John realized that his vision would soon be reality. He and his family prepared to transition from the family farm business to the new venture by liquidating his farm machinery, equipment, grain and cattle to provide start-up funds for his new business.

In December 2003, The Pony Express Service Center, LLC was formed. John spent hours learning management strategies to successfully grow his business. However, the facility was in worse shape than John originally thought. Cash flow was tight and he was dealing with each crisis and equipment breakdown as it occurred. He injected more money into his dream by replacing tire machines, vehicle lifts, furnaces, A/C, plumbing, and electronics.

Eventually, John’s belief in personal interaction, customer service and honesty, helped distinguish his business as a leader in the fuel and tire service sector.

After a 2006 tornado caused considerable damage to the property, John chose to find a positive in the situation. As he examined his damage, he again envisioned that once thriving station. In 2007, the business completely reconstructed their fuel pump area with a new concrete pad, canopy, and pumps. Today, three high-volume diesel satellite pumps put out 50 gallons per minute, twice as much as the old pumps. Two 24-hour pay-at-the-pump gasoline units were added, allowing customers more access and reducing labor costs. He also added a new sign, logo, and color scheme.

Eventually, John saw monthly fuel sales and service work increase. He credits his staff for their work and suggestions in making the business a success. “We have fun. I can’t praise my help enough. My goal is to make The Pony Express Service Center what it used to be — a truck stop that runs a lot of trucks. The day I drove by and saw the business closed, I saw a need for the community and an opportunity for my family.”