economic education for elementary and middle school students
PROGRAMS	StEP in nearly three dozen elementary and middle schools across Greater Cincinnati · StEP school stores · Market Madness
BACKGROUND	Substitute teacher; Branch Service Manager, National Bank & Trust, Wilmington, Ohio

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Kathy Palmer

Director of Marketing and Communications · Media contact

EDUCATION	Bachelor's in Political Science, Kalamazoo College
EXPERIENCE	At the Center since 2019
SPECIALIZATION	Media relations, personal finance and consumer education
BACKGROUND	More than a decade in TV news management in major Southeast and Midwest markets Led media relations and production at Simply Money Advisors and Allworth Financial Created the Simply Money personal finance franchise for television, with content for CNBC, Fox Business, Fox 19, Local 12, and others

SCHEDULING INTERVIEWS

Kathy Palmer coordinates all media requests for the Center. Reporters and producers can contact her to find the right expert for a story and to schedule on-camera, phone, or in-person interviews with Center staff. Drawing on more than a decade in TV newsrooms, she works to meet tight deadlines and can help arrange background information and data to support your coverage.

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