



SANTA CRUZ TECH BEAT

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

Digest #28

Wow, so much news this week!

- Still seeking feedback: [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).
- The Business Catalog is growing: [Get listed. Just \\$69/year.](#)

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



TED^x SantaCruz: Activate
Tickets available online now!

March 8, 2014 • Hotel Paradox • Santa Cruz

Coming Up:

- [Santa Cruz New Tech Meetup](#): Wed, Feb 5, 6:15pm, Cruzio. It promises to be great one, and will fill up to capacity.
- [Santa Cruz Web Developers Meetup](#): Sat, Feb 8, 10am at NextSpace.
- [TechRaising Meetup](#): Thu Feb 27, 6:30 at NextSpace.
- [TEDxSantaCruz 2014:Activate](#): Sat Mar 8, 9am-5pm at Hotel Paradox.
- [Chamber of Commerce 25th annual Business Fair](#): Wed, Mar 19, 4-7pm at Coconut Grove. (Get your exhibitor table now.)



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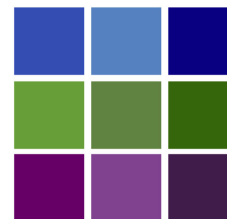
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- [TechRaising weekend: Tix on sale now](#) for Apr 25-27.

Features:

- Yahoo buys Tomfoolery for \$16M. There's a whole lotta [Santa Cruz and NextSpace Effect™](#) in Tomfoolery's history.
- UC Santa Cruz will play major role in [\\$40 million Center of Excellence in Stem Cell Genomics](#). UCSC will run the center's Data Coordination and Management program building a centralized database for genomic data.
- Santa Cruz tech community [celebrates 6 year anniversary of Santa Cruz New Tech Meetup](#). Founder Doug Erickson reflects on how it has grown.
- Stonyfield Farms shifts to [Innovative Supply Chain Management with SupplyShift](#). Founded by three UC Santa Cruz Ph.D. graduates, they found their developer at TechRaising.
- Maverix Biomics [lands \\$100K order for 99 Lives initiative](#). Co-founder is UC Santa Cruz professor, Todd Lowe.
- [CSUMB hosts successful Startup Weekend](#) in January with 70 competitors, 12 coaches, 5 judges, and 3 winners.



[ProductOps](#)



[South Swell Ventures](#)



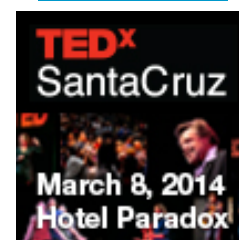
[UC Santa Cruz](#)



[City of Santa Cruz Economic Development](#)



[TEDx Santa Cruz](#)



- Plantronics was named [2013 winner of Secretary of State's Award for Corporate Excellence](#) for corporate citizenship, exemplary employment practices, environmental stewardship and innovative business practices.

[The Startup Challenge](#)



More News:

- Sustainable economic growth on California's central coast demands cooperation. [Bud Colligan's prescription is to use the region's unique assets - marine science, genomics and organics research, proximity to Silicon Valley.](#)
- Any work done on public roads in Santa Cruz County will have to include broadband facilities in the future: [If you dig broadband in Santa Cruz, just dig once.](#)
- Security firm AVG has created a [new software product, PrivacyFix](#). With it, you can see your privacy exposure on sites like Facebook, Google, and LinkedIn. PrivacyChoice, founded by Santa Cruz local, Jim Brock, was acquired by AVG in May 2013.
- [UC Santa Cruz appoints Scott Brandt as vice chancellor for research](#). In this capacity, he will champion UCSC research and faculty to Silicon Valley and beyond and to bolster the campus's technology transfer capabilities.

- [Plantronics wins two prestigious IF product design awards](#). "As a pioneer in wearable technology, Plantronics places significant importance on all aspects of design and our products are known for their performance, reliability and ergonomic excellence," said Darrin Caddes, VP of Corporate Design.

Tech in Santa Cruz? Grok! Want your news in Santa Cruz Tech Beat?

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