

12-20-05

Ellspermann is director of new research and development center

Dr. Susan J. Ellspermann has been named founding director of University of Southern Indiana's Center for Applied Research and Economic Development.

"The Center for Applied Research is an important 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, under the strong leadership of Dr. Ellspermann, 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. Sue Ellspermann is the ideal fit for this position. Her expertise in problem solving and familiarity with the region and community leaders will enable us to get the center off the ground quickly."

Dr. M. Edward Jones, dean of Extended Services, said, "We are fortunate to be able to name someone of Sue Ellspermann's reputation and level of expertise as the founding director of the Center for Applied Research. She is known regionally and nationally for her expertise in problem solving and strategic planning. She has a very successful track record of helping many of the leading regional business and civic organizations solve important business problems. As director, she will be responsible for working with regional organizations to identify problems and utilize University resources to develop solutions for those problems. This is a great match of talent and opportunity that will help grow the regional economy."

Ellspermann has owned and operated Basadur Applied Creativity, an independent consulting firm licensed in the training and facilitation of Dr. Min Basadur's Simplex Creative Problem Solving, since 1986.

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.

"USI has made regional involvement its longstanding commitment," Ellspermann said. "In my years involved with the Evansville Chamber, businesses, and other community organizations, USI has always been 'at the table' helping move important initiatives forward. It's my pleasure to be part of USI's team in creating a center that is responsive to the needs of the community while giving faculty and students an opportunity to make a difference in their region and create new research opportunities."

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.