



# SANTA CRUZ TECH BEAT

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

## Digest #19

In the spirit of Thanksgiving, I'd like to thank these active sponsors: [PLT Labs](#), [South Swell Ventures](#), [Product Ops](#), [City of Santa Cruz Economic Development](#).

Thanks,  
[Sara Isenberg](#), Curator, producer, editor  
[Santa Cruz Tech Beat](#)  
<http://santacruztechbeat.com>

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### Features:

- [TEDxSantaCruz seeks tech speakers for March 2014 event](#)

TEDxSantaCruz, an event that will take place on March 8, 2014, is seeking extraordinary voices in our local community who have a unique idea or an unusual and insightful perspective - and who can convey it in a dynamic way. We are looking to hear from potential speakers from our local tech community who are ready to share their innovative ideas around the theme of "Activate" on the TEDxSantaCruz stage.



### News:

- Events the week after TG:
  - [New Tech Meetup, Wed Dec 4.](#)

[South Swell Ventures](#)

South Swell Ventures, LLC

**6:30 pm, at Cruzio**

- **Think Local First Annual Mixer, Thu Dec 5, 5:30-7:30 pm, at KSCO Radio**

- **HuffPo: Santa Cruz Mayor Hilary Bryant Challenges Tech CEOs To Surf Competition**

*"We already have a vibrant tech community, a top university, co-working spaces and a close proximity to Silicon Valley," Bryant said. "We want to let these CEOs know that we're not just a good place to live and recreate and have fun, but we're also a very serious place to do business."*

**[Watch video here.](#)**

- **More ... after Civinomicon:**
  - **What's next? (It all depends on how you vote)**
  - **From SLV News: Elevating the Level of Public Discourse**
  - **From Steve Blum: Santa Cruz mayor's keynote surf challenge caps inaugural Civinomicon**
  - **Watch: what folks were saying**

- **Looker noted as "red-hot" by IDG Connect**

... as one of the 20 top pre-IPO companies in 2014 B2B tech. *"What makes for a red-hot company? Knowing which closely-held companies have the strength in depth to succeed is an inexact science..."* Read for clues.

- **Alex Cowan, author of Starting A Tech Business, shares latest lean startup adventure**

*"Brand Lattice is a brand identity creation platform to allow you to uncover your company identity and represent it with a high-quality, complete, brand identity system."*

- **Science magazine lauds prosthetic made with a FOX shock**

*"The same FOX shock technology that softens the crash landing of a mountain bike is sharing*

**PLT Labs**



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**Sara Isenberg Web Consulting & Project Management**



top honors for its use in a prosthetic foot worn by extreme competitive racers. [The Versa Foot](#), a prosthetic designed by competitive racer Mike Shultz was named last week as one of the top inventions of the year by Popular Science."

- [Modarri: The Toy Car Reinvented \(Lotta design tech in this low-tech toy\)](#)  
Successful toy designer David Silvergate and partner Brian Gulassa launch Kickstarter campaign for finger-powered street, dirt & track car with real steering, suspension & performance + hex tool to swap parts & create hybrids.
- **What's up at UC Santa Cruz?:**
  - [Data Dilemma: How can you be protected from hackers who could attack your bank and destroy your account data?](#)
  - [Computer scientist Phokion Kolaitis wins 'test of time' award for 2003 paper](#)
  - [Hidden workshop turns out complex equipment for UCSC scientists](#)
- [Watch: International Day of the Girl: "Innovating for Girls' Education"](#)  
*"... in honor of International Day of the Girl 2013, Dining for Women, a non-profit dedicated to helping women and girls in the developing world, hosted this special event ... that sweet spot where art and technology merge, within a global giving circle."*

## Noteworthy, but not brand new

- **From Scott Design:**
  - [What is Responsive Design?](#)
  - [Case Study: Adobe Web Tools Selector](#)
  - [Case Study: eQuest Website](#)

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