



SANTA CRUZ TECH BEAT

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

Digest #26

Only 10 days left to take advantage of the [January promo for Santa Cruz Tech Beat's new business catalog](#): \$49 for one year listing during January. (\$69 after January.)

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



Coming Up:

- [WordPress Meetup](#): Wed, Jan 22, 6pm, Cruzio. Topic: Common WordPress mistakes and how to avoid them.
- [Startup Weekend Monterey Bay](#) at CSUMB, Jan 24-26: a 54 hours event where enthusiasts come together to share ideas, form teams, build products, and launch startups. *Use promotional code "MEETUP" to get 25% off the registration of \$99.*
- [TechRaising Meetup](#): Thu, Jan 30, 6:30pm, NextSpace. Prepare for the spring TechRaising weekend.
- Intro to [The Startup Challenge](#): Tue, Jan 21, 4-6pm, Cruzio. Tue, Feb 11, 4-6pm, NextSpace. Applications due March 10.



[Sara Isenberg Web Consulting & Project Management](#)



Features:

- "A brand truly is the user's beliefs about this product, service or community." County Supervisor, Zach Friend, asks: [Can innovation be Santa Cruz's brand?](#)
- From the strawberry fields of Watsonville to the White House, ["winning the LOFT award of the Hispanic Heritage Foundation is an experience I will carry with me forever."](#) writes student Marcus Cisneros.
- Local companies collaborate to help bolster [ROP tech education in Santa Cruz County](#). "I suspect a half dozen new career programmers and Makers were born on that day," says Cruzio co-CEO Chris Neklason, referring to one particularly exciting day in class.

Other News:

- Suzanne Wouk on how [being an Urban Picker lead to the creation of SnapPost](#). Still in Beta, SnapPost is like having an EBay virtual assistant.
- At what point does Big Data become too big? The [Good Times cover story](#) features bioinformatics/genomics expert David Haussler and data/storage expert Ethan Miller.
- Crowdfunding Campaigns Lessons Learned... aka [How We Raised \\$65K](#)

[UC Santa Cruz](#)



[South Swell Ventures](#)



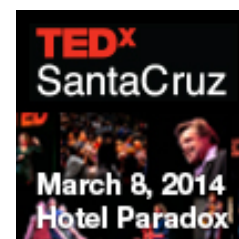
[ProductOps](#)



[City of Santa Cruz Economic Development](#)



[TEDx Santa Cruz](#)



[The Startup Challenge](#)

for 2 Overlapping Crowdfunding Campaigns



- From UC Santa Cruz:
 - [Electrical engineer Alyson Fletcher receives NSF CAREER Award](#)
 - [New technique allows "nanobiopsies" of living cells](#)
 - [Cancer Genomics Hub adds childhood cancer data](#)

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