Thought Force: Area Purchase of a Projector

for use at Area Meetings

Report to AWSC February 2020

Thought Force members:

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Background: Area 9 discussions (Board of Directors, Panel leadership) have led to the creation of this *Thought Force* tasked with providing a recommendation on the purchase of a projector for use at Area Meetings. Research was done (by Area) on the price and features of several projector options, which was provided to the Thought Force team.

Procedure: Thought Force members addressed the **5 Knowledge Based Decision Making (KDBM) questions** independently, reviewed each other's responses and then individually made their recommendations. Some additional (cursory) research was done by the thought force team (Fall 2019) on projector recommendations from well-respected technical websites: PCMagazine, CNET, BestBuy.   Note: projector features are upgraded frequently.

- https://www.pcmag.com/roundup/258331/the-best-projectors
- https://www.cnet.com/topics/tvs/best-tvs/projectors/
- https://www.bestbuy.com/site/buying-guides/projector-buying-guide/pcmcat342500050003.c?id=pcmcat342500050003

The results of the 5 KDBM questions were compiled and are presented as an **appendix.** A few comments were added by the thought force team to the spreadsheet comparing projectors prices and features (provided by Area) also attached.

Caveats:

- No **definition** of "Area Meetings" was provided. Our working definition of "Area Meetings" is: AWSC meetings and Assemblies. The key points that follow likely apply to other "Area" meetings, such as AMIAS' trainings and Area Workshops.
- The **timeframe** for the purchase was also not provided. Our "working" time frame is "now", the third year of Panel 58, although the key points that follow may also apply to the future.
- The **actual cost** of projector rental from hotel(s) was not provided to the thought force team However, our working understanding of the cost (including surcharges) of renting a projector from the hotel is that it is likely to be in keeping with other services provided by the hotel (coffee service, for example) in terms of surcharges. (Everything purchased through the hotel is more expensive than purchased externally in order to cover overhead, including - in this case - projector support and maintenance).

Key points:

- The thought force members each provided lists of things that need to be in place prior to the purchase, essentially a **"projector support system"**, involving people, storage, maintenance and transport. This "support system" presents additional uncalculated expenses beyond the price of the projector, as well as additional responsibilities including management and oversight.
- By nature of our organization, we undergo a **"turnover"** every 3 years, which complicates the maintenance of the "projector support system". It is difficult and perhaps unfair to make a purchase decision now that will have long-lasting implications for future panels..
- A 2020 projector may be outdated by Area 9 "turnover" to Panel 61 or 64. This could also involve **compatibility issues** with future Area servants' equipment (i.e. laptops)
- The only issue presented in favor of the projector purchase is a potential financial savings. However, this is outweighed by the potential **additional costs** (both financial and member service) associated with the projector purchase.
- The advantages of using **hotel equipment** includes support and replacement of equipment (by contract) if there is a problem during a meeting. The "projector support system" is their responsibility. System compatibility within the hotel venue is assured. No additional responsibilities or problems for Area 9.
- **Renting from local rental businesses** is reasonably priced for events not held at hotels (i.e. $120 per day, see Appendix)

Thought Force Recommendations:

- Purchase of a projector is **not recommended.**
- The use of loaned or member-owned projectors is not ruled out (unless there is a compatibility issue with vendor/hotel equipment)..
- If the **hotel contract** does not include a stipulation requiring projector "performance" during our meetings, that needs to be addressed.
- For Area events not held at a hotel, **renting a projector** from a local business is a reasonably priced option

Reviewed and submitted by theThought Force on January 20th, 2020

APPENDICES

Thought Force members – answers to Knowledge Based Decision Making Questions

Local projector rental example (for non-hotel events)

Updated projector comparisons

Thought Force on Area 9 Buying a Projector. Member 1

1. What do we know about our Area, our business practices, our trusted servants and our meeting planning needs? Is there anything we should consider or get more information about?

What I know about our business practices is:

- The Area Chair makes the contract with, and has complete authority over the meetings for AWSC and Assembly. (Concept 2 and 3)
- Hotels like we use for AWSC and Assembly are constantly upgrading and changing their technology.
- Commercial projectors, cables and other tech is of a far higher quality and purchased for use with a particular venue.
- Most of us make business practice decisions in Al-Anon like we would at our home or office. However, in service our opportunity is to practice the Steps, Traditions and Concepts in ways that we may not actually be able to do in other situations. (Tradition 6)
- Business practices at the WSO are fully founded on the Legacies, and the WSO, Board of Trustees and Staff are trying now to be very clear about what principles were used in the discussions for changes and recommendations.
- Trusted servants at the Area Level are volunteers with very busy lives. (Concept 4)
- We do not have an office or safe space to hold and protect property. (Tradition 6)
- Storing in members' homes puts us at risk for the property to be taken by an alcoholic – not because people are bad, but because alcoholism is the reason we are here. Even if a member does not live with alcoholism at the moment, it is a risk that should be considered since this is our primary purpose (Tradition 5) not maintaining secure storage.
- Most members of AWSC and Assembly have no idea how decisions are made regarding meetings, and most Officers don't know until they become responsible. Over the last several panels we are becoming more transparent and people are seeing the costs. But I'm not sure people understand them. I think people get confused and scared about the numbers. (Spiritual basis, essential elements, of KBDM)
- My experience is that the current business practice of renting the projector from the hotel have been in place since Panel 49. We have had extra money at the end of every year from Panel 49 through 2019. We are not overspending. (see Financial statements and budgets from 2008-2019)
- By the time a meeting rolls around every trusted servant has an enormous amount of work to do and responsibility for. Adding technology seems to me to be a burden. Even if currently some particular person wants to do it. (Tradition 6)
- Having one person decide who gets to use it and when is not necessarily spiritual (Warranty 2)

- What should we consider: Are we asking about this because of need or because of fear? What facts do we have that lead us to consider purchase? In the other thought force I see opinions but not facts. I have been involved with the Hotel contracts for Panel 52 (as Treasurer) and Panel 55 (as Chair) and I've never seen the hotel equipment be incompatible with our needs.
- What should we consider: Technology is changing all the time. Do we want to link ourselves to a 2020 Projector that may be obsolete by 2021?

2. What do we know about the capacity and strategic position of the Area relative to use of, ownership of, and care for property?

- Ownership of property has been difficult for our Area regarding walkie-talkies, microwaves and coffee urns. We have also had trouble dealing with massive amounts of leftover hospitality items.
- Trying to keep track of two bins for the meetings is sometimes a problem.
- Dealing with the items that come from Archives is up to that Coordinator.
- My experience is that we are not really good with ownership – we have no structure to depend on.
- I find Tradition 6, 8 and 9 to be helpful when taken together. We are not really organized as a business to have, maintain and oversee the use of a projector. We spend time on money and property rather than on our spiritual aim.

3. What do we know about current realities, evolving dynamics and the world that is relevant to owning a projector? What are the pros and cons?

- Technology is changing at a rapid rate.
- Presentations at meetings and how we do that are changing
- Al-Anon is a spiritual program. AWSC and Assembly are our Traditional Business meetings and according to Tradition 5 and 6 our primary aim is spiritual.
- Pros: it makes a few people feel good (less fearful) about "saving money"
- Cons: it creates a focus on property and money that are out of balance with our current financial situation; we don't have a good history of owning property and caring for it, and being fair and using it according to the ideas that had us buy it.

4. What are the ethical implications of our choices? Will our decision be in line with our spiritual principles? Can we name the spiritual principles we are using to make the decision?

- Ethically I think we are fine. Its ethical to buy a projector.
- Is it in line with our Spiritual Principles? I don't think so. My opinion. Tradition 5 and 6 say we have a primary spiritual aim. Tradition 7 says we need to be fully self-supporting, and for the last 11 years we have been self-supporting regarding the meetings.

- The Concepts lay out the delegated authority and so far our Chairs have made the decisions for our Area that work for the majority of people.
- Tradition 2 says there is one authority – a loving God. This keeps us from acting out of fear, as if fear was the authority for us to make decisions.
- We are learning about the Board (NFA AFG) and the traditional Area service, and perhaps we can take some time to make decisions in a different way. (Concepts 2 and 3)
- Our focus on fear of money takes us out of our spiritual principle of abundance.
- Responsibility, unity, keep it simple, acceptance – spiritual principles that allow us to work with hotels and businesses so that our meetings can run simply and the trusted servants can do their service.

5. What do we wish we knew but don't?

- I have my own opinion about this, but if you two want the Area to go forward I'm definitely willing to listen and to go along.

Notes from Member 2.

(Jan 3) Comments on Member 3's doc

So I have a hard copy of all your hard work in front of me. In a way I am glad that you did it all, but know that this isn't the way of a thought force. I know that I could not have gotten all this alone.   Just sayin'

Anyways, here's what I have to say in case the conference call does not happen.
I don't have Pat A's research in front of me. Does she recommend getting the best deal out there to serve Area's purposes currently and do away with renting from our meeting vendor? How big an item is this we are talking about? As technology evolves one moment at a time, what is on the market today that might work for Area's purposes for at least a year? How much is it?

Regarding the KBDM Questions:
Question 1: I like what you know about our members. We are such a kind people.
  Would like to know where the idea came from to buy a projector.

Question 2: Bullet #1 says it all. Where we are now is costly!
            Bullet #2 "projector compatibility" makes sense - what else is out there besides the economic adage and maintenance agreement/extended warranty? For example, are there trade-in(s) on any products when they are changed or upgraded?

Question 3: Our fellowship is in the real world and members expect and deserve presentations to be presented well. I see this in the first three bullets here. As for the Cons, did the BOD really discuss "control" issues re: storage and transport of said equipment. That makes me sad.

Question 4: Thanks especially for responding here, Sandra. I'm drawing a blank on ethics, spirituality, and projectors.

Question 5: What we don't know and wish we did?
            Who stores?
            Where is it stored?
            What size? Is it bigger than a breadbox? (sorry, I couldn't resist)
            What cost?

KBDM Questions - Thought force: Purchase of a projector for Area
Member 3

1. What do we know about our members (or prospective members) needs regarding this discussion?
- Members want meetings to run smoothly; effective meetings build strength in members
- Members respect the time and effort to organizing and running Area meetings and they appreciate that technical issues can arise with rented and/or donated projectors
- Donated projects are likely to have issues with compatibility with new equipment at hotel venue
- Hotel projectors may not me in good shape, as well - it's a gamble
- Willingness of trusted servant to maintain and store equipment is highly likely

2. What do we know about the capacity and strategic position of the Area relative to this discussion?
- Given recent treasurer's reports, the expenses related to the purchase of a projector (including maintenance and storage if necessary) are reasonable in comparison to continued rentals
- Projector compatibility (laptops, operating systems, wifi enabled, etc.) is probably one of the more important projector issues to consider for longevity of Area use beyond this panel
  - Basic economic adage: "you get what you pay for" is important to consider as well. Cheaper equipment is likely to not last as long.
  - Maintenance agreement ($) or extended warranty could be beneficial since most members aren't likely to be able to fix a projector or have time to do so if they could!

3. What do we know about current realities, evolving dynamics of the world and our fellowship's environment that is relevant to this discussion? What are the pros and cons?
- **Hotel venues hire professionals to provide the equipment along with service, including trouble-shooting when there is a problem with a projector.**
- "World" is becoming ever more technical, we should keep up to enable most effective program
- A projector purchase is a relatively simple upgrade; and is a "big bang for the buck". It is not uncommon for organizations (of comparable size with regular meetings) to have projectors for use by "staff"
- Pros: Technical issues with meeting presentations will be less likely

- Cons: Probably already addressed by Board of Directors (storage and transport). One more thing to have "control" issues about

4. What are the ethical implications of our choices? Will our decision be in line with our spiritual principles?
- Aside from issues that might be beyond or outside the concerns of Al-Anon (environmental concerns, country of manufacturing, etc) I really can't think of any "ethical concerns". "Values" are another matter - - - Some members might think that the money could be better spent elsewhere, but I'm guessing this is true of other expenses that members question -
- Spiritual concerns also seem to be nebulous. Each member should ask themselves about this rather than being "directed" by a thought force
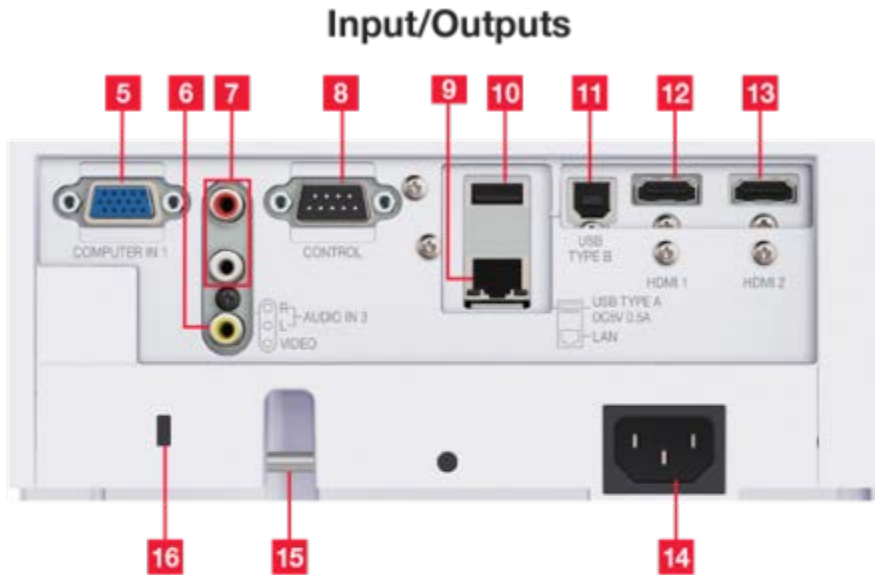
5. What do we wish we knew, but don't? Source: WSC Summaries (2007-2014)
- **Who will be responsible? Which position description needs to have this additional task – potentially problematic**
- **Are we solving one perceived problem (saving money) while creating a number of other problems? = Additional "overhead" (costs and responsibilities) created by the purchase of a projector.**
- Cost of storage
- Cost of maintenance, extended warranty
- Plan for "delivery" from storage to meeting
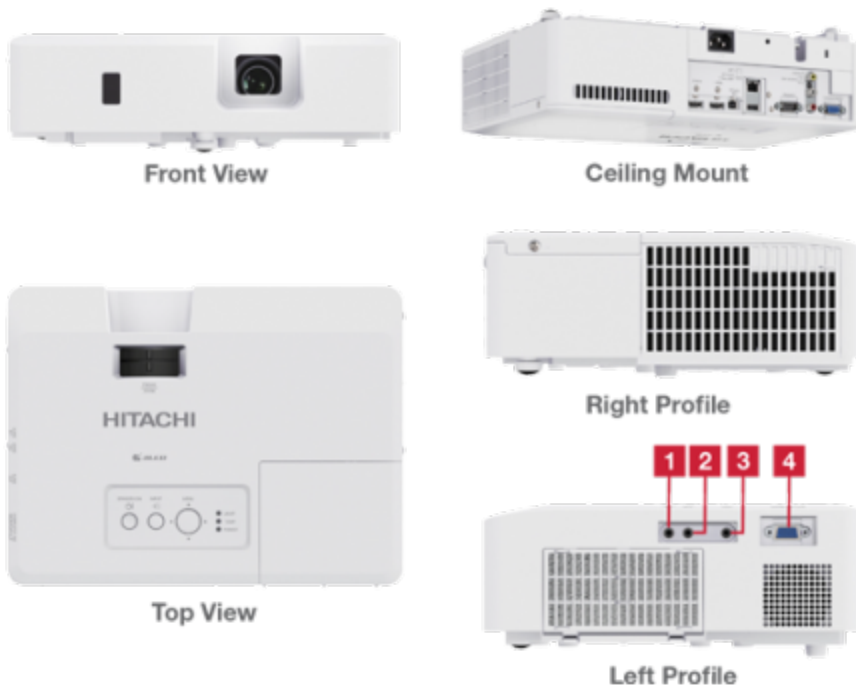- Plans for limited access/use (specific trusted servants, which ones?)

Example projector rental information (for Area events not held at a hotel)

Andy's Taylor Rental: https://taylorrentalstaug.com/

$120 per day

Input/Outputs

1. Audio In 1
2. Audio In 2
3. Audio Out
4. Computer In 2/ Monitor Out
5. Computer in 1
6. Video
7. Audio in 3 (L/R)
8. Control (RS-232C)
9. LAN
10. USB Type A DC5V 0.5A
11. USB Type B
12. HDMI 1
13. HDMI 2
14. AC
15. Security Bar
16. Kensington Lock

Front View

Ceiling Mount

Top View

Right Profile

Left Profile

Multi-Media Projector

- **Manufacturer**: Hitachi Power Tools
- **Model Number**: CP-EW4051WN

REQUEST AVAILABILITY

Description

High Performance LCD projector captures attention in classrooms or conference rooms with dynamic images and 4,000 ANSI lumens.

Key Features

- WXGA 1280 x 800 resolution
- 4,000 ANSI lumens brightness
- 16 watt audio output
- 20,000:1 contrast ratio
- HDMI x 2 inputs
- 12,500 hours lamp life (Eco mode)*
- 10,000 hours hybrid filter**
- HDCR2/Accentualizer
- Image Optimizer
- Perfect Fit 2

Accessories and Lenses

Supplied Accessories	Remote control, power cord, computer cable, AA batteries x 2, lens cover x 1, adapter cover, security label, user's manual (concise)
Optional Accessories	USBWL5G wireless adapter

Detailed Features

- Accentualizer: Hitachi original technology makes pictures look more real by enhancing sharpness, gloss and shade to make pictures as clear as pictures on a flat-panel device. You can also adjust the effects by three levels according to your surroundings so that the colors of projected images are the actual colors of the objects they represent.
- HDCR2 (High Dynamic Contrast Range): When average projectors are used in bright rooms, the darker colors of an image deteriorate and images become unclear. Using this function, blurred images caused by room lighting or outside light sources are corrected, and an effect similar to increasing contrast occurs. The recent enhancement to HDCR2 achieves not only auto tone enhancement but also auto color enhancement. This results in clear and vivid images even in bright rooms..
- Cloning Function: Copy configuration settings from one projector to others of the same model via USB memory. Cloning can save almost all PJ settings such as gamma and keystone via USB memory.
- ImageCare Technology: ImageCare is a lamp power control function that combines optimal picture performance with maximum energy savings by decreasing energy usage, improving contrast ratio and lengthening lamp life. The result is a lower total cost of ownership and decreased maintenance cost.
- Image Optimizer: The Image Optimizer automatically adjusts HDCR2 and Accentualizer to improve visibility as lamp brightness dims over time.
- Saver Modes: Automatically changes the brightness of the lamp if there is no change in the screen image. Using ImageCare technology, this feature gives optimal picture performance with maximum energy savings.
- Perfect Fit 2: Enables the user to adjust individual corners and sides independent of one another. Perfect Fit 2 provides vertical and horizontal digital correction of either barrel or pin cushion distortions. This feature helps correct geometric and complicated distortions. Perfect Fit 2 allows the projected image to fit correctly to the screen quickly and easily.
- Projector Quick Connection App For Mobile Devices: Our iOS application offers full projector control and also provides the capability to display photos, document files and web site contents. Available for iPad®, iPhone® and Android devices. Works over your LAN via your RJ-45 port or via an optional USBWL5G wireless adapter.
- Input Source Naming: Users can rename input sources in more descriptive terms instead of the factory default names.
- Network Control, Maintenance and Security: Embedded networking gives you the ability to manage and control multiple projectors over your LAN. Features include scheduling of events, centralized reporting, image transfer and e-mail alerts for reactive and routine maintenance.
- PC-Less Presentation: By using a USB memory stick or other storage device, you can use the projector without a computer. Menus are easy to see with a thumbnail display. There is also a slideshow function. This feature also supports the following file types: JPG, PNG, BMP, GIF, AVI, and MOV — frame rate is under 12fps 640 x 480.
- PIN Lock / MyScreen / MyText: PIN lock protection can limit projector users. MyScreen PIN lock keeps captured images on the startup screen. Users can set any name logo to

MyScreen, clearly identifying ownership. MyText provides the ability to write text on the startup screen such as model name, serial number or location.

- PJMessenger: PJMessenger function allows you to send and display text messages and audio alerts on your networked projectors. It is an easy and efficient way to send announcements out to multiple units.
- Present Content via LAN: Hitachi's suite of networking software allows you to easily send content directly from your PC to the projector via your LAN connection.
- Serial Number and Media Access Control Label: A label is affixed to side of projector to more easily access and read the model name, serial number and MAC address while mounted in ceiling use. This is a convenience for installers, end users and auditors for instant accessibility.
- Wireless Presentation Compatible: Connect the projector to a computer or your network using the optional USB wireless adapter (part number USBWL5G). The adapter supports IEEE802.11 a/b/g/n/ac.

Rates

- **Day**

$120.00minimum

AREA PROJECTOR COMPARISON - 8-2-19

Brand

Model #

Display type

Native resolution

Weight

Connectivity

Wi-Fi Connectivity

Brightness

Width

Depth

Height

Min Operating Temperature

Max Operating Temperature

Sound Emission

Sound Emission (Economic Mode)

Focus Type

Zoom Type

Zoom Factor

Keystone Correction Direction

Vertical Keystone Correction

Included Accessories

Cables Included

Power Consumption Operational

Contrast Ratio

Image Size

Native Aspect Ratio

Color Support

Lamp Life Cycle

Sound Output Mode

Output Power / Channel

Estimated Cost as of 8/2/19

https://www.pcmag.com/roundup/258331/the-best-projectors

https://www.cnet.com/topics/tvs/best-tvs/projectors/

https://www.bestbuy.com/site/buying-guides/projector-buying-guide/pcr

Epson
Pro EX7260
LCD
1280 x 800 (WXGA)
5.5 lbs
RCA, HDMI, USB, VGA Cable, S-Video, Component
Yes
3,600 lumens
11.9 inches
9.9 inches
3.6 inches
41 °F
95 °F
37 dB
28 dB
Manual
Manual
1.0 – 1.2
Horizontal, vertical
-30 / +30
Soft carrying case, Projector remote control, Batteries
Computer cable (VGA), USB cable
296 Watts / 211 Watts in Eco mode
Up to 15,000:1
33" – 320"
16:10 native, supports 4:3 and 16:9
Up to 1.07 billion colors
Up to 6,000 hour(s) / Up to 10,000 hour(s) - eco mode
Mono
2 Watt
$599.99

mcat342500050003.c?id=pcmcat342500050003

Epson

PowerLite 1975W

LCD

1280 x 800 (WXGA)

10.2 lbs

RCA, HDMI, USB, VGA Cable, Ethernet

Yes

5,000 lumens

14.8 inches

11.4 inches

4.9 inches

41 °F

95 °F

39 dB

31 dB

Manual

Manual

1.6x

Horizontal, vertical

-20 / +20

Wireless remote control

Unknown

435 Watts

10,000:1

29.9" – 300"

16:10 native

Up to 1.07 billion colors

Up to 3,000 hour(s) / Up to 4,000 hour(s) - eco mode

Mono

16 Watt

$1,880.58

RENTED FROM HOTEL FOR ASSEMBLIES - 2018
NEC
NP-M311W
LCD
1280 x 800 (WXGA)
6.4 lbs
Component, Composite, HDMI, S-Video, Analog VGA, HDMI
No
3,100 lumens
13.4 inches
10.1 inches
3.9 inches
Unknown
Unknown
35 dB
28 dB
Manual
Unknown
1.7x
Horizontal, vertical
-30 / +30
N/A
Hotel supplied cables
311 Watts
3,000:1
40" – 280"
16:10 native
Unknown
Up to 4,000 hour(s) / Up to 8,000 hour(s) - eco mode
Mono
10 Watts
Rental for both Assemblies in 2018 at $350 each / Purchase cost: $319.20

RENTED FROM HOTEL FOR ASSEMBLY 6/2019
NEC
M352WS
DLP
1280 x 800 (WXGA)
8.2 lbs
RCA, HDMI, USB, VGA Cable, Ethernet, Component
No
3,500 lumens
14.5 inches
11.3 inches
5.3 inches
41 °F
104°F
39 dB
33 dB
Manual
Optical
1.2x
Vertical
-30 / +30
N/A
Hotel supplied cables
335 Watts
10,000:1
59.1" – 122"
16:10 native
Unknown
Up to 3,500 hour(s) / Up to 8,000 hour(s) - eco mode
Mono
20 Watts
Rental cost from hotel: Check with Diane C. / Purchase Cost: $998.50

DONATED PROJECTOR - 1 of 2
Optoma
DS317
DLP
800 x 600 (SVGA) - Max image size: 1920 x 1200
5.5 lbs
Composite (RCA), S-Video, VGA In (Dsub-15pin), USB, RS232 (DB-9pin)
No
2,600 lumens
11.0 inches
8.1 inches
3.2 inches
41 °F
104°F
32 dB
30 dB
Unknown
Unknown
Unknown
Unknown
-30 / +30
Soft carrying case & **remote control** also donated
VGA to 3 x RCA
230 Watts
3,000:1
25.6 in – 300.2 in
4:3
1.07 billion colors
3,000 hours / 4,000 hours (eco)
Mono
2 Watts
Couldn't find anyone selling one

Onn
ONA19AV902
LED
1280 x 720
5.1 lbs
HDMI, USB, VGA Cable
Yes
3,100 lumens
12.6 inches
10.8 inches
4.6 inches
Unknown
Unknown
Unknown
Unknown
Unknown
Unknown
Unknown
Unknown
Unknown
Soft carrying case also donated
AC power adapter
Unknown
600:1
35.8 in – 150 in
16:9/4:3
Unknown
Unknown
Stereo
15 Watts
$159.99