

HOTEL  **TEXAS MONTHLY**



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1512 SOUTH CONGRESS AVE. | AUSTIN, TX
MARCH 9-16, 2019

TexasMonthly

RICE
BUSINESS

CONVERSATION STARTERS

More than 400,000 people participate in SXSW, making this week prime time to meet new friends. Make like a SXSW panelist and spark conversation with these fun facts gleaned from research at Rice Business.



HOW OUR FRIENDS' FRIENDS MAKE US MORE CREATIVE

PROFESSOR JING ZHOU

Who do you know? The more diverse your social network, the more innovative you tend to be. In fact, research by a Rice Business professor found that the key ingredient to creativity wasn't who our friends are, but who their friends are. Friends of friends provide the raw material we use to come up with new ideas — so go make some new friends, and get to know the rest of their crowd.

CAN YOU SPOT ME A TWENTY?

PROFESSOR JEFFERSON DUARTE

Beauty may only be skin deep, but an honest face is the real deal, according to Rice Business research. When it comes to who to trust, we can make a surprisingly accurate assessment just by looking at someone. This has obvious repercussions for lenders, who, like the rest of us, are often swayed by appearance. In this case, judging a book by its cover pays off: Borrowers who look more trustworthy really are more likely to pay us back.



CLEAN UP YOUR ACT

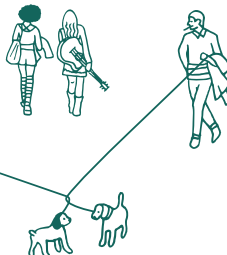
PROFESSOR VIKAS MITTAL

Was there a stain on your hotel carpet? Curdled milk at the continental breakfast? A single gross encounter can trigger our primal feeling of disgust — and this feeling is more powerful than we might realize. Rice Business research finds that disgusted people are more likely to act unethically. The good news: just thinking about cleaning products, or catching a whiff of citrus, can counteract the effects.

WHY ONE SELFIE ISN'T ENOUGH

PROFESSOR OTILIA OBODARU

We've all come to crossroads in our lives where we've had to choose from multiple paths forward. Maybe you pursued an engineering degree instead of musical theater, or chose J-school over a JD. A Rice Business professor found that those alternate versions of yourself never go away: they remain a part of your self-concept indefinitely. Think of that next time you pose for a selfie — and make sure to capture all your angles.



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READ MORE AT RiceBusinessWisdom.com

FROM THE HORSE'S MOUTH

PROFESSOR K. RAMESH

Analysts' recommendations often get dismissed as repackaged corporate PR, but that's not always the case, according to Rice Business research. They frequently provide information that contradicts a company's party line, and can help investors get a better sense of a stock's true value. In other words: Listen to the experts.

JEKYLL & HYDE DEALMAKING

PROFESSOR HAJO ADAM

When you're trying to close a deal, a hard-nosed approach only goes so far. To win big, try emotional instability, according to Rice Business research. Alternating between warmth and hostility will keep fellow negotiators on their toes and generates insecurity levels that make them more willing to concede. It's not likely to win you any long-term friends, however.

NOT ALL SELF-CONTROL IS CREATED EQUAL

PROFESSOR UTPAL DHOLAKIA

Overindulgence comes in many forms. Although past research has focused on self-control generally — you have it or you don't — new research from Rice Business has found that our ability to exert self-control varies depending on what it is that demands our willpower, whether that's a new pair of shoes or a piece of chocolate cake.

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TRY YOUR LUCK AT SXSW BINGO—NO PRIZES, JUST BRAGGIN' RIGHTS.

Margaritas in martini glasses	Two dudes on scooter	Car going the wrong way down a one-way street	Willie Nelson statue outside of ACL Moody Theatre	Insane lines outside Hopdoddy
The giant jackalope at the The Jackalope on Sixth St.	Selfie stick	Yogis at Barton Springs	Fairies in Zilker Botanical Gardens	Even more insane lines outside Franklin Barbecue
All the tacos	Bill Murray	1.5 million Mexican free-tailed bats	Segway tour	A guitar player pushing a rig down the street for load-in
Law enforcement on horseback	Shorts with cowboy boots	A confused musician wondering why they can't get in with a wristband	Chicken sh*t bingo at C-Boy's Heart & Soul	Mixtapes on the ground
Bands playing in front yards	Lyndon Johnson telling jokes at the LBJ Library	The moontower from "Dazed and Confused" in Zilker Park	"Don't Move Here" t-shirts	A street performer with life-size puppet backup dancers

HOTEL HAPPENINGS

CONCIERGE + BAR

Daily
Noon–5 p.m.

KINETIC ENSEMBLE

Mon.–Thurs.
4–5 p.m.

DISCUSSION SESSIONS

Mon.–Fri.
See Schedule

SONGWRITER SHOWCASE

Friday
See Schedule

THESE LIVE PERFORMANCES ARE COURTESY OF RICE'S SHEPHERD SCHOOL OF MUSIC



GRAB A DRINK

1. EGO'S LOUNGE

Inspired by all the great music you've heard at SXSW? Head to Ego's—tucked behind a gas station and under an office building—and make like a rockstar at the dive bar's free nightly karaoke. 510 S. Congress Ave., (512) 474-7091

2. CONTINENTAL CLUB

This historic bar opened in 1955 as a swanky private supper club. Although it is swanky no more, the small bar remains a classic destination for live music in Austin. 1315 S. Congress Ave., (512) 441-2444, continentalclub.com

3. GUERO'S TACO BAR

Grab a frozen margarita at this historic Tex-Mex restaurant and head to the patio for live music. 1412 S. Congress Ave., (512) 447-7688, gueros.com

4. HOTEL SAN JOSÉ

The courtyard lounge of this bungalow-style hotel is the place to see and be seen during SXSW. Head to the Hotel San José/Jo Coffee's parking lot for the 20th annual South by San José celebration March 13-17, with free live music and local vendors. 316 S. Congress Ave., (512) 444-7322, sanjosehotel.com

5. JUNE'S ALL DAY

Need a respite from the festive? This classy neighborhood cafe and wine bar is the place to be. 1722 S. Congress Ave., (512) 416-1722, junesallday.com

EAT A SNACK

6. EL PRIMO

You cannot come to Austin and not try a breakfast taco. Really—it's prohibited. This trailer has been serving classic combinations of huevos and tortillas since 2004. Cash only. 2101 S. First St., (512) 227-5060, elprimomex.com

7. JOANN'S FINE FOODS

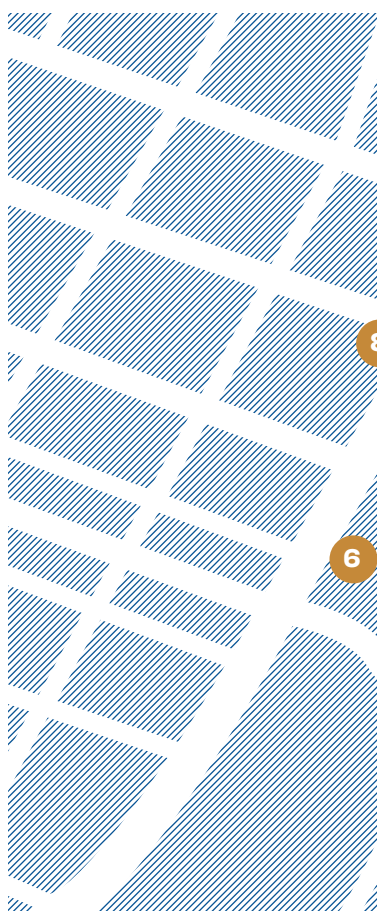
Austinites love a good patio and the patio at Joann's does not disappoint. Socialize while you snack on Cali-Mex fare like Gulf shrimp and octopus ceviche or Joann's queso, made with Soyrizo. 1224 S. Congress Ave., (512) 358-6054

8. BOULDIN CREEK CAFE

Need something green? Head to Bouldin Creek Cafe for vegetarian fare, including the best tofu scramble you've ever had (assuming you've ever had a tofu scramble). 1900 S. First St., (512) 416-1601, bouldincreekcafe.com

9. ELIZABETH STREET CAFE

If you're craving something sweet, head over to South First Street to Elizabeth Street Cafe, a Vietnamese cafe and French bakery with the flakiest croissants this side of the river. 1501 S. First St., (512) 291-2881, elizabethstreetcafe.com



THIS WAY TO
BARTON SPRINGS
AND ZILKER PARK

THIS WAY TO
STATE CAPITOL AND
CONVENTION CENTER

SPEND YOUR WEEK AT

HOTEL ATX **TEXAS MONTHLY**

LOCATED IN THE HEART OF SOUTH CONGRESS.

Concierge Desk • Beer + Coffee
Happy Hour Music • Giveaways + Free Swag
Pop-Up Shops from Lucchese & Stetson

Join us for live-podcasts and discussions hosted by *Texas Monthly* and professors from Rice Business.

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DON'T MISS THIS

10. SOUTH CONGRESS BRIDGE

Walk north on Congress to the S. Congress Bridge to snap a photo of the picturesque Texas State Capitol. Then, turn your attention to Lady Bird Lake. The famous bats return in March, so stick around on the bridge until after sunset to catch a glimpse of the largest urban bat colony in North America as it unfurls into the sky. If you want some exercise, stroll down the Ann and Roy Butler Hike and Bike Trail to the South Lamar Bridge. austintexas.gov/department/ann-and-roy-butler-hike-and-bike-trail

11. JO'S COFFEE

Grab a latte at Jo's Coffee, which has been serving coffee and bites on South Congress since 1999, and pose for a picture in front of the famous "I love you so much" mural, spray-painted on the side of the coffee shop in 2010 by local musician Amy Cook for her then-partner—and the owner of Jo's Coffee—Liz Lambert. 1300 S. Congress Ave., (512) 444-3800, joescoffee.com

12. WILLIE NELSON FOR PRESIDENT MURAL

You were always on our minds, Willie. 1415 S. Congress Ave.

13. GREETINGS FROM AUSTIN MURAL

Artist Todd Sanders painted this mural in 1998 when South First Street had a distinctly different vibe. It was restored in November 2013 after a zillion camera flashes zapped it of its color (just kidding). 1720 S. First St.

14. ROADHOUSE RELICS

After you snap your selfie, head inside to Roadhouse Relics, Todd Sanders' studio and art gallery featuring vintage-style neon signs and '50s-era decorations. 1720 S. First St., (512) 442-6366

SHOP A LITTLE

15. PROTOTYPE VINTAGE

Spice up your SX threads by shopping the racks at this vintage boutique with styles for both men and women at affordable prices. 1700 S. Congress Ave., (512) 447-7686, prototype-vintage.com

16. SOUTH CONGRESS BOOKS

This used bookstore specializes in "quirkiana" and collectible books. Snag an original music poster to impress your friends back home. 608 S. Congress Ave., (512) 916-8882, southcongressbooks.com

17. ALLENS BOOTS

You might not think you need cowboy boots—that is, until you see the more than 4,000 boots on display at this landmark local business. Anyone know how to two-step? 1522 S. Congress Ave., (512) 447-1413, allensboots.com

18. YETI FLAGSHIP

This Austin-based cooler company has set the standard for keeping coffee hot and beers cold since 2006. Looking at tumblers making you thirsty? The store's patio bar—called Barr—serves ice-cold beers with Yeti-cooler seating. 220 S. Congress Ave., (512) 640-7249, yeti.com

GETTING AROUND TOWN



SXSW TO-DOS: No badge? Sign up for the SXSW Guest Pass, which will get you on the list for free events, shows, and giveaways announced on the Guest Pass email list. guestpass.sxsw.com. There are plenty of SXSW events that aren't officially "SXSW events." Check out the Unofficial Guide to SX at unofficialsxguide.com or visit do512.com for info about free food, music, exhibits, and more.

RIDESHARE: Uber and Lyft operate in Austin; you can also hail a ride through RideAustin, a nonprofit rideshare based in Austin that allows users to round up their fares to benefit local charities as well as a "female driver mode" for women and those that identify as women to request a female driver. rideaustin.com

E-SCOOTERS: With more than 14,000 e-scooters on the streets in Austin, you won't travel far before you find one. Lime and Bird are the most common, but there are now 10 e-scooter companies operating around town. Download the app, scan the QR code, and get scootin'—most rides will set you back about \$3. You can ride on sidewalks in most parts of town, but always yield to pedestrians. Might we suggest wearing a helmet? austintexas.gov/docklessmobility

MOD BIKES: This Austin-based e-bike company offers rentals by the hour (\$20/hour) or for the day (\$99/day). Skip the car—and traffic—and zip around town with electric pedal assist. 1632 S. First St., (512) 518-3445, mod-bikes.com/rentals

SCHEDULE: SESSIONS & SHOWCASE

Join us for the most thought-provoking sessions outside of the downtown grid. Each session is a live-podcast recording, hosted by *Texas Monthly*, and features leading researchers and professors from Rice Business.

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ALL SESSIONS, NO BADGE!

MONDAY, MARCH 11

2 P.M.

THE SURPRISING SCIENCE OF SCANDAL

Professor Anastasiya Zavyalova, a scholar of scandals, reveals startling truths about public-facing scandals, from NCAA to the Catholic Church.

3 P.M.

IS TEXAS STILL FULL OF WILDCATTERS?

A discussion featuring Gaby Rowe, Marc Nathan and Lawson Gow exploring the question of whether and how Texas stacks up for starting businesses, taking big risks, and forging new industries. Session will touch on Houston as an innovation hub.

TUESDAY, MARCH 12

2 P.M.

LIVE LONG AND PROSPER—WHAT AMERICA'S NEWCOMERS KNOW ABOUT LIVING LONGER & SAVING MONEY

Rice Business Wisdom Editor Claudia Kolker explores some surprising ways Americans can benefit from the skills and habits of people new to the U.S.

3 P.M.

INSIDE THE MAGIC OF WORK EPIPHANIES

A conversation with Professor Erik Dane about epiphanies at work and in life: how they happen and what they tell us about the nature of problem-solving.

WEDNESDAY, MARCH 13

2 P.M.

THE STRANGELY IMMOVABLE ECONOMICS OF LIVE PERFORMANCE

A conversation with Dean Peter Rodriguez on his research into what live performance reveals about our economic future.

3 P.M.

THE CANTANKEROUS COMMUNITY MEAL

A discussion featuring Professor Doug Schuler examining the challenges in social sector collaborations to address food insecurity.

THURSDAY, MARCH 14

11 A.M.

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FRIDAY, MARCH 15

KICK OFF THE WEEKEND!

11 A.M.

UNMARKETING: A GUIDE TO NOT BUYING ANYTHING

A conversation with Professor Utpal Dholakia, a marketing expert who encourages people to buy and consume prudently to maximize pleasure.

12–5 P.M.

SONGWRITER SHOWCASE

To celebrate the end of the engaging week, Texas Monthly and Rice Business invite you for a day-long series of local songwriters and musicians. Artists include: Paul Dally, Jess Williamson, Jesse Woods, RF Shannon, Sleep Good, and Migration of Wolves.