

Executive Profile: G.T. "Butch" Darce



Where did your career start, and how did you get to where you are today?

I started in the hardware business as a truck driver and quickly moved into sales. Since I was very successful selling a variety of oilfield-related goods, a friend of mine, Jean Hudelot, who was in the catering business, offered me a job as a salesman with the company for which he worked, and he taught me the trade. I eventually moved on to a global catering company learning the international side of the business. After 15 years of traveling the world selling catering to rigs, remote camps and mining projects, I got off a plane in Lafayette one night and said to myself, "I can do this better and be more personable than these large companies in this business." I sat down with my wife, Dot, and asked her if she would help me achieve this dream. She agreed to help me realize my objective, and here we are 20 years later with a successful global business.

What are your responsibilities at Taylors International Services?

Develop and implement strategies that will ensure the continued growth and success of the company.

What is your secret to leadership and advancing in your field?

Inventive thinking outside the box utilizing unconventional solutions, ensuring everyone carries the same message about the company with clear identification, and being true to our ideals.

What is your favorite part about what you do?

Seeing employees (team members) excel and advance at what they do best.

NAME
G.T. "Butch" Darce

POSITION
Chairman & CEO

COMPANY
Taylors International Services, Lafayette

AGE
66

HOMETOWN
Morgan City

EDUCATION
Basic oilfield short courses, international sales short courses, international law short courses

What are your day-to-day responsibilities like?

Guidance, discussions, planning on the next phase of the company.

What is one thing about your job people don't expect or don't know and hear about?

That I'm a good listener for our employees, as well as our customers.

What are some of the biggest challenges that come with working in your industry?

Keeping quality employees and staying competitive while providing good value to our customers.

What do you see for the future of your industry?

Our business has seen many ups and down along with the other service industries. After diversifying into other markets several years ago, we have a bright future ahead.

What are your next goals both professionally and personally?

Professionally: To train someone who can take the reins and lead the company into the future. Personally: To spend more quality time with family and friends.

What is your most satisfying professional accomplishment?

Even with the ups and downs, it has all been satisfying.

What is a great piece of advice you have personally received?

My grandfather told me when you give your word, keep it. I use it every day both in my professional and personal pursuits.

What is your favorite way to spend your time?

With family and friends.

What is an item on your "bucket list"?

A lot more fishing and traveling with my wonderful bride, Dot.

If you could have any job other than your own, what would it be?

I don't think I would want a different job; I love the one I have.

What do you do to unwind?

Sit on the patio with a nice drink and listen to some Jimmy Buffett.

What is your go-to spot in Lafayette?

Rhythms on the River and Downtown Alive!.

— Erin Z. Bass