

Around The Division...

Operation Celebrate Freedom

Submitted by Bravo Troop, 3/397th CAV

Bravo Troop, 3rd Squadron, 397th Cavalry, 1st Brigade, 100th Division (IT) recently completed a successful recruiting annual training event in Pigeon Forge, Tenn., in support of *Operation Celebrate Freedom*, an annual event sponsored by the Pigeon Forge Tourism Department that regularly draws thousands of visitors.

The NCOIC for the mission was First Sgt. Charles Douglas who recently made the Command Sergeant Major's list.

The event produced 41 referrals for Bravo Troop. In addition, the unit was featured in a news story on a Knoxville, Tenn., television station for its support of the event. Three local newspaper articles also highlighted the unit's activities. The *Celebrate Freedom* event wrapped up with a parade featuring country music singer Louise Mandrel riding in a Bravo Troop Humvee.

Bravo Troop moved to Knoxville in 2002 with a core cadre of 9 soldiers. Currently, 21 soldiers make up the unit, which is on track to reach 100 percent strength in less than a year.

The unit established an aggressive recruiting campaign featuring several high visibility events to produce results, such as an ROTC competition sponsored by the University of Tennessee ROTC Department. Look for more great things out of Knoxville.



Country music singer Louise Mandrel poses on a Bravo Troop Humvee before participating in the Celebrate Freedom Parade.

Operation Restore Stronghold

Submitted by Delta Troop, 3/397th CAV

Seven members of Delta Troop, 3rd Squadron, 397th Cavalry, 1st Brigade, 100th Division (IT) participated in a recruiting mission called *Operation Restore Stronghold* in Middlesboro, Ky., 12-25 Aug. The purpose of the mission was to focus on obtaining prior service and non-prior service leads with a primary goal of gaining visibility in the community and recruiting quality soldiers to increase the strength of the troop.

Over the two week course of the operation, soldiers received training from members of the Knoxville recruiting station on recruiting skills such as identifying quality of leads, determining if leads qualify, discussing benefits, etc. The team also set up static displays at the Wal-Mart Supercenter in Middlesboro, Hardee's in Harrogate, Tenn. and the Middlesboro Mall. In addition, the team met with the Middlesboro JROTC program and discussed benefits and support opportunities.

The mission was successful and provided Delta Troop with over 40 quality referrals. Members of the Knoxville recruiting station are working the leads, and many remain interested. In addition, the main objective of the operation was achieved as many Middlesboro residents learned that an Army Reserve unit is scheduled to move to their community very soon.



Sgt. First Class Hunley and Sgt. Canter (a Reserve Recruiter) talk with a potential recruit (right) while Staff Sgt. Skelton explains the Army Reserve to a local youth (left).