Digest #27

Two quick things:

- **BUSINESS CATALOG**: Let's show the world outside of Santa Cruz how vibrant our tech ecosystem is. Add your biz to the new Business Catalog. **Only 3 days left to take advantage of the January promo** of only $49 per YEAR. Regularly $69.

- **SURVEY**: **Win a free listing in the new Business Catalog! Just complete this short survey** and you will be entered in the drawing to win (if you provide your contact info).

Thanks,
Sara Isenberg, Publisher
**Santa Cruz Tech Beat**
[http://santacruztechbeat.com](http://santacruztechbeat.com)

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**Coming Up:**

- **TechRaising Meetup**: Thu, Jan 30, 6:30pm, NextSpace. Prepare for the spring TechRaising weekend.

- **Santa Cruz New Tech Meetup**: Wed, Feb 5, 6:30pm, Cruzio. It'll be a special one. More below...

- **WiSE (Women in Science and Engineering) luncheon**: Addressing gender bias in STEM fields, Thu, Feb 5, 12noon-2pm, UCSC University Center.

- Intro to **The Startup Challenge**: Tue,
Feb 11, 4-6pm, NextSpace. Tue, Feb 18, 4-6pm, Cruzio. Applications due March 10.

Features:

- Broadband: What exactly is the Board of Supervisors considering to adopt? [Supervisor Zach Friend tells us what's coming up](http://archive.constantcontact.com/fs182/1102136716634/archive/1116351144879.html) at the January 28 meeting.


- Tickets now on sale for the 3rd annual [TEDxSantaCruz conference](http://archive.constantcontact.com/fs182/1102136716634/archive/1116351144879.html): The theme this year is "Activate" and the all day event will showcase an impressive lineup of dynamic speakers.

- [Design Santa Cruz](http://archive.constantcontact.com/fs182/1102136716634/archive/1116351144879.html]: This new Meetup hopes to be a forum for discussing design, sharing creative works, and facilitating inspiration.

News:


- Looker looks at 5 Business Intelligence Shifts: [How 2014 Won't Be Like 2013](http://archive.constantcontact.com/fs182/1102136716634/archive/1116351144879.html).
● A Boon for Small Business: **Opportunity Fund gains new support** for microloans in Santa Cruz County.

● What does *skeuomorphism* have to do with it? Scott Design shares top **10 online marketing trends for 2014**.

● From UC Santa Cruz:

  ○ *Cosmic Knowledge and the Long-term Strategy of the Human Race*: Renowned astronomer Sandra Faber will give a **public talk at UCSC** on Feb 5.

  ○ Using a 10-meter telescope, **UCSC researchers detect a large luminous nebula of gas** extending about 2 million light-years across intergalactic space.

  ○ UC Santa Cruz graduate student **nominated for four Independent Game Festival awards**.

  ○ UCSC students **hold forum on Wearable Computing Innovation**.

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