

MEMBERSHIP Matters

Empowering Himself with Knowledge



Darrell Ashworth
Master Scheduler
Service Wire Company

Darrell Ashworth, a corporate master scheduler at Service Wire Company, relishes all types of education and learning. He seeks them out any chance he can.

“Anything that I find interesting, I try to learn about it,” Ashworth says.

When he started in 2005 as a scheduler at the Culloden, West Virginia-based company, he spent his first year learning internal processes and all the “tribal knowledge” that existed within the organization. Quickly, he was promoted to his current position, which entails ordering key components, handling intersite requests for materials, and conducting internal ISO 9000 audits. In addition, Ashworth leads the manufacturing side of his company’s material requirements planning implementation.

“I’m kind of a rookie in manufacturing,” he says. “I started thinking that, if I am going to keep doing this, I needed a good foundation. That’s what drew me to APICS.”

Service Wire manufactures industrial grade building wire, multi-conductor industrial tray cables, armor cables, custom cables, pump and irrigation cables, sprinkler control, cathodic protection, plater wire, and light rail system cables. It supplies industrial, utility, transit, groundwater, and irrigation markets.

After earning a master’s degree in technology management, Ashworth sought certification programs to enhance his manufacturing knowledge. When he came across informa-

tion about APICS certifications, he knew he had found a fit.

“This is a whole new field for me, and it offers endless possibilities,” he says.

Ashworth joined APICS in August 2006, and he has packed a lot into his first year of membership. He is in the process of completing the Certified in Production and Inventory Management (CPIM) review course through Weber State University and will take the CPIM test this fall. Next year, Ashworth intends to work toward earning his CSCP.

“The [Service Wire Company] executive team sees APICS as a real resource and a wealth of information—so do I,” he says.

For Ashworth, the APICS Web site offers many opportunities and resources,

as well. Recently, he watched two archived Webinars, and he intends to review some vendor Webcasts. APICS as a whole offers valuable educational opportunities, seminars, and networking, he says.

“There’s the bookstore, the dictionary ... the list of APICS benefits goes on and on.”

Giving back to APICS and his community

Marching on like a true member of the U.S. Marine Corps—which he was for five years—Ashworth isn’t afraid of a new challenge. In July, he was named interim president of the River Cities APICS chapter. He aims to breathe new life into this once-disbanded chapter.

“APICS covers so much ground with its body of knowledge,” Ashworth says. “There’s a lot to learn and, if you master it, you can really go far in whatever field you are in.”

Ashworth was motivated when he read about the APICS Supply Chain Against Hunger on the APICS

Web site. The program has the goal of linking people and resources to build a supply chain of donations to help feed needy families. Taking this message to heart, Ashworth called his local food bank.

He told administrators about the APICS program and asked if there was anything the food bank needed. They lacked office furniture, as it turned out. Ashworth thought about his own network, and he contacted Service

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Wire Company’s president. The organization donated filing cabinets to the food bank.

Ashworth’s love of learning doesn’t stop with APICS. He has three certifications from the American Society for Quality. Plus, he’s a member of five other organizations, including Mensa—a group for those with an IQ in the top 2 percent of the population.

Ashworth is an avid reader, concentrating on history, politics, and business literature; although, he acknowledges his favorite genres are motivation and inspiration. Positive thinking is an important asset to Ashworth. He enjoys traveling and attending sporting events, namely Major League Baseball and National Hockey League games.

He relates a story of receiving an APICS professional membership brochure in the mail. On the cover, it read “empower yourself with knowledge.”

He says, “that’s exactly what you do when you get involved with APICS.” 