

**The Definitions of Extension and Revitalization
2025-2026 National Extension & Revitalization
Ambassador/National Chief of Staff Karlene Beams**

I hope that all of you are as excited about this year as I am. I have been receiving many letters of introduction and promotional material that you have used for schools of instruction and Department newsletters.

Sherrie Rosenau of Wisconsin shared her surfboard decorating contest in her first promotion. Her intent was to get her Department leadership excited about "You can't stop the waves, but you can learn to surf." That's my theme and means to me that even when we face roadblocks, we can find a way around them and complete our mission. She brought one for me to Convention, along with the crayons.

What is our mission as Extension and Revitalization Chairmen?

Extension according to Webster has many different meanings but I like this one for our program:

- **an enlargement in scope or operation**

That means we want to grow our Auxiliaries, our membership and the scope of our Programs. Let's concentrate on growing our Auxiliaries. As I read the promotion sent to me, I am delighted to see that many of you are reaching out to "Unaffiliated Posts." That is the correct verbiage. We no longer use the Bachelor Post term of many years ago. The reason that it changed is that there are many women in the VFW, thus bachelor was no longer a good description of a post without an auxiliary. So please continue to contact those Unaffiliated Post and request time to share the benefits of having an Auxiliary. We have a few new Auxiliaries already this year. We are headed in the right direction. If you need assistance there are many tools to use in MALTA.

Revitalization according to Merriam Webster

- **to give new life or vigor to**

What can we do to give new life? Again, the resources available in MALTA have been created to build healthy Auxiliaries and maintain them. Read MALTA and use the ideas at your next meeting.

Performance Improvement Plan "PIP" - this will be a valuable tool in adding new life. The form is available in MALTA for Department Presidents and Secretaries. This plan allows the Department President to select a member or team to work with the Auxiliary or an individual member when there are issues or difficulties. The Auxiliary or member sets goals and creates a timeline for making corrections. While actively working the PIP an Auxiliary can still continue with all their business. This is an effective tool and can eliminate the need for a suspension.

Please continue with the great enthusiasm that I feel from meeting you at the convention and reading the promotion that you are sending to me.

Until next time remember the mission, *From Sea to Shining Sea, Honoring Veterans Who Keep Us Free.*