

A message from a Time Traveler



To fellow pilgrims in a world of challenges and opportunity!

I am a time traveler. So are you. In the small portal of time that I have been allotted, I have witnessed some exciting times in the world of wireless. I was around for the birth of business 2-way radio, FM Stereo and later, AM Stereo broadcasting, Commodore computers, the Carterphone, community repeaters, personal paging, network PTT (Nextel), cellular phones, the Internet, and personal digital assistants (aka Smartphones). I know where I've been, have a pretty good idea of where I am, and a plan for where I want to be. Possibly, that plan could involve you and I working together. Burch Falkner - Birmingham, AL - 2015! Bio available at samaritanservices.biz/2.html.

A message from a Time Traveler

Presented by Burch Falkner, CEO

Falcon Wireless, Falcon Community Services, Samaritan Services. – Birmingham, AL

I am a time traveler. So are you. In the small portal of time that I have been allotted, I have witnessed some exciting times in the world of wireless. I was around for the birth of business 2-way radio, FM Stereo and later, AM Stereo broadcasting, Commodore computers, the Carterphone, community repeaters, personal paging, network PTT (Nextel), cellular phones, the Internet, and personal digital assistants (aka Smartphones).

I wouldn't swap this time for anything. It's been quite a ride and it is more exciting today than ever. The interesting thing is that I have been able to look at the world of wireless as a scroll with each evolution in technology first complimenting, then replacing, that which it followed. In the big business schools today, they call it growth by disruption and/or consolidation. Some of you might likely call it by another name.

Regardless of what you call it, the name of the game in business today is change. If you are old enough to remember when beepers were cool, or 2-way radios were mostly for police cars, you are either (1) Out of business, (2) Been gobbled up (or are the gobbler) in the process or market consolidation, (3) Part of a team involved in Managed System Infrastructure, (4) In jail, (5) Struggling to stay in business, or (6) Dead!

In simple terms, that means most of us are at a *Journey Junction* when it is time for our life to take a turn. This can be a tough time or an exciting time, depending on how we address change. Most will try to make things work that no longer work. Some will try to modify what they have done in the past to transition into a new business model. Some will move on to something different. Others will quit.

Until the last hundred years or so, our lives were patterned after those of our fathers. Our daddy was a blacksmith, a farmer, a merchant, a banker, publisher etc. That doesn't work anymore. We have to be in a constant state of reinventing ourselves. Some do it well. Some, not so good.

In the wireless communications industry, most of us will revert to what we know best in times of change. That is not necessarily a good thing. Others will strive to get ahead of the technology curve - a very risky strategy. I have been there and done that, and over the years I have developed relationships with some very bright people who have gone down in flames. The reason? They didn't understand the basic elements of business. I'll give you an example. Let's just call him BJ (also the name of one of my cats). BJ was a broadcast engineer by profession, and operator of a large private carrier 800 MHz radio system before he sold out to Nextel and made a lot of money.

With a pocket full of money, he did some incredible things but NEVER MADE ANY MONEY! Technically, he was at least a decade ahead of the wireless industry until he recently stroked out. He may return - probably not.

If you would like an insight into what he was in to, visit SamaritanService.biz, in particular the [Current Opportunity](#) section. For what it's worth, this opportunity and another involving smart meters for electrical utilities, is still available, but that's not the point.

The point is that BJ just didn't have what was needed to be a success in business. He actually had a better idea than most people since he came from a background of managed (or controlled) infrastructure, a key strategy long used by Motorola as a cornerstone for success in the wireless industry.

Other than having all the money (the banking and securities industry), all the resources (power, food, and fuel), or significant real estate; traditional business relies on the aforementioned controlled infrastructure (including voice and data communications), Distribution (Amazon), Innovation (Elon Musk), Trends (Facebook), Marketing (SimplySafe), or Vision (Warren Buffett). That doesn't leave much room for an individual or small company to adapt to changing technology and distribution.

At Falcon Wireless, we concluded that in order to survive, we had to find a market or two with a need, develop products for that market, develop the necessary essentials to market that product, and find the financial resources to support the endeavor. This reasoning was based on the fact that user devices in the communications industry had become a commodity item (i.e. we couldn't make any money selling other peoples products or services). We did not have control, nor do we now have control over system infrastructure, large government agency business, or special connections.

With this information in mind, we embarked on a mission to develop a unique line of products designed for a specific and exclusive market that were affordable to the user and profitable to us.

In a nutshell we are focusing on two primary market segments – churches and schools along with working agreements with local area first responders. Our emphasis is on SAFETY and SAVINGS. We have combined the technologies of communications, computers, the Internet, and security alarm detection/notification. We summed it all up by reinventing ourselves as being in the Racin business (we don't use the letter “g” in Alabama). Not Racin, as in NASCAR, but RACIN as in Rapid Alarm Control & Notification!

We made a careful analysis of our key strengths and weakness, and then proceeded to develop the products necessary to address our objectives while simultaneously developing programs to support our endeavors. This brings us to where we are now and why that might be of interest to YOU!

We think you may face many, if not all, of the problems and opportunities that every owner and manager in a “mature” business faces today.

Our dilemma was something like that of the buggy builders of the late 1800's. You could be the best buggy builder there ever was, but it made no difference if everybody wanted a horseless carriage. Some continued building buggies until the owners died off. Some switched to building bodies for car manufacturers. Some started building their own cars, and some switched to airplanes and motorcycles. I guess we are in that group that started building their own cars. Some built steam cars and others built electrics as they knew they could not compete with Henry Ford!

We analyzed our resources. In human resources, one marketing guy (that's me), the other an engineer (EE), a loyal and support staff, some good suppliers & contract service providers, a fairly large customer base, a mostly good reputation, and financially capable (at least we hope so) of sustaining a transition from selling products made by others to those we make ourselves.

We knew we would face future needs for added financial resources, an expanded marketing network, better manufacturing capability, added personnel, and all the things that go along with a growing business. That is partially why this information has been prepared – Partly to introduce the opportunity to join us in our newly reinvented identity and to make you aware of the opportunity or reinventing your own business based on the information shared with you.

Like it or not, we are all buggy builders. I think that a collaboration of the talent and resources of people like you provide the ability to take both of us to a new level in business with the potential to be greater than anything either of us has done in the past. We are offering this opportunity to a selected group of people, willing to work together toward a common goal for success.

There is enough talent, experience, and resources among the group selected (of which you are one); to do anything we collectively chose to do. The key to success is collaboration. Together, we can dominate new endeavors involving community safety through rapid initiation or detection of emergency needs and getting that information to those who can assist. Or, it could be another program involving safety and efficiency. The point is that reinvention can be a good thing!

Although this message is primarily directed to "traditional" 2-way radio dealers (i.e. those that are not part of a larger organization or simply pawns of a large supplier). We also recognize there are others who are suffering the effects of a "mature" electronics marketplace. This includes small market AM and FM broadcasters, business telephone sales and service organizations, and others with an electronics and business to business background that have been negatively impacted by consolidation, the Internet, too much competition, diminishing markets, and shrinking profit margins.

The purpose of the CAT-7 Program is not to replace what you may now be doing, but to compliment your current activities in generating additional sales revenues, more customers, and creating new opportunities for growth. On the following pages, I will get into more detail. Stay with me. It could be a good thing for both of us!

AN INTRODUCTION TO THE CAT-7 PROGRAM

Business is pretty much all about trying to survive while learning to thrive. We all would like to have a business that produces income on a continuing basis. That is easier said than done, since electronic communications historically has been based on a rapidly changing dynamic. The rewards can be great, but the risk can also be high. With that thought in mind, several years ago, we made the decision to develop a business model that was not based on government grant funding, or large investments in infrastructure, or dependent of a technology basically controlled by a single large manufacturer.

To accomplish this objective meant developing products that were uniquely designed to serve specialized needs of others. These products had to be affordably priced, yet capable of generating the profits need to support our needs. We need a distribution system consisting of like minded marketing partners, committed to a common goal, with a sharing of ideas and resources. The result of all that is what we now call, The *CAT-7 Program*. We will discuss the products shortly, but first, let's take a look at the program since it is the foundation for our mutual success.

You might ask why we selected a name like CAT-7? Actually, it goes back to an earlier comment regarding the segments of "mature" industries. To refresh your memory, here they are again. *If you are old enough to remember when beepers were cool, or 2-way radios were mostly for police cars, you are either (1) Out of business, (2) Been gobbled up (or are the gobbler) in the process or market consolidation, (3) Part of a team involved in Managed System Infrastructure, (4) In jail, (5) Struggling to stay in business, or (6) Dead!*

Other than Category 6, and possibly Category 4, there is still an opportunity to revitalize a "mature" business such as radio communications and business telephone system dealers as well as small AM and FM TV broadcaster, and possibly, the few remaining paging system operators, and small alarm system contractors. CAT-7 can be the first step in turning around a business that has the potential to reinvent itself by adapting to the needs of today. Quite simply, those needs are SAFETY and SAVINGS. We'll explain how all this works shortly. First, let's address the details of the CAT-7 Program.

We have seven unique product categories. A CAT-7 participant can choose as many categories for marketing as desired. Each of these products is available with protected territories, liberal profit margins and marketing support. We will get into more details later, but for now, here is a general overview.

There are two levels of CAT-7 participants - An *Area Partner* (one per state per product), and *Local Partners* (four per state per product). *Area Partners* earn 45% on most products (exceptions will be noted in Partnership agreement). *Local Partners* earn 30%. All Partners are required to purchase a demo of any product to be sold. It is not necessary to sell all products. YOU choose what you want to sell. *Area Partners* are also required to contribute to marketing expense, both for local area marketing as well as nationwide marketing through a common Internet portal. Additional information is available at www.info4u.us/cat7agreement. Now, let's take a look at the products!

CAT-7 PRODUCT FAMILY

AlarmAlert Premise Notification Accelerator



Additional product information is available at <http://info4u.us/AlarmAlert-Intro.pdf> and <http://info4u.us/AlarmAlert-Family.pdf>. Terminal prices range from \$949 to \$1,849 plus cost of external sensors and accessories.



BlueBox to keep people connected

Additional product information is available at <http://info4u.us/BlueBox-FGS.pdf> on one of our more popular models. Information on other models is available at <http://info4u.us/BlueBox-Family.pdf>. Analog VHF or UHF models are \$949. MotoTRBO, NXDN, and P25 models available at additional cost.

CrookCatcher Portable Surveillance System



Especially designed for law enforcement, *CrookCatcher* is a portable wireless stakeout system. Prices range from \$1,949 to \$2,498. See <http://info4u.us/CrookCatcher.pdf> for additional information.



InstaLertR and other Dispatch Center Products

We help dispatch centers do their jobs better with products like *InstaLertR*, *SmrtSite*, and *VoiceTXTR*. Prices range from \$369 to \$1,549. You can learn more about them, what they do and how they do it at <http://info4u.us/saso.pdf>.



EverGard Private Security Systems

EverGard is a completely self contained user installed, affordable, and efficient wireless security system for home or office use. Priced under \$1,000 and compatible with our *AlarmAlert* System. More info at <http://info4u.us/EverGard.pdf>. No monthly fee!



SiteAlert and **LoudMouth** plant safety products

SiteAlert, on the far left helps industrial plants comply with OHAS 18001 and *LoudMouth* on the right helps comply with 29 CFR 1910.165(b) requirements. Prices range from \$649 to \$849. Additional info available at <http://info4u.us/PlantSafety.pdf>.