

**For Immediate Release**

**Ellspermann is director of research and development center at USI**

University of Southern Indiana's Extended Services appoints Dr. Susan J. Ellspermann founding director of its Center for Applied Research and Economic Development (CARED).

"The center is a regional economic development assistance program for the University of Southern Indiana," said USI President H. Ray Hoops. "It is being developed in response to concerns that we've heard from throughout the region about how the University can help businesses, governmental units, and other organizations to become more productive and competitive in this economic environment. The center will provide a mechanism through which the University can use its expertise to help bring practical solutions to problems that inhibit economic development in the region."

Dr. Ellspermann has a successful track record of helping many of the leading regional business and civic organizations solve important business problems. She has owned and operated since 1986 Basadur Applied Creativity, an independent consulting firm licensed in the training and facilitation of Dr. Min Basadur's Simplex Creative Problem Solving.

She was formerly a production supervisor and plant industrial engineer at Frito-Lay's Irving Plant in Dallas, Texas, where she became a certified trainer and internal consultant in Simplex Creative Problem Solving, providing services to 40 plants, logistics, and sales sites, and returning \$500 million in productivity improvement to Frito-Lay in fewer than five years.

Ellspermann's awards include the Frito-Lay Sales Operations Industrial Engineer of the Year in 1985; University of Louisville Professional Award in Engineering in 1997; and PVC Plastics Vendor of the Year in 1999.

She has been a member of the Metropolitan Evansville Chamber of Commerce Board of Directors since 1997 and a member of the Chamber's Executive Committee since 2000. She also has served on the advisory boards of Purdue University's Technical Assistance Program and Industrial Engineering Department.

Ellspermann holds a Ph.D. and M.S. in industrial engineering from University of Louisville and a B.S. in industrial engineering from Purdue University.

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