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.
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
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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