In addition, Lola creates opportunities for others by offering virtual and in-person interactive training classes/online courses that teach entrepreneurs how to start a trucking company, a freight dispatch company, or become a carrier compliance specialist. “Unlike most industry leaders we are still active in trucking. We teach from actual experience”. Lola is very proud of her company’s Long-Haul Leadership program which provides training, mentorship, tools, templates, and ongoing support.

Lola’s inspiration comes from her family, helping others, and having freedom, flexibility, and financial stability. Being her own boss allows her to enjoy life and not miss milestone moments, which is one of the many reasons she is proud of being a Certified CEO.

It’s important to note that Lola was not always a CEO. Before 3d-Dispatch Services was founded, she worked as a General manager at a Hilton Branded Hotel, due to her role she missed big moments with her family such as the birth of her first grandchild. In June 2020, during the COVID pandemic, Lola like many others was laid off and she said, “My whole life changed, 3D-Dispatch Services was born, and I never looked back. You cannot put a price on waking up each day and deciding how it starts and ends”. She was able to spend more time with her mother and grandchildren. Lola believes it was at “that moment I realized the true rewards of not having to work for someone else. CEO life is both rewarding and demanding, and I would not change it for anything in this world”.

Meet Lola Taylor, CEO

Lola Taylor is a Truckingpreneur (Entrepreneur within the Trucking Industry) who is constantly giving back to others within or looking to join the transportation industry. Her company, 3D-Dispatch Services LLC, located in Atlanta, GA, is a one-stop trucking service provider, offering affordable dispatch services, training, and trucking solutions. 3D-Dispatch Services helps keep drivers safe by booking loads, scheduling routes, and completing paperwork.

"You cannot put a price on waking up each day and deciding how it starts and ends".
Having the freedom of time and being able to create her own schedule drives her passion to provide the same opportunity for others. “My students are single mothers, people with medical conditions, or some that are just tired of working for others. I give them the skills, motivation, and support to make it happen, and I love every single minute of it.” Lola’s giving spirit has not gone unnoticed, becoming a Top 5 Nominee for the OTR Solutions Influential Woman in Logistics Award. She strives every day to help others achieve the same success she has. “The highest grade I completed is the 7th, I got my GED when I was pregnant with my son. If I can be a successful CEO anyone can. I am honored to share my story, for we never know the impact we have on others.”

The Transition

Lola admits that when she joined trucking in 2016 she had no interest in the transportation. Her husband was presented with a partnership opportunity to assist in pulling a trucking company out of the red. When asked about that experience Lola said, “It was a lot of sleepless nights, lack of knowledge, lack of experience, we were taken advantage of a lot and it cost major money”. In 2019, they took full ownership of the assets (2 trucks), dissolved the partnership and strategically planned everything for 4 months which consisted of improving their personal credit, building business credit, and educating themselves; which is what she teaches in the Long Haul Leadership Program. After realizing the volatility of the trucking industry, they decided to focus on other areas of trucking that have fewer financial risks such as dispatching, compliance, educating others, etc., hence 3D-Dispatch Services was created.

“The highest grade I completed is the 7th, I got my GED when I was pregnant with my son. If I can be a successful CEO anyone can.”
Lola saw it only fitting to name the business after her late daughter, Delores Zy'kirra Stephens III. Lola, whose first name is Delores, and her mother also named Delores made her daughter the third Delores in their family, or as they would call her 3D. Unfortunately, on January 14, 2006, in a house fire, 6-year-old 3D was taken from this world just days before her 7th birthday on January 19th. Lola states, “I am very passionate about my brand because every day I honor her memory, and I know she lives on through my mentorship and service to others”.

Her son, Derrick Stephens Jr, plays a crucial role in the success of her brand as well. When Derrick is not giving his mom pep talks, he manages accounting and payroll. Lola also notes that “He created the logo design in his sister’s honor. The symbol in the middle is her zodiac sign, the halo is because she is an angel, and the sound bites are for dispatching”.

Lola’s husband and son are two very important figures within her business. Her husband, Kevin Taylor, has ultimately taken up the role of her coach and cheerleader while keeping her grounded. “After working for corporate America for so long the transition to CEO life can inflate your ego really quick,” Lola says, “He reminds me that hot air balloons run off helium and a simple puncture can deflate it even quicker”.

When asked how she’d like to be remembered, Lola went on to say “I would like the world to know that I live my life on purpose and with purpose. I want to leave inspiration and education that last lifetimes! I truly want everyone to win. Where others may see competition, I see partnerships. I want to create community, unity, and confidence among us”. Lola embodies these values in everything she does, especially so with her annual Women’s Day event that occurs on International Women’s Day to celebrate and honor women. She describes this event being, “no competition, just love, support, and fun”. Lola continues by saying, “This year we introduced Cargo Queens & Kings mentorship membership because it’s not all about women. We need to include the fellas. All of us working together to create leverage in the trucking community”. Overall, Lola works hard every day to help set Truckingpreneurs up for success.

Website: www.3d-Dispatch.com Instagram: FirstFemaleofFreight Linkedin: Lola Taylor Facebook: 3d-Dispatch Services and First Female of Freight Yelp: 3d-Dispatch Services LLC Youtube: 3d-Dispatch Services and First Female of Freight