

It's the Money, Honey

Brett Graff, AS'92, is not your typical economist. Sure, she writes articles for the *Miami Herald* about such trends as the decline of flextime in the workplace. She's also a wife and mom, with a little standup comedian thrown in. Now she's managed to parlay all those roles into one: guru of home finance.

Graff is appearing regularly on PBS's *Nightly Business Report* in a segment called "Home Ec with Brett Graff," which explains how economic indicators affect families. The national spotlight may be bright today, but as a Northeastern student Graff didn't exactly have a solid career forecast.

"Actually," she says, "I knew I'd graduate, and they told me I'd graduate, but I never really pictured the day. Once it was there, I said, 'Oh, my God, I have to get a life.'" First, she landed a job as a federal economist in Washington, D.C. Then she headed to South Florida, where she still lives, to work as a journalist at the *Daily Business Review*.

All was not sunshine at the beginning. "After the first story I'd written," Graff recalls, "the editor came out of her office and said to me, 'What'll we do?' So I got a writing coach. I won't say there wasn't crying. There was crying."

Despite the tears, Graff and the *Review* won an award that year for her piece on an unscrupulous accountant who had eviscerated a family business. The following year, Graff became a correspondent for Reuters in its Miami bureau.

Graff has spent plenty of time in print. Currently the editor in chief of *Key Biscayne Magazine*, she's also penned numerous pieces for *American Baby*, *Glamour*, and *Redbook*, and written a food column for a Miami glossy.

On television, her "Home Ec" pieces profit from the everyday details of her domestic life. Graff draws on stories inspired by her two girls, ages seventeen months and three years. She also works husband Bob Einhorn in occasionally.

"He gets a kick out of it," she says. "He's proud."

— Katy Kramer, MA'00

