



Introducing Burch Falkner

Burch has been in wireless communications for a long, long time. He built his first crystal radio while in the 3rd grade. At the same time, he was learning about business by collecting bacon grease and newspapers, then selling them to the local grocery store to support the war effort (WWII, that is).

He was a coop business student while in high school and held down a full time job in broadcasting and a fireman while attending Samford University in Birmingham.

In the military, Burch was assigned to the U.S. Army Security agency involved in, what else? Communications! He says the best thing he learned in the military, and in college was the joy of learning, a trait that he has enjoyed all this life. A quick look at his work history provides an insight of his skills and how they work together to allow some very unusual capabilities.

Today, Burch is the CEO of Falcon Direct, Inc. a truly unique organization with a special focus on serving the needs of those that serve others. Burch applies knowledge in the areas of law, finance, and technical resources to provide unique solutions to those he serves.

A brief career overview

- 1955 – 1957 U.S. Army Security Agency
- 1958 – 1959, Technical Writer – Hayes International
- 1959 – 1960 Traveling service instructor – Robertshaw Fulton Controls
- 1960 – 1969, General Manager – Chapman Communications
- 1969 – 1971, District Manger, then Area Manager, General Electric
- 1971 – 1973 – Regional Manager, Sylvania
- 1973 – 1975 National Sales Manager – Boeing Aerospace
- 1975 – 1979, International sales manager, IEC Electronics
- 1979 – 1989, Business Consultant & Manufacturers Representative
- 1989 till present – Founder and CEO of Falcon Direct

Along the way, Burch picked up the ability to speak before large audiences on a variety of subjects. Among others, Burch has been a guest speaker at:

IWCE (International Wireless Communications Expo)

KACP (Kansas Association of Chiefs of Police)

NABER (National Association of Business & Educational Radio) NENA (National Emergency Number Association)

Pennsylvania Association of Radio Common Carriers

TAASRO (The Alabama Association of School Resource Officers)

(TCA) Tennessee Correction Assn. In his capacity as a marketing consultant, Burch has provided services for organizations such as:

Contemporary Communications Inc., Boston, MA

LIN Communications, New York, NY

Estereo Tempo – San Juan, PR

Burch has been a frequent contributor for articles to a number of magazines including: Communications, MRT, & RCR Through Burch's leadership, Falcon Direct earned their membership in the exclusive Motorola Pinnacle Club in 2003 and is a Premier Partner with Ritron, Inc. and a top sales producer for a number of top manufacturers including Cobalt-AV, Firecom, & ICOM.

As a Manufacturer's Rep, Burch was involved in a number of forward thinking projects including the installation UHF/LB vehicular repeaters for the NC Highway Patrol, licensing of the first private carrier paging system in America and participation in the development of FM broadcast sub-carrier paging.

Falcon Direct was called upon by Sandia Laboratories to develop a covert transmission system used with bomb detection devices at a number of high security military installations and classified civilian locations after 9-1-1. These systems were developed and delivered under budget and on time.

In the private sector, Falcon Direct has developed a number of systems for safety and security including the following:

ChurchAlert – An automatic fire notification system developed in response to a series of church fires in Alabama.

Companion – Alabama's first wireless notification system for courtroom security.

SafeSchools – A family of products and services developed to make schools safer.

And, the list goes on.....