

THE GUARDIAN TIMES

Newsletter From Guardian Protection Force, Inc.

FEATURED ARTICLE



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FROM THE CEO'S DESK

Let's talk about what's new and what's next.

GUARDIAN TRAINING

Raising the Bar: How Guardian Training sets us apart.

UPCOMING EVENTS

Nov 6 - 2025 Q3 Guardian Briefing Webinar
Nov 24-Dec 19 - 2nd Annual GPF Toy Drive
Feb 5 - 2026 Q1 Guardian Briefing Webinar
Feb 10-12 - EP201 3-Day Training

PODCAST CORNER

Check out the latest podcasts from Garrett Thomas & Terry MacAdam.

CORE VALUE SPOTLIGHT

Leadership in action transforms site operations.

EMPLOYEE SPOTLIGHT

Corporal Cole elevates standards and accountability.

A GUARDIAN CASE STUDY: DELIVERING MEASURABLE RESULTS IN RETAIL SECURITY

In March 2024, Guardian Protection Force, Inc. (GPF) proudly began providing uniformed security services and physical security consulting services for one of Northern California's largest retail chains. Since then, this partnership has grown to include **25% of this client's California locations**, strategically positioned in some of the region's most challenging areas.

What began as a targeted security deployment has evolved into a success story of **stabilization, deterrence, and trust** — backed by measurable data and operational excellence.

The Challenge

Before GPF's involvement, the retailer faced escalating safety concerns, including theft, trespassing, and disruptive behavior in high-crime districts. Several locations experienced recurring incidents that impacted both employee morale and customer experience.

The retailer sought a security partner capable of:

- Rapid deployment of professional security personnel,
- Reliable incident reporting and analytics, and
- A proactive, deterrence-based



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approach to protect people and property.

The Solution: Establishing a Secure Foundation

In response, GPF first deployed officers in early 2024, where we identified several sites faced substantial security challenges. Between March and December 2024, the serviced locations reported over 5,000 incidents, ranging from theft and trespassing to disorderly conduct. By midyear, GPF's presence had already begun to stabilize these environments.

In 2025, incident reports have become more consistent and reflective of improved control across multiple properties. Year-to-date data shows notable trends:

- Two of the retailer's highest-traffic sites have maintained consistent reporting levels, averaging 100–120 incidents per month, suggesting ongoing vigilance in high-risk zones.
- Additional locations experienced reductions of 30–50% in total incidents compared to their 2024 highs.
- Several previously inactive or low-traffic sites have remained stable with minimal incident activity.

These trends demonstrate GPF's adaptive approach, combining site-specific threat assessments, officer rotation strategies, and continuous training to maintain proactive protection in evolving environments.

Within 90 days, GPF officers established a visible presence that not only reduced criminal behavior but also improved internal awareness and documentation accuracy.

The Results: Protecting People, Property, and Peace of Mind

By 2025, trends across the same sites began to show significant stabilization and a clearer picture of activity thanks to more precise reporting:

- Counts of theft incidents increased from 1,070 in 2024 to 4,401 in 2025, reflecting more consistent detection, documentation, and deterrence of theft-related events across all serviced sites.

- Trespassing reports also rose from 58 in 2024 to 166 in 2025, indicating stronger enforcement of site boundaries and improved officer intervention before escalation.

Some locations simultaneously experienced 30–50% fewer overall incidents compared to their 2024 peaks, highlighting the balance between increased transparency and reduced repeat offenses.

The partnership's success is grounded in GPF's commitment to professionalism, accountability, and communication. By embedding highly trained armed officers and maintaining close coordination with store management and local law enforcement, GPF has created safer environments for both staff and shoppers.

As the relationship continues to expand, Guardian Protection Force remains dedicated to setting the industry standard for reliability and excellence in retail security operations.

Conclusion & Looking Ahead

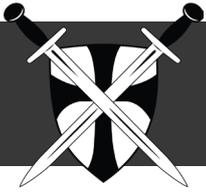
In conclusion, through its partnership with this major retailer, Guardian Protection Force has:

- ✓ Reduced incident severity and frequency across multiple high-risk sites.
- ✓ Strengthened relationships between retail teams and local law enforcement.
- ✓ Enhanced data-driven reporting and trend analysis to inform future deployments.
- ✓ Created safer environments for employees, customers, and communities.

With continued growth anticipated into 2026, GPF is focused on enhancing incident reporting analytics, expanding officer development programs, and integrating technology to further support proactive security measures.

This case study reflects more than just a service contract — it demonstrates the Guardian Protection Force difference: professionalism, reliability, and results you can measure.

Guardian Protection Force is proud to serve those who serve our communities, delivering peace of mind where it matters most.



FROM THE CEO'S DESK FINISHING STRONG

By Ashlee Cervantes Thomas, CEO



As we close another remarkable year, I'm reflecting on how far we've come and how proud I am of the team carrying the Guardian mission forward. Every milestone, promotion, and initiative this year has been driven by one thing: our shared commitment to excellence and to one another, to be the upper "Echelon" of security service providers.

The final quarter is always among our busiest, yet most rewarding. It's a time for reflection, recognition, and preparation, all while closing out our goals while setting the stage for what's next.

I'm pleased to announce several exciting leadership updates:

 **Jennifer Lamborn** has been promoted to **Director of Business Development**, continuing to strengthen relationships and drive strategic growth.

 **Dale Seago** has been promoted to **Director of Intelligence**, leading threat intelligence and information-sharing initiatives.

 **Brittany Beadles** joins us as **Assistant Office Manager** on the Administrative Team.

Each of these leaders exemplifies the professionalism, loyalty, and initiative that define what it means to be a Guardian.

Behind the scenes, our teams are completing the year-end operations cycle: wrapping up audits, finalizing checklists, and conducting our annual "year-end cleaning." This ensures that when we enter 2026, we do so with clarity, accountability, and purpose. These efforts also prepare us for January's **Annual Reorientation and State of the Company Address**, where we'll outline 2026 goals and reaffirm our vision.

On the community front, this season marks the return of some favorite Guardian traditions: the **2nd Annual Trunk or Treat** and **2nd Annual Toy Drive**. These events embody our "**Guardian Gives**" mission: connecting with families, giving back to our communities, and spreading holiday joy. Thank you to everyone who volunteered your time and energy.

We're also advancing internal initiatives. Round Two of our Employee Review Software Beta Testing is underway, with a company-wide launch coming soon. This tool streamlines evaluations and provides insight into training needs, growth, and achievements. Thank you to the Officers assisting with testing, your feedback has been invaluable.

On the HR & Benefits front, we're introducing our **Major Health Benefits Plan**, expanding coverage for employees and families. A reminder: **Open Enrollment closes November 15, 2025**, don't miss your chance to enroll! We're also finalizing results from our third-party **401(k) audit**, following last year's platform transition.

Finally, we're counting down to one of my favorite events, the **Annual Staff Appreciation and Holiday Celebration** on Friday, December 19th. This year's theme is a Guardian-flavored "Ugly Sweater" party, and I can't wait to celebrate all we've accomplished together. As we turn the page to 2026, remember what makes Guardian special: our people, our pride, and our purpose. Together, we are more than a company, we are a force for safety, integrity, and excellence.

Stay Safe and Stay #GuardianStrong.

In service,
Ashlee Cervantes Thomas
Chief Executive Officer
Guardian Protection Force Inc.,



GUARDIAN TRAINING BRIEF

TRAINING FOR TOMORROW: GUARDIAN'S 2026 TRAINING CALENDAR

By Garrett Thomas, CPP, Founder & Chief Operating Officer

As we look ahead to 2026, Guardian Protection Force Inc., continues to invest in what defines us: our Guardians. Training remains the foundation of operational excellence, and our 2026 Training Calendar reflects our commitment to continuous learning, professional growth, and readiness.

At Guardian, training isn't a check box; it's our culture. Each session sharpens skills, strengthens discipline, and refines decision-making under pressure. Our approach remains consistent: bi-monthly mandatory trainings for all officers, with optional workshops in alternating months for specialized knowledge. This balance sustains efficiency while ensuring access to high-value instruction. As 2025 comes to a close, we're thrilled to share a sneak peek at our 2026 Officer Training Program.



2026 TRAINING CALENDAR AT A GLANCE

▶▶▶▶ **Annual Reorientation & State of the Company:** Company-wide reset reaffirming our mission, reviewing policy updates, and setting the tone for excellence.

▶▶▶▶ **EP201 | Executive Protection Essentials - Beyond the Basics:** Builds on core EP principles with advanced route planning, threat assessment, and client interaction.

▶▶▶▶ **Security Information Cycle | Observation and Documentation:** Develops situational awareness, observation, and report writing.

▶▶▶▶ **Communication 201 - "Verbal Judo" | Communications & Radio Discipline:** Enhances command presence, de-escalation, and clarity under pressure.

▶▶▶▶ **Bonus Session - EP101 | Introduction to Executive Protection:** Covers personal protection fundamentals for those exploring EP basics.

▶▶▶▶ **Remembering Capt. Jack | GPF Core Values, Ethics & Professionalism:** Annual reflection on leadership, integrity, and the Guardian standard, honoring Capt. Jack's legacy.

▶▶▶▶ **Patrol Driver Safety Training:** Reinforces defensive driving, emergency response, and field awareness.

▶▶▶▶ **Annual Non-Harassment, Safety + Injury and Illness Prevention, Workplace Violence Programming:** Reviews safety protocols, non-harassment policies, and prevention programs.

▶▶▶▶ **GPF's 16-Year Anniversary:** Celebrates our service, strength, and excellence—no training this month in honor of Guardian's birthday.

▶▶▶▶ **Appropriate Use of Force - Part I & II:** Covers lawful, ethical applications of force with focus on decision-making and proportional response.

▶▶▶▶ **Trespass & 602 Training:** Optional update on state and contract compliance requirements.

▶▶▶▶ **Annual Staff Appreciation & Holiday Celebration:** Concludes the year recognizing dedication, professionalism, and success.

CONTINUING THE GUARDIAN STANDARD

The 2026 Training Calendar embodies our belief that the best security professionals are never done learning. Each module, from tactical to ethical, reinforces the key Guardian goal: to protect with precision, integrity, and purpose.

As CEO Ashlee Cervantes Thomas reminds us, "We don't just prepare for what's next — we train to lead it." Guardian officers can look forward to a year of growth, collaboration, and continued excellence as we advance our training legacy into 2026 and beyond.



THE GUARDIAN WAY PODCAST CORNER

Join Guardian Protection Force's Garrett Thomas and Terry MacAdam on The Guardian Way for insightful conversations about the physical security industry.

EPISODE 107 **Process to Reduce Insurance Premiums Private Security Vs. Law Enforcement in Active**

How security and police align in active shooter response.

EPISODE 106 **Tailoring Active Shooter Prevention by Industry**

Customizing active shooter prevention for retail, medical, and corporate.

EPISODE 105 **The Role of Private Security In an Active Shooter Incident**

How private security responds when seconds count.

EPISODE 104 **Real World Active Shooter Plans that Save Lives**

Active shooter prevention through real-world planning and deterrence.

Subscribe on Spotify, Apple Podcasts, Amazon, and Youtube: youtube.com/@GPFSecurity



Guardian Gives: Protection Through Community Care

At Guardian Protection Force Inc., our “Guardian Gives” initiative is more than charity, it’s our pledge to serve the communities and clients we protect. Through philanthropic outreach, community events, and hands-on volunteerism, we reinforce our mission to be true guardians of the places and people we stand for. By giving back, we strengthen bonds, build trust, and uplift neighborhoods, because real protection includes care, connection, and community.



GPF UPCOMING EVENTS

Learn More. Register. Purchase Tickets Online. gpfsecuritycorp.com/events

2025 Q4 GUARDIAN BRIEFING - SAFE HAVEN Mastering the Basics of Home Security

November 6, 2025, 10:00 AM - Free Zoom Webinar

Guardian Protection Force expands community outreach through the Safe Haven program, providing secure spaces and critical support for those in crisis. Discover how GPF strengthens safety, trust, and protection across Rancho Cordova and the greater Sacramento area.

2ND ANNUAL GPF TOY DRIVE

November 24 - December 19, 2025

Monday - Friday 8:30 AM - 5:00 PM

Join Guardian Protection Force in supporting local families this holiday season. Drop off new, unwrapped toys for infants through teens at GPF headquarters and help bring joy and hope to children across Rancho Cordova and the Sacramento region.

2026 Q1 GUARDIAN BRIEFING The State of the Physical Security Industry

February 5, 2026, 10:00 AM - Free Zoom Webinar

Gain insight into today’s security challenges and future trends from Guardian Protection Force leaders. Learn actionable strategies, explore new regulations, and strengthen awareness to stay ahead in an evolving industry focused on readiness, performance, and professional growth.

EP 201 - EXECUTIVE PROTECTION ESSENTIALS Beyond the Basics - 3-Day Training

February 10 - 12, 2025

Advance your Executive Protection career with this immersive 3-day course. Refine decision-making, threat assessment, and client management through real-world drills and expert instruction. Designed for professionals ready to elevate their skills beyond the basics.

GPF CORE VALUES SPOTLIGHT

RECOGNIZING EXCELLENCE AT GUARDIAN PROTECTION FORCE

By Sgt. Turner, Guardian Protection Force

At Guardian Protection Force, we hold our team to the highest standards in professionalism, reliability, and integrity. We do this by adhering to our Core Values; Character, Attitude, Integrity, Honesty, Appearance, Customer Service & Attendance.

Each quarter, we spotlight an officer or a story from the field that exemplifies the Core Values that define our company. This quarter, we're proud to recognize Security Officer Lanuza for his outstanding embodiment of what it means to be part of the GPF team.



Recognized By Leadership

SO Lanuza was selected by our Operations Management team for consistently demonstrating the qualities we value most. According to Cpl. Cole, SO Lanuza has shown a strong commitment to learning and professional growth, consistently maintaining a positive outlook and an eagerness to improve. He upholds a high standard of integrity: his reports are factual and accurate, without exaggeration and his honesty is evident in

every interaction, earning him a reputation as a reliable and trustworthy team member. His appearance is sharp and professional, and he brings a welcoming presence to every post. Site management has given glowing feedback on his customer service, noting his commitment to creating a positive experience. His punctuality and readiness to perform to GPF standards demonstrate a level of dedication that sets the bar for others.

In His Own Words

When asked what the GPF Core Values mean to him, SO Lanuza reflected thoughtfully on each:

Character:

“Your character is your foundation—how you treat others, your work ethic, and your morals. It’s about being dependable and treating everyone with fairness and respect.”

Attitude:

“A positive attitude shapes how others see you and how problems are solved. It creates a better work environment and builds trust.”

Integrity:

“Integrity is doing the right thing, especially when no one is watching. It means putting others before yourself and staying consistent in your values.”

Honesty:

“Being honest strengthens relationships. When your words and actions are truthful, people know they can count on you.”

Appearance:

“Looking sharp and professional shows that you take your job seriously. It builds confidence and trust from both clients and team members.”

Customer Service:

“Going above and beyond expectations helps create a positive experience. It shows you care and are willing to put others first.”

Attendance:

“Being on time is a simple but powerful way to show reliability and commitment. It keeps everything running smoothly for the whole team.”

Final Thoughts

Security Officer Lanuza sets a strong example of what it means to represent Guardian Protection Force. His professionalism, consistency, and alignment with our Core Values reflect the standards we strive to uphold across every site and assignment. Thank you, SO Lanuza, for your continued excellence and dedication to the mission.

EMPLOYEE SPOTLIGHT

Spotlight on Corporal Cole: Leadership in Action

By Sgt. Steven Ratcliffe, Guardian Protection Force



In the ever-evolving world of physical security, true leadership is defined not just by words, but by decisive action, and Corporal Hezekiah Cole has proven himself to be a shining example of both.

Since joining Guardian Protection Force in March 2024, Cpl. Cole has distinguished himself through his unwavering reliability, initiative, and commitment to excellence.

From day one, he has consistently gone above and beyond the call of duty, stepping in wherever needed and approaching every task with a sense of purpose and professionalism.

Cpl. Cole's impact was most evident when he identified the need for operational improvements at one of Guardian's largest client sites. Rather than merely raising concerns, he took personal responsibility; mentoring every officer on post, enhancing team cohesion, and raising performance standards across the board.

During this process, Cpl. Cole also discovered inefficiencies in the site's incident reporting system. With characteristic initiative, he developed and implemented a redesigned reporting method, streamlining the process, increasing accuracy, and improving overall productivity. What began as a site-level solution quickly gained traction, leading to the adoption of Cpl. Cole's system across multiple Guardian client locations.

His actions have not only improved day-to-day operations, but have also strengthened Guardian's ability to serve clients with greater precision and accountability.

Cpl. Cole's leadership, innovation, and dedication reflect the highest standards of what it means to be part of Guardian Protection Force. We are proud to recognize his outstanding contributions and the lasting positive influence he continues to have across our organization.

Please join us in celebrating Corporal Hezekiah Cole, a Guardian making a real difference, every day.

GPF CAREER FOCUS: PERSONAL PROTECTION OFFICERS

As a **Personal Protection Officer** with Guardian Protection Force, you provide discreet, professional security for clients who rely on your vigilance and composure in every situation. From conducting threat assessments and advance planning to ensuring safe transport and event security, you're trusted to anticipate risks before they arise. This role demands discipline, precision, and the ability

to adapt seamlessly in high-stakes environments. Requirements: Proven protective operations experience, active BSIS Guard Card, and relevant tactical or military training.

Become a Guardian.

Learn more and [get started here](#).



**GUARDIAN
PROTECTION FORCE**

24/7 DISPATCH: 866.921.9484

FAX: 866.921.9590

INFO@GPFSECURITYCORP.COM

GPFSECURITYCORP.COM



PPO #18009 | PI #PI188127

HEADQUARTERS

11160 SUN CENTER DR

RANCHO CORDOVA, CA 95670

SECURITY THROUGH INTELLIGENCE™