

National 4th Infantry (Ivy) Division Association

Strategic Direction 2025 – 2026

Priority 1) Our Mission

Primary Responsibility : National President – Rick Adams
: E-Board - All

- ❖ Focus our actions on the Association's Mission Statement objectives (All)
- ❖ **Establish a Long-Term Plan looking out three to five Years (Adams-LTPC)**
- ❖ Officers and Committee Chairman should develop backup knowledge by training Assistants and developing policy and procedure manuals to ensure continuity and a smooth transition for newly elected replacements (All)
- ❖ Regular progress reports to the membership (Adams)

Priority 2) Membership

Primary Responsibility : National Sr. Vice President – Ray Rocho
: E-Board - All

- ❖ Increase membership of Iraq/Afghanistan vets (Rocho-Ladd-VP-WOT)
- ❖ Assist IVY Division Chapter with events and recruiting (Rocho-Blackaby)
- ❖ Increase 'Unit Groups' attendance at Association's gatherings (All)
- ❖ Recruiting at veterans' facilities and events (All)
- ❖ Improve Member retention targeting lapsed members (Kelby-Adams-Chapters)
- ❖ **Gather E-Mail addresses from members without info on file (Kelby-Ladd-Chapters)**
- ❖ Recommend and Implement policies that encourage membership, promote fellowship, retain and attract members from all eras, and raise the value of Membership in the Association. (Rocho-Ladd—VP-WOT-Adams-Kelby-All)

Priority 3) Communications

Primary Responsibility: VP / Communications – Gary Ladd

- ❖ Continue to improve the Association's image through media (Harris-Ladd- Armstrong)
- ❖ Maintain high standards of *The Ivy Leaves* (John Harris-Editorial Board)
- ❖ Preserve history of the division electronically and in print (Babcock)
- ❖ Improve 'Association Awareness' on all media platforms (Ladd-Armstrong)
- ❖ Social Media – Facebook Page (Gass)
- ❖ **Webmaster - Greater utilization of the website, E-Ivy Leaf Newsletters (Adams-Ladd)**
- ❖ Advertising – Pursue reciprocal Ads and Reunion notices in publications (Ladd-Armstrong)

Priority 4) Finance & Fund Raising

Primary Responsibility : Vice President / Finance – Jim McCarthy
: National Treasurer – Ron Rogers

- ❖ Accumulate reserves into the 'Green in the Ivy Fund' (McCarthy-Adams-All)
 - **Annual Calendar Fund Raiser (Adams-Babcock-Kelby)**
 - Review and offer recommendations for Donation's requests (McCarthy-E-Board)
- ❖ Financial Planning, Investing Association's Funds (McCarthy-Adams-Rogers)
- ❖ Financially support the Monument Committee's care and improvements to overseas monuments (Adams-Nicholson-All)

National Organization

See duties and responsibilities listed in Constitution & Bylaws - **last revised 9/20/2024**

Elected Officers

National President – Rick Adams
National Senior Vice President – Ray Rocho
Vice President–Communications – Gary Ladd
Vice President–Finance – Jim McCarthy

Executive Board (11 Members)

Above Elected officers, Plus
Executive Director – Don Kelby
National Secretary – Open
National Treasurer – Ron Rogers
Vice President–Vietnam & Cold War – Cliff Amos
Vice President–War on Terror – Open
Parliamentarian/Judge Advocate – Mike May
and the Immediate Past National President – Bob Babcock

Appointed Officers

Executive Director – Don Kelby
National Secretary – Open
National Treasurer – Ron Rogers
Parliamentarian/Judge Advocate – Mike May
Assistant Executive Director – Open
Assistant National Treasurer – Rick Adams
Ivy Leaves Editor – John Harris
Assistant *Ivy Leaves* Editor– Editorial Board
Chaplain – Jim McCarthy
Assistant Chaplain– Open
Scholarship Secretary – Phil Menendez
Chief Archivist/Historian – Bob Babcock
Advertising/Publicity Chairperson – Gary Ladd
National Service Officer – John Harris
Sergeant at Arms – Joe Carter
Webmaster / *E-Ivy Leaf* Newsletters – Rick Adams
Liaison's to Active-Duty Fourth Infantry Division – Ray Rocho

National Committee Chairmen and Other Appointments

MEMBERSHIP COMMITTEE – Ray Rocho
HEALTH & WELLNESS COMMITTEE – John Harris
FINANCE COMMITTEE – Jim McCarthy
NOMINATING COMMITTEE – Jerry Bumpus
RESOLUTIONS COMMITTEE – Ray Rocho
MEMORIAL COMMITTEE – Bert Nicholson
REUNION ADVISORY COMMITTEE – Rick Adams
REUNION OPERATIONS MANAGER – Linda Dufek
MEDIA ADVISORY COMMITTEE – Gary Ladd
AUDITING COMMITTEE – Bill Redmond
SCHOLARSHIP COMMITTEE – Rick Adams
SCHOLARSHIP COMMITTEE SECRETARY – Phil Menendez

Updated August 27, 2025 – RJ Adams