



## CONFERENCE GUIDE

Hi, I'm Ed Tankersley, principal of Eight Trails, an online marketing and website optimization consultancy in Phoenix, Arizona. I'm looking forward to the BOLO conference, organized by my friends at Agencyside. Those of you who attended BOLO last year may remember my Conference Planner, which I whipped up to help me and you figure out which sessions to attend. Well, the folks at BOLO have done a great job designing their conference schedule – you can download it at [http://www.bolo2010.com/pdf/BOLO2010\\_Schedule.pdf](http://www.bolo2010.com/pdf/BOLO2010_Schedule.pdf) – so my planner isn't necessary this year.



Instead, here's some local guide information for those of you visiting Scottsdale from out of town – airport, transportation, dining, nightlife, weather. I hope it helps, and I hope you'll look me up at the conference. I look forward to meeting you!

### **Airport**

You probably have your flights booked already, but if you can do so, try to fly in to Terminals 2 or 3 at Phoenix Sky Harbor. The giant Terminal 4 includes Southwest and U.S. Air and is madness.

It takes unusually long to retrieve checked bags on the carousel at Terminal 4. In some cases, expect 20+ minutes. You definitely have time to use the restroom, get a soda, or buy a snow globe between deplaning and baggage claim.

For legit AZ souvenirs, the Arizona Highways shop in Terminal 4 is nice (although a bit pricey).

Oaxaca Mexican restaurant in Terminal 4 is a good local institution with an airport outlet.

### **Ground Transportation**

The Hotel Valley Ho is in the heart of Old Town Scottsdale, about 20 minutes from the airport. Cabs from the airport to the resort will run around \$15-\$20. If you want to rent a car, rates in Phoenix with airport pickup and drop-off start at \$54/day for a standard. Fox and Advantage have the lowest rates at this time, with Alamo posting the lowest rates of the major brands.



### **The Valley Ho**

The conference is at one of the coolest spots in the Phoenix area, the Hotel Valley Ho. The Valley Ho is a local landmark that opened in 1956 and underwent an expansive 2005 renovation that maintained its legendary cool.

### **Lunch**

Monday is a planned lunch, but Tuesday is lunch on your own. Here are some good options (many are good options for dinner and drinks, too, so keep them in mind later in the evening):

- The hip Café ZuZu at the Valley Ho offers flavorful American comfort food – burgers, Reubens, clubs, and BLTs – with a contemporary twist.
- Malee's Thai Bistro – A lot of locals count this as their favorite Thai food. 3 blocks east of the hotel on Main Street.
- Frank & Lupe's Old Mexico – Excellent Mexican food in a city known for its Mexican food. 3 blocks east and 2 blocks north on Marshall Way, just north of Indian School.
- Grazie Pizzeria – Great pizza, calzones, bruschetta. It's close but it's small, so getting lunch and getting back in time might push the limits of human endeavor. 1 block east on Main Street.
- Café Forte Bistro - Cafe Meatloaf with a light burgundy sauce and smashed potatoes, baked brie. Yum. Two blocks east on Main Street.
- Arcadia Farms – Great sandwiches, salads, tarts. It can get crowded, so if you're going here, make sure you're the first one out of the door after the last morning session. Two blocks east on 1st Avenue.

### **Dinner and Drinks**

Agencyside's conference sponsors are throwing a cocktail reception for us each night of the conference at the Valley Ho. If you want to venture out for a cocktail and dinner after that, here are some favorites you can walk to or take a short cab ride:

- Trader Vic's – Hold on! Before you wander away from the Valley Ho, you have to drink a pina colada or a mai tai at this legendary Polynesian-themed watering hole. Great appetizers and dinner, too.
- Coach House – This funky little tavern was built as a private clubhouse by a few local ranchers when this area was nothing but ranches. Now it's our private clubhouse. Two blocks east and two blocks north, on the southeast corner of Goldwater and Indian School.



- Old Town Tortilla Factory – Margaritas, tasty Mexican food, all on a cool outdoor patio. Literally right across the street (east) from the Valley Ho.
- Dos Gringos – The crowd’s younger here, but maybe you are, too, so I threw it in. Cervezas, tacos, margaritas, beach palapa décor. It’s only a 10-minute walk, but grab a cab so you can find your way back.
- Kazimierz World Wine Bar – This is my favorite bit of Scottsdale. Upscale meets dark and funky. Take a cab to this one, too. The streets in that neighborhood can be a maze after a couple glasses of wine.

### **Attire**

You thought LA was laid back? Welcome to Arizona! The Agencyside folks suggest casual to business casual, jeans are fine. Dress comfortably and carry light layers for the cooler mornings and over-air conditioned rooms.

### **Weather**

There are two ideal times to visit Phoenix. One of them is March and one is October. Lucky you! We’ll have highs around 90, with low humidity. Lows will be around 65. Bring a sweater or light jacket to the sessions, as our state motto is “It’s never so cool outside that we can’t make it colder inside.”

### **Comments?**

Did you find this guide helpful? I’d love to hear how you used it, and what you’d add or subtract for next year. You can find me on Twitter at @EdTankersley, or on my website at [EightTrails.com](http://EightTrails.com).

Thanks to Jay Baer at Convince & Convert for the idea and the airport research.