



**Experts on Economic Research, Economic
Education, and Financial Literacy**

The Alpaugh Family Economics Center: Your Go-To Source for Economic Expertise

At the heart of the University of Cincinnati, the Alpaugh Family Economics Center stands as a dynamic force in economic education and research. For nearly 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 over two million students, 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.



The Center is located on the University of Cincinnati campus at 225 Calhoun Street, Suite 370, Cincinnati, Ohio 45219.

For all media questions and interview requests, please contact the Center's Marketing and Communications Director, Kathy Palmer, at (513)-305-7365 (cell), (513) 556-2986 (office), or kathy.palmer@uc.edu.



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



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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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

Joseph Traynor is a Research Associate at The Alpaugh Family Economics Center.



Biography:

Joseph has a master's in Social & Applied Economics and a bachelor's in Business Economics, both from Wright State University. Prior to joining the Economics Center, Joseph worked with the United States Air Force Civilian Services as a logistics intern, Reynolds & Reynolds as a sales operations intern, and Wright State University as a Graduate Assistant.

Areas of expertise:

Environmental Economics: How and what environmental factors influence public health, economic outcomes, and produce market externalities.

Macroeconomics: Understanding fiscal and monetary policies' effects on unemployment, output, and inflation.

Microeconomics: Understanding market structure, organization, and other key factors which contribute to the economic outcomes experienced in specific markets or businesses.

Economics of Crime: Understanding the incentives and decision making which can lead criminal activity and behavior.



Dr. Yue Wu is a Research Associate at The Alpaugh Family Economics Center.

Biography:

Yue earned her PhD and Master's degrees in Regional Planning from the University of Cincinnati, specializing in the economic impacts of culture-led development. Before joining the Economics Center, Yue worked as an urban planner in China on land-use, urban design, and development policy analysis projects. Originally from Beijing, China, she enjoys exploring local history and spending time outdoors with her family.

Areas of expertise:

Economic analysis of culture-led development, with a focus on creative industry growth and heritage conservation; GIS-based spatial analysis; and urban and regional planning and policy analysis.

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

Biography:

With a robust background in accounting, Sue brings a unique blend of financial expertise and strategic insight to her role as Co-Executive Director of The Alpaugh Family Economics Center at the University of Cincinnati.

As a seasoned professional in finance, Sue's journey began with a bachelor's degree in accounting from the University of Cincinnati, where she developed a strong foundation in financial principles and practices.

Throughout her career, Sue has held various leadership positions in both the corporate and non-profit sectors, honing her skills in fiscal management, budgeting, and strategic planning. Her tenure as a certified public accountant (CPA) provided her with invaluable experience in navigating complex financial landscapes and ensuring fiscal responsibility.



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, producing live panels and writing financial news content for CNBC, Fox Business, Fox 19, Local 12, and other media outlets.



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.

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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