

**Eugenia A. Larmore, Ph.D., M.B.A.**

**Economist**

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**AREAS OF EXPERTISE:**

Eugenia's areas of practice include economic analysis and expert witness testimony, specializing in personal and business damages due to injury, wrongful termination, wrongful death, medical malpractice, and business losses due to business interruption, breach of contract, and patent infringement.

Eugenia also provides financial, feasibility, market, fiscal impact, and economic impact research and analyses dealing with policy changes, real estate developments, and the gaming industry. Eugenia is bilingual, fluent in English and Russian.

**LICENSES AND CERTIFICATIONS:**

CMA, Certified Management Accountant (inactive)

CVA, Certified Valuation Analyst (inactive)

MAFF, Master Analyst in Financial Forensics (inactive)

**EDUCATION:**

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

M.B.A., University of Nevada, Reno

Ph.D., 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

**PROFESSIONAL EXPERIENCE:**

**Vocational Diagnostics, Inc.**

Phoenix, AZ

Economist / Contractor

02/23 – Present

**EKAY Economic Consultants, Inc.**

Reno, NV

President

Current

**COLORADO**

1460 Lee Hill Dr., Ste. 7  
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**WISCONSIN**

PO Box 748  
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PO Box 511  
Republic, MO 65738  
417.647.5311

**ARIZONA**

2828 N. Central Ave., Ste. 1031  
Phoenix, AZ 85004  
602.285.0625

*PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS (Past and Present):*

- 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
- Board of Directors, Domestic Violence Resource Center (DVRC)
- 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

*SELECT SPEAKING ENGAGEMENTS:*

1. 14th International Conference on Gambling and Risk-Taking, Stateline, Nevada. "The Importance of Fiscal Impact Analyses in the Approval of Casino Projects." May 2009.
2. Kiwanis Club of Reno Sunrisers. "Dealing with Change." July 29, 2011.
3. Lawyers, Guns, and Money. Television Interview. May 13, 2013.
4. Associated General Contractors, Nevada Chapter Board Meeting. "Impacts of Tesla Gigafactory in Storey County, NV." September 24, 2014.
5. Northern Nevada Development Authority-NNDA's Legislative Update. "Nevada Commerce Tax Overview." July 22, 2015.
6. Leadership Reno-Sparks 2015 Program. "Potential Impacts of Projected Regional Growth." September 17, 2015.
7. Critical Issues Conference-Business Council of Douglas County. "Nevada Commerce Tax Overview." September 24, 2015.
8. Nevada Infrastructure Concrete Conference. "Potential Impacts of Projected Regional Growth." October 27, 2015.
9. Northern Nevada Network (NNN). "Gaming Trends Update." March 16, 2016.
10. Northern Nevada Network (NNN). "Reno MSA Economic Outlook." March 22, 2017.
11. Northern Nevada Network (NNN). "Reno-Sparks Economic Overview." March 14, 2018.
12. Northern Nevada Network (NNN). "Reno-Sparks Economic Overview." March 7, 2019.
13. Northern Nevada Network (NNN). "Road to Recovery: COVID-19 Related Economic Indicators." April 30, 2020.
14. Reno Tahoe The Entrepreneurs' Organization (EO). "Road to Recovery: COVID-19 Related Economic Indicators." May 15, 2020.
15. Association of General Contractors (AGC), Nevada Chapter. "COVID Economy: Overview of Economic Indicators in the Reno-Sparks Region." June 25, 2020.
16. Nevada Newsmakers. Television Interview. September 22, 2020.
17. Nevada Economic Forum. "Northern Nevada Economic and Housing Outlook." October 15, 2020.
18. Northern Nevada Network (NNN). "Reno Sparks Economy, A Year of Pandemic." March 25, 2021.
19. Nevada Newsmakers. Television Interview. August 4, 2021.
20. Northern Nevada Network (NNN). "Reno Sparks Economic Indicators." March 1, 2022.

21. NVCMA 2022 Annual Conference Economic Update. Nevada City/County Managers Association. May 19, 2022.
22. Nevada Newsmakers. Television Interview. September 2, 2022.
23. Northern Nevada Network (NNN). "Reno-Sparks MSA Regional Economic Update." April 5, 2023.
24. Nevada Newsmakers. Television Interview. August 2, 2023.
25. Gilbert, Scott, Eugenia Larmore, Brooke Liggett. "Panel: Personal Consumption in Wrongful Death Cases." Collegium of Pecuniary Damages Experts (CPDE) Annual Conference, Las Vegas, NV, March 14-15, 2024.
26. Thomas R. Ireland (Chair), Eugenia Larmore, Karen Smith. "Panel: The Ethics of Dealing with Attorneys." American Academy of Economic and Financial Experts (AAEFE) Annual Conference, Las Vegas, March 13-14, 2024.
27. Northern Nevada Network (NNN). "Reno-Sparks MSA Regional Economic Update." April 10, 2024.
28. Nevada Newsmakers. Television Interview. October 2, 2024.

PUBLICATIONS:

1. "Tourism Districts to Drive Industry in State." Northern Nevada Business Weekly. July 16, 2007. Published as Eugenia Kokunina.
2. "Fiscal Impact Analysis - a Tool for Developers." Nevada Business Journal. March 2008. Co-authored with Candace Evert. Published as Eugenia Kokunina.
3. "Is Clark County missing the TID boat?" Las Vegas Business Press. July 21, 2008. Published as Eugenia Kokunina.
4. "Economic Loss Cases: Why You Must Consider an Expert Witness." Las Vegas Business Press. September 29, 2008. Published as Eugenia Kokunina.
5. "Economic Loss Cases: Why You Must Consider an Expert Witness." The Writ. February 2009.
6. "Recovery of Business Damages: Valuation vs. Lost Profit." The Writ. April 2012.
7. "Know It to Grow It." Northern Nevada Business Weekly. April 16, 2012.
8. Thomas F. Cargill and Eugenia Larmore. 2021. The Value of the Value of a Statistical Life in the Courtroom. Journal of Legal Economics 27(2): pp. 1-41.