

CONTACT:
David Morgan
Security Dealer Marketing
dmorgan@sd.marketing
888-572-4450

FOR IMMEDIATE RELEASE:

Partnership for Priority Verified Alarm Response Announces 2023 Board Members

PPVAR Announced their new board positions for the upcoming 2023-2024 term.

Fresno, CA | August 3, 2023— The Partnership for Priority Verified Alarm Response (PPVAR), an organization established to promote the value of verification and validation of alarm events during the emergency response process, recently announced their new president and secretary for the 2023-2024 board.

The 2023-24 term will be led by President Mark McCall, Director of Global Operations for IMMIX. Mr. McCall takes over from Immediate Past-President David Holl, Director of Public Safety for Lower Allen Township, PA. The PPVAR board is structured to alternate the role of President between the alarm industry and public safety each term. Mr. McCall commented on his new role at PPVAR “I have long believed that PPVAR is in a unique position to bridge the gap between the security industry and Public Safety and push forward topics that were important to both. They certainly have proven that over the past few years, as evidenced, in part, by pushing for and working with TMA in the creation of the AVS-01 Standard. I am honored to be a part of PPVAR and look forward to working with our members to advance our mission.”

Kristy Johnson, Director of Integrations at ADT, has been voted to the PPVAR Secretary role.

Ms. Johnson remarked, “The electronic security industry plays a vital role in protecting life and property. However, it is just one piece of a larger picture, heavily reliant on collaboration with law enforcement and public safety partners. When I joined the industry in 2012, I discovered a significant issue concerning false alarms leading to unnecessary police dispatches. This realization motivated me to work passionately on bridging the gaps within our industry and in my various roles throughout my time in the industry, I’ve remained dedicated to correct this discrepancy. My mission is to enhance the sector by focusing on solutions that make the best use of our combined resources and form true partnerships with public safety. My commitment to prioritized and verified alarm responses drives my enthusiasm to assume a more formal role within PPVAR (Priority Partners Verified Alarm Response) and actively contribute to these ongoing efforts.”

The complete board includes:

- Mark McCall - President
- Frank Fernandez - Vice President
- Joey Rao-Russell - Treasurer
- Kristy Johnson - Secretary
- David Holl - Immediate Past-President
- Rob Baxter
- John Chiaramonte
- Bob Finney
- Larry Folsom
- Scott Harkins
- Andy King
- Tom Nakatani
- Steve Walker
- Jeanne Palmer-Wulforst - Executive Director

PPVAR’s board represents a balanced team of professionals from the public safety, electronic security, alarm monitoring industries and consultants to these fields. Each one has demonstrated exceptional commitment to their industry and is dedicated to improving public safety.

Each of the individuals enjoys excellent relationships across public and private sectors, and each brings a unique perspective on the issues related to the alarm response process. Their collective expertise and diverse insights ensure PPVAR's mission to encourage the exploration and adoption of proven alarm verification technologies.

About PPVAR

Partnership for Priority Verified Alarm was founded in 2012 to promote the value of verification and validation of alarm events during the emergency response process. PPVAR is a diverse team representing all interests in the battle against property crime.

PPVAR's goal is to collaborate with all members involved in the alarm response process and share best practices, ideas, and the information necessary to maximize the effectiveness of all resources to protect our valued customers' life and property and first responder safety.

Membership in PPVAR is open to any stakeholder in the alarm response process including those in the alarm monitoring, electronic security, public safety fields and consultants to these fields. For more information, Contact PPVAR at Communications@ppvar.org or visit the website at www.PPVAR.org.