



6th Annual

LINCOLN VETERANS PARADE

Gratitude for their sacrifices

Nov. 10, 2024 | 2 PM
K st, S. 21st to 14th



LincolnVeteransParade.org



Karen Silverstrand's



GRATITUDE FOR THEIR SACRIFICES

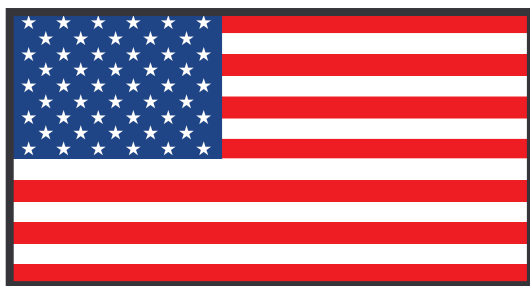
"We pay tribute to those who have served and sacrificed for our nation. This year's theme, Gratitude for Their Sacrifices, reminds us to pause and reflect on the countless ways our military members have safeguarded our freedom and security, often at great personal cost. Take a moment to thank those who could make it home, and their families who must carry on. And for those veterans who did make it back but deal with serious physical or mental challenges, from the bottom of our hearts, thank you for your service."



ALPHAMEDIA
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KFOR
FM 103.3 • 1240 AM

THE EAGLE 92.9



PARADE START 2 PM

K st, S. 21st to 14th

PROGRAM

Opening Ceremony

Guest Speakers

Presenting Colors

Military Salute

Closing Remarks

GRAND MARSHAL

Wendy Adelson

Gold Star Mother of CPL Daegan Page - USMC

SPECIAL GUESTS

Councilman Tom Beckius

Councilman Tom Duden

Councilman James Bowers

Councilman Bennie Shobe

Councilman Justin Carlson

Councilwoman Sandra Washington

Smithfield®

Good food. Responsibly.®



GRAND MARSHAL

Wendy Adelson

Gold Star Mother of
CPL Daegan Page - USMC

daeganpage.org

Propelled by passion to honor her son's memory and sacrifice by paying it forward, Wendy Adelson, a Gold Star Mother of United States Marine Cpl Daegan Page, co-founded the Cpl Daegan Page

Foundation with her family. Wendy brings a wealth of experience in service and professional excellence to her community and the causes she supports. She has volunteered with the Boy Scouts of America, her church, public schools and the Nebraska Game and Parks, and is a member of both Nebraska Gold Star Mothers and American Gold Star Mothers, embodying a deep commitment to her community's growth and well-being. Her professional background includes roles in nonprofit organizations and pharmacy, with over 25 years dedicated to process improvement and organizational excellence in IT and Client Experience. Wendy's blend of hands-on service and expertise makes her a driving force within the Cpl Daegan Page Foundation, where she applies her skills and compassion to create a meaningful impact in her son's memory.



Wendy enjoys spending time with her family, her two dogs, and traveling with her husband, Craig, while honoring her son Daegan's legacy. After Daegan was tragically killed during the Kabul evacuation in 2021, Wendy founded the Cpl Daegan Page Foundation in February 2022 to channel her grief into helping others. Guided by the mission to "do things the Dae way," the foundation has donated over \$160,000 to support veterans, Gold Star families, and the loved ones of fallen service members. Partnering with groups like Nebraska Warrior Hockey and Herostock, it advocates for mental health resources, funds service dog training, hosts "DAEWAY Days," and provides hardship grants. The foundation also enhances community spaces through projects such as hockey rink renovations, skate ramp builds, and scholarships. Each initiative is designed to honor Daegan's legacy, promoting love, unity, and resilience in his name.

LincolnVeteransParade.org



HOST SPONSOR

Tom and Rhonda Peed founded Sandhills Global (then called Peed Corporation) in 1978, transforming an old blacksmith shop in Webster City, Iowa, into their first office. With a small team of just seven employees, they launched Machinery Trader, the company's inaugural publication focused on the used construction equipment market. Each issue was crafted by hand: the team meticulously placed images and content on every page, bound the books, and labeled each copy themselves. The first print run was 20,000 copies—a small beginning for a magazine that would eventually reach millions worldwide.

Following the success of Machinery Trader, Sandhills Global steadily expanded. Over the following decades, the company launched additional publications to serve specific niches within construction, agriculture, transportation, and aviation. Embracing digital innovation as early as the 1980s, Sandhills developed online solutions that enabled equipment, aircraft, and vehicle dealers to reach a broader audience worldwide. As the company grew, Sandhills relocated its

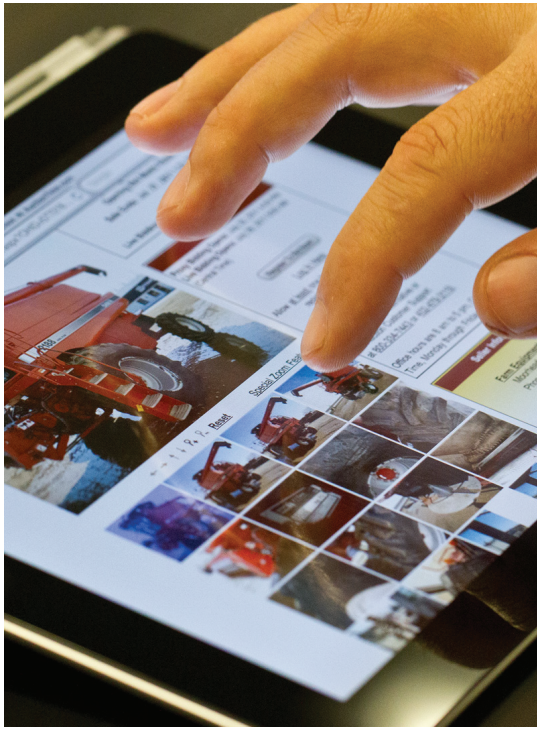
operations to a 68-acre campus in Lincoln, Nebraska, which remains its global headquarters today.

With ongoing investment in advanced print technology, the company expanded its distribution channels and capabilities, allowing it to create industry-specific publications tailored for buyers and sellers across its core markets.

Today, Sandhills operates one of the printing industry's most sophisticated facilities. Thanks to state-of-the-art print and bindery equipment, Sandhills now distributes millions of copies of its publications each month, continuing its legacy of connecting industries worldwide.



The press facility operates 24/7, utilizing digital direct-to-plate technology to produce up to 1.76 million pages per hour, with a bindery that can stitch up to 22,000 books per hour.



Sandhills Global operates as a bridge connecting buyers and sellers in key industries worldwide through a dual approach of print publications and digital platforms. With millions of publications strategically distributed across various markets, the company has established a solid foundation in print while also investing in robust, state-of-the-art servers and technology infrastructure. This digital infrastructure supports both Sandhills' operations and its global customer base, ensuring secure, high-capacity performance that meets evolving industry demands.

Over time, Sandhills has expanded its reach beyond niche markets, providing solutions across retail, rental, wholesale, and auction sectors. With significant investments in data processing, the company offers businesses crucial, real-time market and asset insights.

These insights empower clients to make well-informed decisions in both core and peripheral industries, enhancing efficiency and productivity through cutting-edge technology.

While technological advancements are integral to Sandhills' success, its core strength lies in its workforce and company culture. The organization fosters a collaborative, fast-paced environment that encourages creativity, growth, and entrepreneurial thinking. Sandhills' culture of service extends beyond business objectives to include community engagement. The company actively collaborates with local nonprofits, organizes community events, volunteers, and matches employee donations, cultivating a spirit of stewardship and giving back to the communities it serves.



Sandhills Global and its international subsidiaries employ nearly 1,200 people worldwide, serving a broad range of clients—from multinational corporations to small, family-owned businesses supplying essential farming equipment.

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