



Extension & Revitalization

by Sherrie Rosenau
Dept. Chief of Staff

February 2026

Revitalization & Extension: Building on the Past for a Stronger Future

Revitalization and extension are powerful strategies used to breathe new life into our organizations and our communities. While revitalization focuses on restoring or improving what already exists, extension expands capacity, reach, or functionality. Together, they create a balanced approach to growth—one that honors the past while preparing for the future.

Revitalization: Renewing What's Already There

Revitalization is about transformation. Organizations revitalize outdated processes to boost efficiency and morale. At its core, revitalization is a commitment to renewal—making the old new again.

Extension: Expanding Possibilities

Extension complements revitalization by pushing boundaries. Extension is forward-looking, driven by the desire to grow, innovate, and meet emerging needs.

The Power of Combining Both

When revitalization and extension work together, the results are transformative. This dual approach ensures that progress doesn't come at the cost of heritage, and preservation doesn't hinder innovation.

A Sustainable Path Forward

Revitalization and extension offer a thoughtful, sustainable path to development. They remind us that growth doesn't always require starting from scratch—sometimes, the most meaningful progress begins with what we already have.

Mentoring: Helping to Build our Future

Mentoring our Auxiliary members is about strengthening the organization by investing in people. Effective mentors share their experience, traditions, and practical knowledge while encouraging newer members to find their own voice and confidence. It's a relationship built on respect—honoring the Auxiliary's mission while empowering others to carry it forward with fresh energy and ideas. When seasoned members take the time to guide, support, and inspire, they help create a welcoming environment where everyone feels valued and prepared to serve veterans, their families, and their communities with purpose.



Remember: Together We Can! We Rise by Lifting Others!