



SANTA CRUZ TECH BEAT

The go-to source for Santa Cruz tech

Digest #117

What do YOU think the top local tech news stories were in 2015? I hope you'll weigh in. Please [drop me a note](#).

Lynda Weinman and Bruce Heavin, founders of lynda.com, were at the Colligan Theater in Santa Cruz last week to share their startup story as part of CSUMB's President's Speaker Series. Find out what they did -- wrong and right -- to ultimately end up being acquired by LinkedIn earlier this year in a \$1.5B deal.

Today is the day that Santa Cruz City Council will vote on whether to proceed with a city-wide fiber-to-the-premise network in partnership with Cruzio. This topic is #22 on the [meeting agenda](#). Watch on [CTV's video feed](#) or head on down to council chambers to see it live.

It's hackathon season. CSUMB recently hosted theirs and UCSC's is coming up in January.

This week, learn about Snapi and PredPol. And, now that data collection is ubiquitous, what's the local connection between data collection and garbage collection?

All this, and more news that you need to know! Start reading!

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Top Stories:

- *"We didn't have ambitious goals. We just wanted to make a living doing what we wanted to do."* That's the beginning of the [lynda.com story, as told to a rapt audience at the Colligan Theater](#). *"The call from LinkedIn was a surprise. Nobody was brokering a deal."*
- Central Coast students devoted an intense weekend at Startup Hackathon Monterey Bay hosted by CSUMB as they [built prototype apps to solve real business and community problems](#).
- No more sandbagging! *"We've created a set of tools so you can make your Sales System actually useful for a Sales Rep."* [So what is different about Snapi?](#)
- *"Hack UCSC has become an essential synapse between the city and the university."* Over 500 student programmers, designers, and tech enthusiasts are expected to gather for [the 3rd annual hackathon in January](#).

plantronics.



SANTA CRUZ
WORKS



- What does it mean to "mathematize" criminal behavior? Predictive Policing's forecasting technology includes high-level mathematics, machine learning, and theories of crime behavior. [Find out what PredPol IS and what PredPol is NOT.](#)



[UC Santa Cruz
Computer Science
Department](#)

- UCSC was a forerunner in developing sustainability programs with recycling dating back to the early 1990s. [How does UCSC now use data and automation to drive to zero-waste?](#)



- The County of Santa Cruz has [updated their Citizen Connect app](#). This includes a link to critical El Niño information as we prepare for what is expected to be a wet winter.



- Plantronics announces a new capability that makes it simple for enterprise IT managers to audit and deploy [security and compliance enhancements to DECT wireless headsets across an organization.](#)



Jobs/Gigs/Internships: [View 'em all now.](#)

- [SCTB Partners](#), let us know if you want your jobs posts highlighted here.



Events

Note: Dates, times, and locations are all subject to change. Be sure to check the meetup website for your event.

- Tue Dec 8, 6pm: [Startup Monterey Bay Tech Meetup](#) at The Press Club, Seaside.
- Wed Dec 9, 3pm: [ASAP Presents: From Volume to Value-Based Partnering Event & Plantronics Smarter Working Tour](#) at Plantronics, 345 Encinal St., Santa Cruz.
- Wed Dec 9, 6:30pm: [Santa Cruz County Ag-Tech Meetup](#) at Digital NEST (NEW location).
- Sat Dec 12, 10am: [Santa Cruz Web Developers Meetup](#) at NextSpace.
- Wed Dec 16, 5pm: [Santa Cruz Women's Javascript/FrontEnd Development Meetup](#) at Looker.
- Wed Dec 16, 6-8pm: [Good Seeds 2015: Social Good Accelerator Graduation](#) at Museum of Art & History.
- Wed Dec 16, 6:30pm: [Santa Cruz Bitcoin & Crypto-currency Meetup](#) at NextSpace.

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[our EVENTS page](#).

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