



SANTA CRUZ TECH BEAT

A news digest for folks who want to know what's up in the Santa Cruz tech community.

Digest #6

Digest #6! If you're new to [Santa Cruz Tech Beat](#), you can view our previous digests [here](#).

As SCTB subscribers, you are eligible to win 2 free tickets to the kickoff Sept 18 [Event Santa Cruz](#), awarded to whomever comes up with the best idea to build up our subscriber list with business and community leaders. Send ideas to santacruztechbeat@gmail.com by Sept 7. Also, SCTB subscribers get 20% off [Event Santa Cruz](#) tickets with promo code: **sctechbeat20**.

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Thanks,
[Sara Isenberg](#), *Producer, editor, and aggregator*
[Santa Cruz Tech Beat](#)



Celebrating 3 Decades of Innovation in Santa Cruz

6:30 pm Wednesdays: September 4, October 2, November 6

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News:

- [Jon Luini explains the evolution and ethics of the internet music industry](#)
"With artists in the driver's seat when it came to distributing their music, IUMA's model was a far cry from the rampant piracy commonplace on the next generation of online music downloading sites. Its purpose, rather, was to give unsigned artists a place to share their music and connect with fans, which Luini says is the biggest challenge for any band that is not pop."
- [More on Laing and Stanojevic's sale of MerchantOS to LightSpeed](#) *"It's kind*



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of like the completion of some sort of dream," said Laing, 34, of the entrepreneurial journey that has brought him home again. Laing and Stanojevic spent nearly a decade building MerchantOS, which was acquired by LightSpeed, a Montreal, Canada-based, venture capital-funded company."

- [**UCSC ranked among best colleges for computer science majors**](#) *"UC Santa Cruz is highly ranked among the nation's top computer science programs for "lifetime return on investment," according to a new analysis by Affordable Colleges Online. Graduates from these schools earn more on average than computer science graduates from other schools, enjoying the largest earning gaps in comparison with non-degree holders, according to AC Online."*
- [**12 Watsonville High School TEC students create app to help other students learn about college**](#) *"The students attended a five-night technology and leadership camp, called Youth Empowerment Institute, at UCSC, hosted by Global Information Internship Program (GIIP), an undergraduate fellowship program at UCSC and funded by a grant from Community Foundation Santa Cruz County."*
- [**JotForm announces API Developer Competition, grand prize of \\$5000 for best app, \\$500 for other categories**](#)
Deadline for the contest is September 24, 2013.
- [**Free Sneak Peek Week at MakersFactory, September 3-6, 2013, 3-4:30**](#) The public is invited to this first annual event where kids and adults can sit in on a sampling of the most popular classes.
- [**Lloyd Tabb: great software is an act of empathy**](#) *"Listen to your users, try to understand and synthesize what they are really trying to accomplish. Be inventive, ignore convention, if its in the way, be simple and above all, love your audience."*

Noteworthy, but not brand new

- [**\\$10 Million Tech Fund in Santa Cruz?**](#)

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[March interview with Sean Tario](#)

Tario talked with Matthew Swinnerton about his "path from tech consultant to entrepreneur, his take on the local tech scene, and why he's got his heart set on making a \$10 million Tech Fund a reality for Santa Cruz"

- We are looking forward to updates related to this: **[Community Leadership 2013 Visit to Boulder and Fort Collins Vision & Purpose](#)**. "The **[report of the Findings of the 2013 CLV \[PDF\]](#)** to Boulder and Fort Collins, including a list of those who participated, provides detailed analysis and information about the trip."

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