SANTA CRUZ TECH BEAT

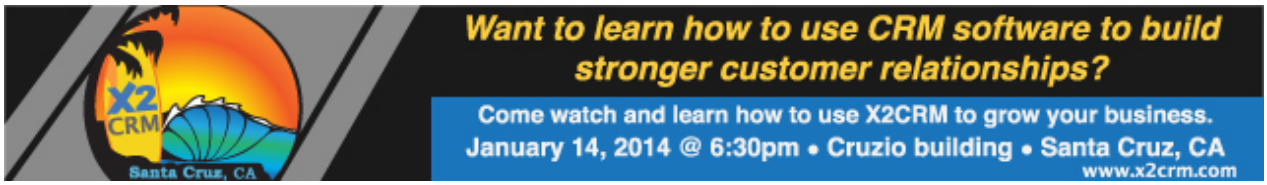
A news digest for folks who want to know what's up in the Santa Cruz tech community.

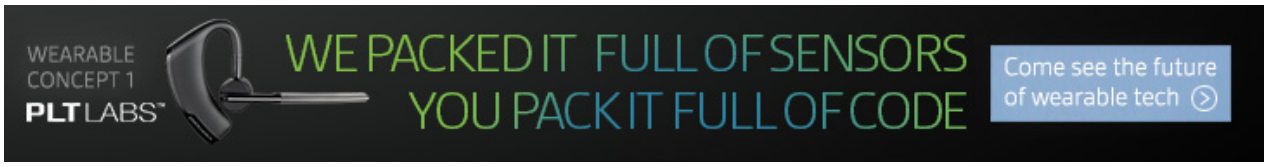
Digest #24

This week Santa Cruz Tech Beat introduces a catalog of local tech businesses (and related services). See the start of the catalog **here**. Take advantage of the Early Bird Special in January: add your business to the catalog **here**.

Thanks,

Sara Isenberg , Producer, Editor, Curator
Santa Cruz Tech Beat
http://santacruztechbeat.com





Coming Up:

- **SC New Tech Meetup** will meet Wed, January 8, 6:30pm at Cruzio. Plan to hear from PayStand, Motrr, Apptology, and the usual hoopla. This meetup generally meets each 1st Wednesday.
- Intro to **The Startup Challenge**: Tue, January 14, 4-6pm, at NextSpace, and Tue, January 21, 4-6pm, at Cruzio.
- Darren Odden invites you to the inaugural meeting of the **Design Santa Cruz Meetup** on Wed, January 15, 6pm, at NextSpace.
- **Santa Cruz Wordpress Meetup** meets each 3rd Wednesday, 6pm, at Cruzio.

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Sara Isenberg Web Consulting & Project Management

- **Santa Cruz Web Developers Meetup** meets each 2nd Saturday, 10am, at NextSpace.

News:

- "Hippie beach enclave no more? A gaggle of politicians, entrepreneurs and deep-pocketed investors want to diversify from Santa Cruz County's $500-million-a-year reliance on summer tourism." **Silicon Valley Business Journal names Santa Cruz in list of five cities to watch** in 2014.

- The Sentinel **followed up on the SVBJ article above with more local details**.

- Congratulations to Cruzio President, Peggy Dolgenos, recently elected to **chair the board of the Santa Cruz County Business Council**.

- Zach Friend on **Building the Santa Cruz Brand**: "This community has a brand to showcase that more than a sum of our problems - it is a sum of our collective innovations."

- In an effort to bring its agriculture industry into the modern age, Salinas city officials have **hired a venture capital firm to try to fund a startup incubator** and attract talent from Silicon Valley.

- *Stay calm. Keep making the world better*. **Chris Neklason on Haters and Trolls**.

UC Santa Cruz

South Swell Ventures

PLT Labs

ProductOps

City of Santa Cruz Economic Development

The Startup Challenge

- From SVBJ: Know about **Netflix's humble start** at Scotts Valley Best Western?

- Still craving more *House of Cards*? Reed Hastings, resurrected: Netflix CEO named **2013 Executive of the Year**. (He's local.)

- Local app developer invents **new way to learn how to play music with the Music Wormhole**, and launches **Kickstarter** campaign.

TEDx Santa Cruz

Year End-isms:

- Civinomics reviews their **one year in action**, and shows off their 2013 timeline **infographic**.
- Blazing the trail of science: **Top scientific breakthroughs from UC Santa Cruz in 2013**, an "excellent year for research."
- Cruzio shares their **Top 10 list for 2013**.
- Santa Cruz has radically transformed its market positioning and image. **Santa Cruz becomes the place Silicon Valley wants to be**: it's now a young, cool and techie Silicon Valley beach town, says Tellus Venture Assoc.

Noteworthy, but not brand new

- The Silicon Valley Business Journal reports on how **local policymakers**

are making plans to expand internet access and capacity to attract and keep entrepreneurs, consultants, and satellite offices for Silicon Valley tech companies.

- Watch: **video about Nextspace**, winner of Santa Cruz Chamber's Entrepreneur of the year.
- Watch: **video about David Haussler**, winner of Santa Cruz Chamber's Man of the year.

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