
LINCOLN
VETERANS
PARADE
2026
NOVEMBER 15, 2026
2PM
Sandhills Global
HOST SPONSOR
THEME:
The Legacy
OF
MILITARY
FAMILIES
LINCOLNVETERANSPARADE.ORG
K STREET 21ST TO 14TH STREET



THE LEGACY OF MILITARY FAMILIES

This year's Lincoln Veterans Parade honors "The Legacy of Military Families". A tribute not only to those who wear the uniform, but to the families who stand beside them through every chapter of service. From deployments and homecomings to sacrifice and remembrance, military families carry a legacy of strength, resilience, and unwavering support. Their stories are woven into the fabric of our nation—supporting those still serving, honoring those who have served, and remembering those whose impact lives on.

ALPHAMEDIA
LIVE . LOCAL . LINCOLN

KFOR
FM 103.3 • 1240 AM

THE EAGLE 92.9

PARADE START 2 PM

Capitol Building

LEADING THE PARADE

Marine Corps League
Nebraska Color Guard

OPENING MARCHING BAND

Lincoln Southwest High School
Playing National Anthem

OPENING CEREMONY

Guest Speaker
Mayor
Leirion Gaylor Baird

CLOSING MARCHING BAND

Lincoln High School
Playing Salute to America's Finest

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LincolnVeteransParade.org

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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.

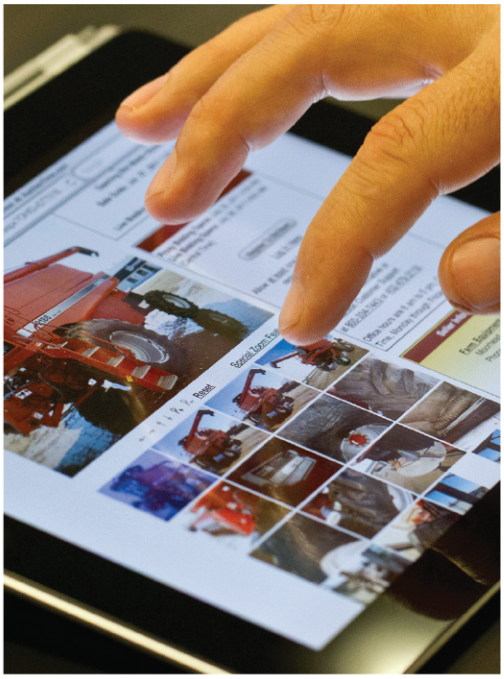
Following the success of Machinery Trader, Sandhills Global steadily expanded. Over the following decades, the company launched additional publications to serve specific niches within construction, agriculture, transportation, and aviation. Embracing digital innovation as early as the 1980s, Sandhills 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.





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 itsinternational 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.



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Thank you to everyone who participated in and attended the Lincoln Veterans Parade. Your support and presence helped honor and celebrate the brave men and women who have defended our freedom.

PARADE OFFICERS

Parade Commander
Antonio Marino

Dignitaries
Roy Christensen

Volunteers
Andrew Farias and Sandy Marino

Parade Ceremony
James Bunch

Parade Registration and Line up
Clay Simpson & Shannon Ackeny

School Marching Bands
Amy Holloman

Website and Media
Randy Kassebaum

Veteran Organization Liaison
Ed Schnabel