

1st BRIGADE: Lexington, Ky

The command

**1st Brigade (Cavalry)**

Lexington, Ky.

**Phone:** (859) 281-2200

**Commander:** Col. Philip Hanrahan

**Command Sgt. Maj.:** Command Sgt. Maj. Eddie Owens

Subordinate units

■ 1/397 Basic Combat Training, Richmond, Ky.

■ 2/397 Cavalry, Lexington, Ky.

■ 3/397 Cavalry, Corbin, Ky.

Recruiting

The 100th Division instituted Rolling Thunder, a recruiting initiative, in 1998 to boost unit strength. As a result, the 1st Brigade's strength soared from 85 percent in the spring of 1998, to more than 103 percent as of September 2000.

Rolling Thunder's success stemmed from setting aggressive recruiting goals and achieving 100 percent participation from subordinate brigades.

The initiative relied — and still does — on tactics such as print, radio and TV advertising, targeted recruiting activities at schools and high-traffic areas, and the use of



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The 1st Brigade's Rolling Thunder program — a concerted effort to raise unit strength levels through recruiting — brought 187 new soldiers into the Army Reserve in 2000. Above, a drill sergeant uses the back of a hummer as a desk while he explains Army Reserve benefits to a potential recruit.

regular Army recruiters to assist the mission.

During 2000, the brigade recruited 187 soldiers.

Army Excellence

The brigade was awarded with the highly coveted Army Community of Excellence Award in May 2000. The Army Chief of Staff made the presentation.

The brigade underwent a rigorous organizational review by ACOE examiners, and seven major criteria were evaluated.

The 1st Brigade was instrumental in assisting the 100th Division to document the criteria to justify the

award.

The mission

During the fall of 2000, 1st Brigade units, including 1/397 and 3/397, conducted a Basic Combat Training mission at Ft. Knox, Ky.

Each unit distinguished itself, the brigade and the division by achieving a 95.6 percent graduation rate during the eight-week basic training cycle.

The trained unit received top marks in all areas but one, and was personally commended by the active component commander in charge of BCT at Ft. Knox.



A 1st Brigade instructor works with an enlistee as he trains on the M-60 machine gun.

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