

# Prevention Starts

BEFORE VIOLENCE BEGINS

ACTIVE SHOOTER PREVENTION PROJECT™



## AN EXECUTIVE CALL TO PROTECT LIVES - 2026 WHITEPAPER

Every leader responsible for the safety of others carries a quiet, constant weight.

The weight of knowing that if violence ever comes to *your* school, workplace, hospital, clinic, or house of worship, the question will not be *what happened* but rather, **what could have been done sooner to prevent it from happening in the first place?**

Every active shooter tragedy leaves behind the same haunting truth:

- Someone noticed something
- Someone hesitated
- Someone didn't know where to report

Prevention is not theoretical, it's personal and it begins long before the first shot is fired.

# THE CEO'S MESSAGE

A Personal Note On  
Responsibility, Courage,  
and Prevention

I have spent my career responding to moments no leader ever wants to face.

I have stood in the aftermath of violence when the noise has stopped, when the questions begin, and when the weight of what could have been done sooner becomes unavoidable.

In nearly every case, the tragedy itself was not the first moment of failure.

The failure occurred earlier when warning signs surfaced but had nowhere safe to go, when concerns felt uncomfortable to raise, and when systems were not designed to act before harm occurred.

This is the truth we must confront:  
Most acts of targeted violence are preceded and not spontaneous. This means outcomes can change.

This paper is intended for senior leaders across executive, human resources, legal, risk, security, and facilities functions who share responsibility for safeguarding people and environments in increasingly complex operating conditions. Many organizations are reassessing how risk is identified, communicated, and managed internally, particularly where reporting delays, functional silos, or inconsistent response models may unintentionally limit effectiveness.

The **Active Shooter Prevention Project™ (ASPP™) P.R.O. Model™ (Prevention. Response. Options.)** offers a prevention-first operating framework designed to support earlier awareness, clearer coordination, and more measurable readiness over time. Rather than focusing solely on response, the model emphasizes practical steps organizations can take to strengthen preparedness, align leadership and operations, and create shared accountability.

Through a structured 30-, 60-, and 90-day approach, ASPP™ P.R.O. helps organizations translate intent into tangible deliverables - establishing a thoughtful path toward Destination #NEVERHERE™, where prevention is treated as a sustained organizational capability rather than a reactive obligation.

Sincerely,



Chris Grollnek, M.S.

Chairman, Active Shooter Prevention Project™





## THE COST OF WAITING

For nearly 70 years, not a single child has died in an American school fire. That success did not come from better firefighting alone, it came from prevention standards: national policies that effectively ended fire-related tragedies in our schools that include codes, inspections, training, drills, accountability, and shared responsibility.

A well-defined “fire code” meticulously followed when constructing new schools: rigorous fire code inspections, the installation of alarms, water sprinkler systems, instructional signs, regular drills, trained marshals, increased numbers of inspectors, fire department visits, hydrant checks, and active community engagement are just a few elements that underscore the extensive scope of the fire PREVENTION strategy in America. The lives lost in the past have laid the foundation for a system that now saves countless lives. This perspective resonates widely within the general public.

Violence deserves the same seriousness. It is time to harness the essence of this successful strategy and incorporate it to protect EVERYONE from the escalating pattern of violence. The ultimate solution lies in PREVENTION.

Most targeted attacks are leaked before they are launched. Warning signs surface in behavior, language, isolation, grievances, and threats. The failure is rarely a lack of response but rather the absence of a system that empowers people to act early.

## THE WHY?

The Active Shooter Prevention Project, LLC is poised to make a significant impact in the realm of safety training. With our commitment to quality, affordability, and comprehensive solutions, we are not just training individuals and organizations, we are fostering a culture of preparedness and resilience. As we move forward, we invite partners and customers alike to join us in envisioning a safer tomorrow for all.

**Purpose:** To end the cycle of targeted and indiscriminate violence, including the number one form of domestic terrorism, by establishing a proactive national standard for prevention that empowers individuals, protects communities, and restores the freedom to live without fear.

**Vision:** A nation where every community is resilient, every individual is empowered, and no one lives in fear.

**Mission:** Dismantle domestic terrorism, mass shootings, and all hazard threats before they occur by equipping people, uplifting communities, and anchoring security in shared responsibility.





## LESSONS LEARNED

Utilizing FBI data, the charts below display the frequency of Active Shooter incidents and the corresponding number of lives lost in the United States from 2000 through 2024. Over this 25-year period, 556 incidents have resulted in more than 2,350 deaths and 2,900 wounded. While these figures may seem small in context, the trend reveals a steady rise in targeted violence affecting schools, workplaces, and public spaces nationwide.

Each event underscores a simple truth: rapid response saves lives, but prevention changes outcomes. Recognizing warning signs, building communication networks, and investing in proactive safety measures turn lessons learned from tragedy into strategies that protect communities.





# THE PROBLEM LEADERS FACE

Today's safety landscape is crowded with response models, acronyms, and technologies. While well-intentioned, this fragmentation creates hesitation that costs lives.

**Response** saves lives after violence begins. **Prevention** changes outcomes before it does. Yet there is no universally adopted national prevention standard.

A cursory search of "How to respond during an Active Shooter incident?" on Google generates over 240 million results. This is an overwhelming amount of information that may leave individuals feeling lost or confused about where to start. Unfortunately, some organizations rely on the, "It'll never happen here" strategy rather than developing and implementing a plan.

## DEFINING THE DIFFERENCES

The willful manipulation of statistics by some groups to bolster their positions on certain types of violence is ongoing. Therefore, it is extremely important to clearly define terms and use a consistent methodology when trying to identify new solutions that focus on PREVENTION first. **The Active Shooter Prevention Project (ASPP) defines an Active Threat as an assailant who has the means, opportunity, and intent to cause death or serious bodily harm to innocent victims using traditional or improvised weapons during their impending attack.** Specific to the use of a firearm during an attack, multiple organizations have adopted varying definitions and standards regarding what constitutes an "Active Shooter" incident. For example, some organizations exclude gang violence and domestic violence from their statistics, while other groups include accidental discharges and the brandishing of a weapon as an Active Shooter incident. These discrepancies may contribute to the general public's confusion regarding the term Active Shooter which has traditionally focused on response. Maintaining consistent standards helps us identify trends.

## NO UNIVERSALLY ACCEPTED BEST PRACTICE

Most Active Shooter incidents are over within eight minutes; however, it normally takes law enforcement more than eight minutes to arrive on the scene and identify the threat. Unfortunately, we are often reminded that response does not always equal rescue. We need to focus on PREVENTION by utilizing our training, tools, and technology to give the gift of time and save lives. Numerous strategies, catchphrases, and acronyms have emerged to help guide the public's response during an Active Shooter incident. You may be familiar with models such as Run, Hide, Fight, and Avoid, Deny Defend. There are also acronyms including ALICE, CRASE, and ALIVE...the list is extensive. All these concepts were created with honorable intentions, and they all have some good aspects. However, there is no universally accepted best practice for how to respond during an Active Shooter incident. For example, if you have received Active Shooter training in the past, your strategy may differ from your counterpart's approach depending on what type of training you received.



# BEFORE IT HAPPENS HERE

## LEADERSHIP AND THE PREVENTION OF CRISIS

Fundamentally, leadership is not merely about how we react when a crisis occurs; it's also about the measures we implement beforehand to try to prevent it.

Every incident of targeted violence poses a challenging question to those in charge of others: *Could this have been prevented?*

Instead of questioning why someone didn't respond more quickly, we should ask why we didn't take action sooner.

### The Moral Line

Most incidents of targeted violence are often preceded by various signals, such as:

- Changes in behavior
- Expressions of grievance
- Isolation
- Threats
- Leakage of information to peers

When these indicators are present and no system is in place to facilitate action, violence becomes predictable rather than unforeseen. At that moment, the concern shifts from security to leadership.

## WHAT LEADERS ARE ACTUALLY ACCOUNTABLE FOR

Protecting life is more than a department, a policy binder, or a training checkbox. It's a **duty**.

Leaders are accountable for whether:

- People know what warning signs matter
- Reporting concerns is safe, trusted, and taken seriously
- Information is evaluated – not ignored
- Prevention is owned, resourced, and enforced

Unfortunately, the decision to overlook preventative measures that could be in place transfers risk to those least able to carry it – those you are accountable for.







## THE SOLUTION - ASPP



The lack of a national standard focusing on PREVENTION is what first led to the inception of the Active Shooter Prevention Project (ASPP). ASPP is poised to make a significant impact in the realm of safety training. With our commitment to quality, affordability, and comprehensive solutions, we are not just training individuals and organizations. We are fostering a culture of preparedness and resilience. As we move forward, we invite partners and customers alike to join us in envisioning a safer tomorrow.

There is no need to respond with fear, but instead with preparedness. The days of planning a proper response without building PREVENTION into our plans have ended. There is a reason why the Active Shooter industry, created by pure evil, is valued at \$4.4 billion a year. The reason is because we often buy “shiny new objects” hoping that if we spend enough money difficult problems will go away. It is time we roll out the total solution that exists to prevent Active Shooter incidents and stop evildoers in their tracks. At ASPP, we believe “fear” comes from not knowing what to do during a critical incident.

### INTRODUCING THE P.R.O. MODEL™

The ASPP P.R.O. Model™ (Prevention. Response. Options.) focuses on PREVENTION first. Training our communities to better recognize red flags and warning signs is not enough. We also need to ensure there are reliable and anonymous reporting mechanisms in place. This information will allow Threat Assessment Teams and other trained individuals the opportunity to evaluate the information and determine if further action such as intervention is warranted. We are setting the bar by leveraging the latest advances in technology, including artificial intelligence, to alert first responders of potential threats before the first shot is fired.

When prevention fails, a quick response is essential. For example, when shots are fired, our technology can provide the police with real-time information regarding the location of the assailant(s) as they move to different positions. This provides law enforcement the ability to better evaluate and tactically respond to the incident. The ASPP Community of Experts have the knowledge to assess your organization’s specific needs and provide viable options.

# THE P.R.O. MODEL™



## A PROACTIVE TRAINING FRAMEWORK

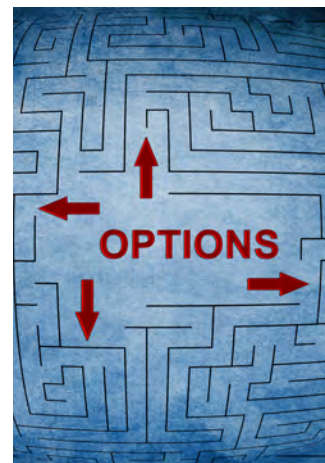
In parallel with high-tech solutions, experts are advancing new training methodologies to replace or supplement the old “Run, Hide, Fight” mantra. The P.R.O. Model™, created by Chris Grollnek (a retired police detective and nationally recognized active shooter expert), is a holistic approach to active shooter incidents that prioritizes preventing violence before it happens while still preparing people to respond effectively if it does occur.

**Prevention:** In the P.R.O. framework, prevention is paramount. This involves training people to recognize warning signs of potential violence, robust threat assessment programs (to identify high-risk individuals or situations early), and fostering a culture of vigilance. It also includes physical security measures and policies designed to deter or intercept attackers before shots are fired. For example, educating employees and students on reporting suspicious behavior, improving access control to buildings, and addressing the root causes of violence are all preventive strategies. The idea is to intervene during the planning or preparation stages of an attack – truly stopping shooting before it starts, whenever possible.



**Response:** While prevention is the ideal, one must also be ready to react swiftly if an attack unfolds. The P.R.O. Model emphasizes coordinated response plans that go beyond “run, hide, fight.” This means organizations should have detailed, practiced response protocols for various scenarios – akin to fire drills but for active threats. Staff and students might train in lockdown procedures, safe evacuation routes, barricading techniques, or, if absolutely necessary, last-resort defensive tactics. Importantly, response in the P.R.O. context isn’t just an individual’s reaction (like running or hiding), but a system-level response: integration with law enforcement response, communications to all affected, and medical readiness (e.g. having trauma kits and people who know how to use them). The goal is to minimize casualties and chaos through a well-orchestrated plan that kicks in immediately when a threat arises.

**Options:** One size does not fit all when it comes to safety strategies. The “Options” component encourages evaluating and implementing a range of protective measures tailored to the specific organization or venue. This could include adopting new technologies (like gun detection systems or alarm systems), physical improvements (reinforced classroom doors, safe rooms), as well as customized training modules. By assessing the resources available – from armed security officers on site, to public address systems, to escape route layouts – each school or workplace can choose the options that best fit their environment. Options also implies empowering individuals with more than one possible tool for survival: if fleeing isn’t possible, do they have the option to lock down in a hardened room? If that fails, do they have the option to fight back effectively? P.R.O. training seeks to give people a menu of tactics and tools, rather than a single mantra, so that they can adapt in a crisis.







## A LEADERSHIP STANDARD FOR PREVENTING TARGETED VIOLENCE

The team at the Active Shooter Prevention Project, LLC has developed a structured, prevention-first approach grounded in the ASPP P.R.O. Model™. This approach is designed to help leaders translate responsibility into action and gives organizations clear options based on their current level of readiness including risk assessments, professional education, and practical readiness exercises. ASPP's services are intentionally designed to reduce unmanaged risk, strengthen decision-making, and support leaders in taking responsible action before violence begins.

### SECURITY ASSESSMENTS - SEE RISK CLEARLY - BEFORE IT BECOMES HARM

Prevention cannot begin until leaders have a clear, defensible understanding of where risk actually exists.

ASPP conducts comprehensive, on-site physical security assessments that go far beyond compliance checklists or visual walkthroughs.

Each assessment:

- Collects 500+ data points across 12 layers of risk
- Evaluates physical security, procedures, training, environment, and culture
- Includes non-confrontational penetration testing when appropriate
- Identifies threats, vulnerabilities, and risks, not assumptions

What Leaders Receive:

- Executive Summary (1-2 pages) for rapid decision-making
- Prioritized recommendations (immediate, short-term, long-term)
- Detailed observations to support budgeting, planning, and accountability

These assessments enable leaders to:

- Demonstrate due diligence
- Reduce liability and insurance exposure
- Establish a credible prevention baseline aligned with best practices



## TRAINING SEMINARS - EXECUTIVE-QUALITY EDUCATION WITHOUT FEAR

ASPP's Training Seminars are designed for professional environments and delivered at an executive standard.

They are seminar-style learning experiences that educate, empower, and engage.

Each seminar includes:

- Professionally delivered instruction tailored to the organization's environment
- Facilitated discussion and Q&A that builds confidence and shared understanding
- Translation of assessment findings into practical workplace decisions

These sessions reinforce that:

- Prevention is possible
- Response strategies must evolve
- Prepared people respond better — and prevent more

Trainings may be delivered:

- In person
- Simulcast to remote employees
- Recorded for future onboarding and refresher use



## SOFT WALK-THROUGH ACTIVE SHOOTER RESPONSE DRILLS READINESS WITHOUT STRESS, TRAUMA, OR DISRUPTION

Awareness becomes readiness only when people apply learning in their own environment.

ASPP's Soft Walk-Through Drills are no-stress, no-surprise exercises conducted immediately following training.

Participants:

- Apply concepts to their actual workspace
- Practice decision-making without panic
- Build confidence and muscle memory

Unlike traditional drills, these exercises:

- Do not simulate violence
- Do not induce trauma
- Do not disrupt operations

They are designed to:

- Reinforce learning
- Increase retention
- Normalize preparedness as part of organizational culture



See ASPP P.R.O. Model™ Packages on the next page and decide what's right for your organization.



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# ASPP P.R.O. MODEL™ PACKAGES

## **OPTION 1: PREVENTION FOUNDATION PACKAGE**

### **Establish Visibility, Awareness, and Early Intervention**

*Ideal for organizations beginning their  
prevention journey*

#### **Includes:**

- Comprehensive Threat & Vulnerability Assessment
- Executive Summary with prioritized risk recommendations
- Leadership briefing on prevention standards and accountability
- Prevention-focused Training Seminar (in-person or virtual)

#### **Preventative Technologies**

##### **Commonly Integrated (up to 5):**

- Anonymous reporting platforms (early warning & leakage capture)
- AI-assisted behavioral threat analytics
- Access control and credential management systems
- Video analytics for anomaly and weapon recognition
- Secure information-sharing platforms for Threat Assessment Teams

#### **Outcome:**

Leadership gains a defensible understanding of risk and a clear roadmap to reduce it before warning signs escalate into harm.

## **OPTION 2: PREVENTION & PREPAREDNESS PACKAGE**

### **Translate Awareness into Organizational Readiness**

*Ideal for organizations ready to  
operationalize prevention*

#### **Includes:**

- Full Threat Assessment with expanded on-site evaluation
- Prevention Training Seminar tailored to your environment
- Soft Walk-Through Active Shooter Response Drills
- Leadership consultation to align policy, culture, and response

#### **Preventative Technologies**

##### **Commonly Integrated (up to 5):**

- Advanced access control & biometric authentication
- Weapon detection and screening systems
- Physical hardening solutions (doors, glazing, entry delay)
- Mass notification and emergency communication platforms
- Indoor mapping and responder navigation tools

#### **Outcome:**

Prepared people, aligned leadership, and systems that reduce hesitation without fear, disruption, or trauma.

## **OPTION 3: ENTERPRISE PREVENTION FRAMEWORK**

### **Establish Prevention as an Organizational Standard**

*Ideal for enterprise, multi-site, or  
high-risk environments*

#### **Includes:**

- Enterprise-level Threat & Risk Assessments
- Executive and workforce Training Seminars
- Soft Walk-Through Drills across key facilities
- Ongoing advisory support and technology alignment
- Integration into the ASPP P.R.O. Model™ (Prevention. Response. Options.)

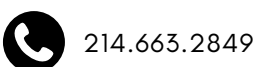
#### **Preventative Technologies**

##### **Commonly Integrated (up to 5):**

- AI-driven threat detection and behavioral monitoring
- Gunshot detection and real-time situational intelligence
- Integrated access control, video, and analytics platforms
- Physical security hardening and ballistic-resistant systems
- Secure reporting and intervention coordination tools

#### **Outcome:**

A sustainable, prevention-first ecosystem leaders can stand behind morally, operationally, and legally.







# THE CHOICE BEFORE YOU

Choosing **prevention as a strategy** is a deliberate act of responsibility that recognizes safety is shaped by the decisions made in advance, not the reactions given under pressure.

Prevention lives in leadership standards, clear reporting pathways, and a culture that empowers people to speak up without hesitation. It is practical, measurable, and human. When leaders value prevention, they are not preparing for a moment – they are protecting lives long before that moment ever arrives.

The choice is before you:

***Is today the day I turn my commitment into action?***



# WHY CHOOSE ASPP?



## WHY ORGANIZATIONS TRUST THE ASPP COMMUNITY OF EXPERTS

The ASPP, LLC team's community of experts is grounded in:

- Decades of law enforcement, FBI, military, and intelligence experience
- Proven assessment methodologies and prevention-first training
- A framework aligned with federal best practices and real-world outcomes

Our holistic approach has been applied across:

- Corporate and professional services environments
- Healthcare systems
- Schools and universities
- Houses of worship
- Government and critical infrastructure

The result is confidence, clarity, and leadership credibility. This is about establishing a leadership standard – a standard that asks one essential question:

**If something happened here, could we honestly say we did enough to try to prevent it?**

If the answer is unclear, the next step is simple.

## START WITH A LEADERSHIP CONVERSATION

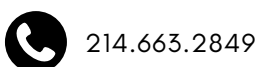
Organizations engage with Active Shooter Prevention Project, LLC through one of our ASPP P.R.O Model™ Prevention Packages which are inclusive of:

- Security Assessments
- Training Seminars
- Soft Walk-Through Response Drills – individually or as a complete prevention-first framework
- Technology Implementations

The first step is a conversation about responsibility, clarity, and leadership – not a contract.

Prevention is the standard, leadership is the difference.

Take the first step towards a new approach that will protect the lives of those you are responsible for by scheduling a conversation today.



## EXPERIENCE YOU CAN TRUST -THE ASPP COMMUNITY OF EXPERTS

The ASPP Community of Experts have over 800 years of combined experience in various disciplines including law enforcement, domestic terrorism, military, intelligence, teaching, training, technology, and product development. Specific to law enforcement, military, and intelligence, our experience includes local law enforcement (SWAT), FBI Hostage Rescue Team (HRT), DHS, CIA, Marine Corps, Navy SEALs, Army Rangers, Air Force, and the Coast Guard.

We rely on our training, education, knowledge, and real-world experience to identify practical solutions. Our subject matter experts are spread across **21 states throughout the United States, Canada, Mexico, and Poland**. ASPP is making a difference across the globe.

Behind the team's 800+ years of combined experience are real people who have stood on the front lines of crisis, serving communities worldwide and making life-saving decisions. Each member is shaped not only by training and expertise, but by the lives they were sworn to protect.

But titles tell only part of the story. Their deeper qualification comes from moments that demanded courage, empathy, judgment, and unwavering commitment to others. This collective experience isn't about prestige. It's about purpose. It represents decades spent responding to emergencies, preventing tragedies, mentoring the next generation of protectors, and building systems to keep people safe. It reflects the lessons earned through sacrifice, the compassion required to serve people on their hardest days, and the belief that every life has value worth defending. Together, these leaders share one mission: to change the outcome before tragedy occurs. To elevate prevention over reaction. To empower communities, protect the vulnerable, and build a safer future where no family wonders if tragedy could happen "here."

We have seen what happens when nothing is done and are united to ensure prevention becomes the standard, not the afterthought.





# ASPP LEADERSHIP



## CHRIS GROLLNEK, M.S., CHAIRMAN

Chris Grollnek is a globally recognized expert in active shooter prevention, public safety, and strategic leadership. With 35 years of experience spanning executive, C-Suite, and Board roles, he has built a reputation for translating complex challenges into actionable solutions. As a thought leader and industry pioneer, Chris has been instrumental in reshaping security and safety protocols, advocating for a proactive, prevention-first approach to preventing Domestic Terrorism and through an all-hazard approach. His expertise extends across operations leadership, M&A strategy, and organizational transformation.

Chris founded and scaled the Active Shooter Prevention Project (ASPP), LLC transforming it from a bootstrapped startup into a nationally recognized initiative with 140 partnerships and 28 strategic partners. As Managing Principal and CEO, he shifted the industry focus from reactive response to proactive prevention, helping to redefine public safety standards. Now serving as Chairman, he continues to guide strategic direction, leveraging the expertise of a leadership team with over 800 years of combined experience in counterterrorism and security. His thought leadership is widely recognized, with over 1,000 television appearances and speaking engagements.

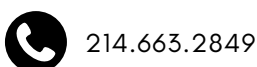


## HANNAH BETZ, M.S., EXECUTIVE INTERN



Hannah V. Betz is an Executive Intern for Domestic Terrorism for ASPP. Hannah is a survivor of the Marjory Stoneman Douglas High School shooting, an experience that profoundly shaped her passion for criminal justice and commitment to building safer communities. This personal journey led Hannah to earn both Bachelor's and Master's degrees in Criminal Justice & Homeland Security, with academic research focused on the impact of the "Defund the Police" movement on law enforcement officer morale, as well as the risk factors associated with past school shooters and methods for early identification. Still early in her career, Hannah has already developed expertise in criminal justice research, data analysis, and crisis response advising through roles with law firms, emergency threat response systems, and community-focused organizations. She also holds certifications in active shooter prevention, insider threat awareness, human trafficking response, and counterterrorism.

Today, Hannah leverages both lived experience and professional expertise to support law enforcement, emergency management, and security organizations in building stronger, more resilient systems to protect communities.



# ADVISORY COUNCIL



## SENIOR LEADERSHIP ADVISORY COUNCIL

### **Dave Glaser: Major General, US Army (Retired), Strategic Leadership Consultant (TX)**

Major General Dave Glaser, US Army (Retired), is a highly successful, trusted & principled C-Level Executive, Advisor & Consultant with a strong record for cultivating exceptional teams, developing innovative solutions & maximizing talent. He is an ethics-based leader who is passionate about fostering an environment of trust, respect & empowerment.



### **Gary Connor: Brigadier General, USAF (Retired), Aerospace & Defense Consultant (AL)**

Brigadier General Gary Connor, USAF (Retired), has over 30 years of senior executive management experience. He served as a warfighting CIO with Multi-National Force - Iraq. Gary is a seasoned leader and experienced manager specializing in "systems thinking" and strategies for complex systems.

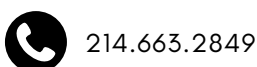
### **Dan Zilinski: Subject Matter Expert Cybersecurity Risk Management (NY)**

Dan Zilinski is an accomplished professional currently leading the information security audit program for a major professional sports league. Dan's collaboration with the Department of Homeland Security has resulted in the implementation of the first-of-its-kind venue assessment program for major sports leagues.



## STRATEGIC AFFILIATIONS

Strategic partnership initiatives are invaluable to the mission of ASPP, as we proactively collaborate to drive innovation by carefully and intentionally bringing together diverse perspectives, expertise, and resources. This allows us to tap into a wider range of ideas and solutions in our quest for open communication, mutual understanding, and a shared vision for the future.



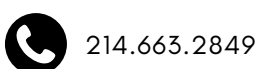
# ASPP COMMUNITY OF EXPERTS



The ASPP Community of Experts consists of a group of mission-focused individuals who are leading the PREVENTION first charge. ASPP's values and goals have aligned with several companies that offer a wide array of products and services. These resources have been incorporated into the P.R.O. Model™ as viable options:



Our team believes in an all-hazards approach to emergency preparedness and recognizes there is no “magic pill” to solve all problems the same way. We are educating the public and helping organizations succeed in preventing and responding to critical incidents using a layered approach while incorporating real-world solutions.





# NON-PROFIT 501(C)(3)



## ASHER 360

ASHER 360 is a 501(c)(3) nonprofit organization established to forge a robust and enduring partnership between law enforcement, the community, and our Veterans to effectively address and prevent active shooter violence. We believe that by uniting first responders, all levels of government, K-12 schools, universities, houses of worship, medical facilities, businesses, and all impacted partners, we can create a cohesive and resilient team dedicated to safeguarding our communities.

ASHER 360 focuses on four key pillars:

**Prevention. Response. Recovery. Resilience.**

We aim to build cohesive and coordinated efforts through:

- Community Engagement
- Training and Education
- Mentorship Programs
- Resource Coordination
- Support and Recovery



## NATIONAL VIOLENCE PREVENTION HOTLINE

The National Violence Prevention Hotline (NVPH) is transforming community safety by offering a compassionate, confidential place for individuals facing violent thoughts, and for loved ones worried about concerning behavior.

Instead of waiting until harm occurs, NVPH empowers people to speak up early, receive support, and connect to trained counselors who help redirect crisis moments into opportunities for care and healing.

The NVPH fills a critical gap by giving communities a trusted alternative to silence, stigma, or fear of involving law enforcement too soon.

- This mission closely aligns with the Active Shooter Prevention Project (ASPP): prevention starts with people, awareness, and a safe path to ask for help. With both a national hotline and secure app-based support, NVPH gives communities a proactive tool to protect one another, reduce violence, and build a culture where early intervention is an act of strength and compassion.



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## HONORING COURAGE AND INSPIRING A NATION: THE NATIONAL MEDAL OF HONOR MUSEUM FOUNDATION

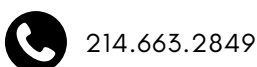
The National Medal of Honor Museum Foundation in Arlington, Texas stands as a living tribute to the highest ideals of service, sacrifice, and character. As a 501(c)(3) educational organization, the Foundation safeguards and celebrates the legacy of the Medal of Honor and the extraordinary individuals who have earned our nation's highest military recognition. More than a museum, it is a national beacon committed to fostering a culture of integrity, courage, and citizenship across generations.

Guided by the Medal's core values of Courage, Sacrifice, Commitment, Integrity, Citizenship, and Patriotism, the Foundation's mission is clear and compelling: to inspire, equip, and connect people to live the values of the Medal of Honor, so that every individual can pursue a life of purpose, significance, and service to others. Through immersive experiences, educational programming, and leadership initiatives, the Museum empowers leaders at every age and stage to build a stronger, more united nation.

### **A Shared Commitment to Character and Responsibility**

The Active Shooter Prevention Project (ASPP) is humbled to support the National Medal of Honor Museum Foundation as an Inspiration Member. We recognize the Museum as a powerful source of national reflection and personal accountability: a reminder that courage is not reserved for battlefields, and leadership is not limited to rank or title. The stories preserved and celebrated by the Foundation represent the best of what America strives to be: resilient, compassionate, and united in service to one another.

At ASPP, our work centers on prevention, preparedness, and the protection of lives through education, community readiness, and proactive leadership. These efforts are deeply aligned with the Museum's values and vision. We draw inspiration from the Medal of Honor's enduring legacy as we work to build safer schools, workplaces, houses of worship, and communities across the nation. Our commitment, like the Museum's mission, is to help others feel empowered and capable of action in the moments that matter and grounded in the belief that everyday citizens can make extraordinary difference. We are honored to stand alongside the Foundation in championing these timeless values. We encourage all who share in the belief that character and courage build a stronger America to visit, learn, reflect, and carry forward the lessons of valor, resilience, and selfless service.



# ONWARD & UPWARD



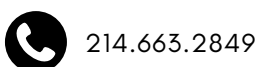
## #NEVERHERE™ - WE ARE ON OUR WAY!

In an era where headlines often echo the grim reality of today's violent times, searching for answers seems more urgent than ever. In this podcast, we journey into the heart of one of America's most pressing and complex issues, the Active Shooter phenomenon. We'll explore different facets of Prevention. Response. Options. Not just the statistics and news stories but the human impact, the infinite policy debates, and the societal undercurrents. We'll talk with experts, activists, policymakers, and those directly affected, seeking insights and experiences that help illuminate the path forward. Our journey is about addressing the problem and reimagining solutions. Our road ahead is uncertain and uncharted, we don't have a map, but we have a direction. My name... is Chris Grollnek, and this... is "Destination Never Here." Join me on this journey as we delve deep, ask hard questions, and search for real answers.



**"REMEMBER - THE MOST  
COMMITTED WINS!"  
- CHRIS GROLLNEK**

Podcast Produced by: Ruben Roel





# ASPP STAYING ACTIVELY ENGAGED



- Super Bowl LVIII & LIX – Las Vegas & New Orleans (Security Operations Center/Active Shooter Desk)
- MidPoint Technology Group; Active Shooter Prevention Seminar – Maryland (presentation & demos)
- Blue Grass Army Depot, Briefer to the Under Secretary of Defense for Nuclear Matters – Kentucky
- Ft. Leonard Wood – Missouri (technology demonstration)
- Louise M. Davies Symphony Hall – California (assessment)
- Imron Corporation, Safety & Security Summits: Lucas Oil Stadium, SoFi, AT&T, MetLife, and Allegiant Stadiums (keynote & panel discussions)
- Safeware: Miami-Dade College and Columbia College (presentation & demonstrations)
- CFX 2024 and CFX 2025; Church Safety Conference – Tennessee (keynote & breakout presentation)
- National News Media Interviews: FOX, CNN, CBS, Newsmax, Canada TV, and many local affiliates
- Podcasts & Media: Joe Piscopo, Dr. Phil, Cop to Corporate Podcast, The Optimizer Podcast, & more
- YouTube High Five Award – ASPP’s Destination #NEVERHERE Podcast • DoD Physical Security Enterprise & Analysis Group (PSAG) – Chris Grollnek, Senior Briefer
- Axis Communications – Presented ASPP P.R.O. Model™ to U.S. Government Agencies
- Sam Houston State University & Region 4, Houston Texas (ASPP/CRLT launch)
- ASPP 2025 Annual Leadership Conference – Houston, Texas
- Emerging Technologies Institute – A Division of NDIA
- The School Superintendent’s Association (AASA)
- ISC West 2025, GSX 2025
- International Association of Chiefs of Police, 2025 Conference
- Interservice/Industry Training, Simulation, and Education Conference (I/ITSEC) 2025
- U.S. Department of Justice “A” National Standard 2025-26-27
- Defense Nuclear Facilities Safety Board – Program of Instruction

*Chris Grollnek*

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