

2023 Lincoln Veterans Parade



Veterans In Business

November 12th, 2 PM

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LINCOLNVETERANSPARADE.ORG



VETERANS IN BUSINESS

This year's parade honors veterans in the workforce. Celebrating those vets who are employed, business leaders, or entrepreneurs. 2021 saw more than 5.4M new business starts in the US. 10.7% of those new business owners were veterans. Our nation's veterans are playing a bigger role in driving the economy forward, translating military training into business success.

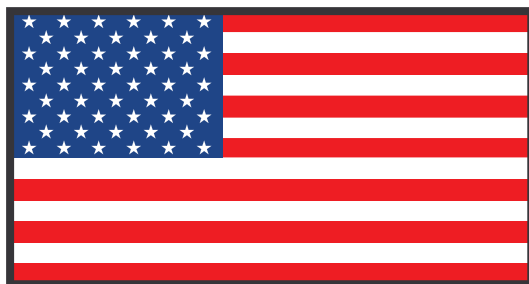


ALPHAMEDIA
LIVE , LOCAL , LINCOLN

KFOR
FM 103.3 • 1240 AM

THE EAGLE 92.9

LincolnVeteransParade.org



PARADE START

Opening remarks will start 2 pm in front of the Capitol Building. The Fort Riley Mounted Color Guard will lead the parade line from Lincoln High to the Capitol Building. After the parade, you are invited to a meet and greet with the horses and soldiers in the Capitol Building's south lot.

OPEN CEREMONY

Grand Marshal

John S. Berry Jr.
Trial Attorney and Army Veteran
Berry Law Firm

Guest Speaker

Leirion Gaylor Baird
Mayor

Smithfield®

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GRAND MARSHAL

John S. Berry Jr.

Ladies and gentlemen, allow me to introduce John S. Berry Jr., the CEO of Berry Law and an Army veteran. John started his career as an active-duty Infantry Officer in the U.S. Army and finished his career as a Battalion Commander in the Nebraska National Guard. John was recently inducted into the 209th Regional Training

Institute Hall of Fame. Under his leadership, Berry Law has received many national awards for its success in both the business community and the veteran community. These awards include the ESGR pro patria award, Dept of Labor Platinum Medallion, INC 5000 list of fastest growing companies in the United States for seven consecutive years, and the Law Firm 500 list for six years. Showing their community spirit, John recently served as the honorary commander of the 50 Mile March in 2023, John and other veterans and supporters marched 50 miles from Lincoln to Omaha raising nearly \$300,000 for Nebraska veterans. In line with this year's parade theme, we invite you to tune into the Veteran-Led podcast, where John delves into the advantages of transitioning from military to civilian business life.

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SCHOLARSHIP FOR VETERANS

Johnny Rodgers

The Lincoln Veterans Parade will be conducting a check presentation ceremony at the end of the parade today to Johnny Rogers in the amount of \$2,500 to go towards a new Scholarship Program for Veterans. Johnny Rodgers: Heisman-winning Nebraska

Cornhusker, Sports Illustrated named - University of Nebraska's "Player of the Century", College Football Hall of Famer, and a professional player in the CFL & NFL. In 2011, after years of planning, Johnny helped to create the Jet Award to honor return specialist. By 2017, the Johnny Rodgers Career and Technical Scholarship was established. Since 2018, more than 250 students, majoring in trades at Metropolitan Community College, have received scholarship funds through this program, to cover the cost of tuition, fees and books.

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HOST SPONSOR



In 1978, Tom and Rhonda Peed founded Sandhills Global (then Peed Corporation) in an old blacksmith shop in Webster City, Iowa. The company launched its first publication, Machinery Trader, in March of that year with a team of just seven employees. The staff placed images and content by hand on every page, then bound the books and hand-labeled every copy. The magazine that is today distributed to millions of readers worldwide in the used construction equipment machinery market was originally published in a print run of just 20,000.

With the success of Machinery Trader, Sandhills steadily grew over the decades that followed, expanding into new markets and launching publications aimed at serving specific sectors within its core industries. The company embraced online technologies as early as the 1980s as it expanded to offer a range of hosted solutions to equipment, aircraft, and vehicle dealers and manufacturers worldwide.

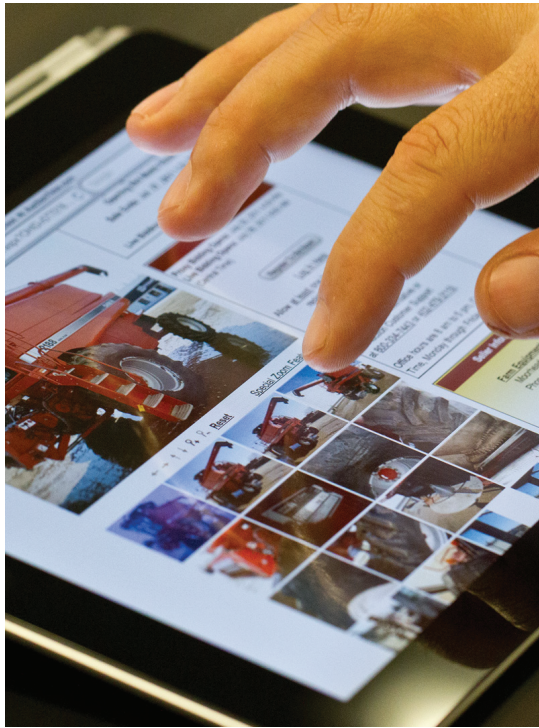
After its growth created the need to relocate operations to Lincoln, Nebraska, the company settled into the 68-acre campus that is today its global headquarters.

Early and ongoing investments in print technology and the calculated expansion of its distribution channels led to the launch of industry-specific publications for buyers and sellers in the agriculture, transportation, and aviation industries.

With monthly print distribution today in the millions, Sandhills' state-of-the-art print and bindery equipment is some of the printing industry's most advanced.



The press facility operates around the clock, leveraging digital, direct-to-plate technology capable of producing 1.76 million pages per hour alongside a bindery capable of outputting up to 22,000 stitched books per hour.



Millions of print publications follow calculated distribution channels in markets all over the world to connect buyers and sellers in industries that power the global economy.

Meanwhile, Sandhills has also invested in the secure, high-capacity state-of-the-art servers and tech infrastructure needed to power its own operations, and to support the growing needs of a global customer base. As its print presence and hosted services grew, the company simultaneously turned focus to building technology capable of connecting buyers and sellers not only in the niche markets that power its industries across both print and online channels, but across retail, rental, wholesale, and auction markets.

Investments in data processing have propelled its diverse range of products and services even further, providing crucial, real-time market and asset data to businesses in its core industries and the periphery industries that support them.

Even with the evolution and early adoption of new technologies that contribute to efficiency and productivity, it's the intangibles—the employees, the work ethic, the culture—that remain Sandhills Global's greatest assets. Fostering a collaborative work environment and a fast-paced, entrepreneurial approach to solving problems and capitalizing on opportunities, the company culture is one that values creativity, growth, and innovation. It is also one of stewardship. Sandhills maintains a community-minded spirit of service rooted in a long history of giving back. It works closely with local nonprofits and community organizations to host events, volunteer time and resources, and match employee donations—initiatives that have helped build a culture of service and stewardship from the ground up.



Today, Sandhills Global and its international subsidiaries employ a staff of nearly 1200 people worldwide. An innovative industry force, its operations span continents and serve the diverse needs of multinational corporations all the way down to the small, family-owned businesses that supply farmers with the equipment they need to plant and harvest another successful crop.

BANDS AND SPONSORS

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