



EKAY Economic Consultants, Inc.

Economics for the changing world

EUGENIA A. LARMORE PhD, MBA
PRESIDENT

EDUCATION & CERTIFICATIONS

BS, Marketing and International Business with a focus in Russia, a minor in Economics,
with High Distinction, University of Nevada, Reno

MBA, University of Nevada, Reno

PhD, Economics, University of Nevada, Reno

Dissertation Focus: Public Finance, Regional Economics, Forecasting/Modeling

Dissertation Title: Methodologies for Forecast Modeling for Small Areas with Limited
Data Availability and Unique Tax Structures

CMA, Certified Management Accountant (inactive)

CVA, Certified Valuation Analyst (inactive)

MAFF, Master Analyst in Financial Forensics (inactive)

EXPERIENCE

2002-2006 Meridian Business Advisors
Analyst

Providing analysis and research support to company Manager and Directors in the areas of fiscal and economic impact analysis, gaming feasibility, and litigation support.

2006-2009 Meridian Business Advisors
Senior Analyst

Providing analysis and research support to company Manager and Directors in the areas of fiscal and economic impact analysis, gaming feasibility, and litigation support. Attend meetings with clients; work on client and project development.

2009-2010 Meridian Business Advisors
Director

Responsible for client development, all project communications, analysis, quality control of reports, and presentation of findings areas of financial, fiscal impact and economic impact analyses dealing with large real estate developments and the gaming industry. Responsible for development, communications, analysis, quality control and expert witness testimony in the area of economic damages, including personal and business economic damages due to injury, wrongful

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termination, wrongful death, and business losses due to business interruption, breach of contract, and patent infringement.

2010-Present Ekay Economic Consultants, Inc.
President

Responsible for maintaining administrative and operating functions of the company. Lead client development, all project communications, analysis, quality control of reports, and presentation of findings in the areas of financial, fiscal impact and economic impact analyses dealing with real estate developments and the gaming industry. Responsible for development, communications, analysis, quality control and expert witness testimony in the area of economic damages, including personal and business economic damages due to injury, wrongful termination, wrongful death, and business losses due to business interruption, breach of contract, and patent infringement.

PROFESSIONAL/COMMUNITY ASSOCIATIONS

Member, National Association of Forensic Economics (NAFE)

Member, American Academy of Economic and Financial Experts (AAEFE)

Member, Washoe County Manager's Advisory Council (CMAC)

Chair, Washoe County Board of Equalization

Social Member, Washoe County Bar Association

Member, Community Connections Committee, Terry Lee Wells Nevada Discovery Museum

Past Member, Board of Directors, Nevada Women's Fund

- Investment Committee Chair

- Women of Achievement Steering Committee

- WOA Breakfast Subcommittee Chair

Past Member, Junior League of Reno

- Assistant Chair, Marketing and Communications (MarCom) Committee

Past Member, Young Professionals Network (YPN)

- Recipient of 20 Under 40 Award-2013

Past Charter Member, New Generation Rotary Club

- Public Relations Chair

Past Member, Executive Board, Pack PAWS, University of Nevada Reno, Women's Athletics Development Organization

Alumna, Leadership Reno Sparks-2008

University of Nevada, Reno Outstanding Young Alumna Award-2011

PUBLICATIONS

-“Tourism Districts to Drive Industry in State.” Northern Nevada Business Weekly. July 16, 2007. Published as Eugenia Kokunina.

-“Fiscal Impact Analysis - a Tool for Developers.” Nevada Business Journal. March 2008. Co-authored with Candace Evart. Published as Eugenia Kokunina.

-“Is Clark County missing the TID boat?” Las Vegas Business Press. July 21, 2008. Published as Eugenia Kokunina.

- “Economic Loss Cases: Why You Must Consider an Expert Witness.” Las Vegas Business Press. September 29, 2008. Published as Eugenia Kokunina.
- “Economic Loss Cases: Why You Must Consider an Expert Witness.” The Writ. February 2009.
- “Recovery of Business Damages: Valuation vs. Lost Profit.” The Writ. April 2012.
- “Know It to Grow It.” Northern Nevada Business Weekly. April 16, 2012.
- “The Value of the Value of Life in the Courtroom.” With Thomas F. Cargill. Working paper. September 2020.

SELECT SPEAKING ENGAGEMENTS

- 14th International Conference on Gambling and Risk-Taking, Stateline, Nevada. "The Importance of Fiscal Impact Analyses in the Approval of Casino Projects." May 2009.
- Kiwanis Club of Reno Sunrisers. “Dealing with Change.” July 29, 2011.
- Lawyers, Guns, and Money. Television Interview. May 13, 2013.
- Associated General Contractors, Nevada Chapter Board Meeting. “Impacts of Tesla Gigafactory in Storey County, NV.” September 24, 2014.
- Northern Nevada Development Authority-NNDA’s Legislative Update. “Nevada Commerce Tax Overview.” July 22, 2015.
- Leadership Reno-Sparks 2015 Program. “Potential Impacts of Projected Regional Growth.” September 17, 2015.
- Critical Issues Conference-Business Council of Douglas County. “Nevada Commerce Tax Overview.” September 24, 2015.
- Nevada Infrastructure Concrete Conference. “Potential Impacts of Projected Regional Growth.” October 27, 2015.
- Northern Nevada Network (NNN). “Gaming Trends Update.” March 16, 2016.
- Northern Nevada Network (NNN). “Reno MSA Economic Outlook.” March 22, 2017.
- Northern Nevada Network (NNN). “Reno-Sparks Economic Overview.” March 14, 2018.
- Northern Nevada Network (NNN). “Reno-Sparks Economic Overview.” March 7, 2019.
- Northern Nevada Network (NNN). “Road to Recovery: COVID-19 Related Economic Indicators.” April 30, 2020.
- Reno Tahoe The Entrepreneurs’ Organization (EO). “Road to Recovery: COVID-19 Related Economic Indicators.” May 15, 2020.
- Association of General Contractors (AGC), Nevada Chapter. “COVID Economy: Overview of Economic Indicators in the Reno-Sparks Region.” June 25, 2020.
- Nevada Economic Forum. “Northern Nevada Economic and Housing Outlook.” October 15, 2020.