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SANTA CRUZ TECH BEAT

The go-to source for Monterey Bay tech

Digest #162

Here's the news you need to know.

Big news from Catbird (hint: acquisition). Futuristic Lights (remember them) announces their 3rd product. We have two items from the Santa Cruz New Tech Meetup: a photo-essay that captures the best-networking scene at the Guy Kawasaki event, and the video of Guy's full presentation, courtesy of Event Santa Cruz. Forbes AgTech Summit will return to Salinas for the 3rd year in a row. Western Growers announces the new leader for their agtech startup incubator in Salinas. The County of Santa Cruz is looking to hire a consultant to develop a system to attract & retain skilled tech workers. The County's RFP is now out (and it's due back soon). Speaking of great networking, Santa Cruz was alive last Friday as the community turned out in droves to see Onewheel at Cosmic and to celebrate Cruzio's annual extravaganza open house, plus the MAH, plus the Food Lounge, and all the other cool venues.)

And, there's more, so scroll down and start reading!

Sara Isenberg

Founder, Publisher, Editor-in-Chief
Santa Cruz Tech Beat
<http://santacruztechbeat.com>



Top Stories

Catbird is getting acquired. BC Partners and Medina Capital announces an agreement to acquire the privately-held cybersecurity company based in Scotts Valley focused on software-defined security. [Read this article.](#)

Futuristic Lights announces their third major product: a smaller, lighter gloving light that combines the two features of their two previous products. [Read this article.](#)

The County of Santa Cruz seeks a consultant to develop a system to attract and retain skilled tech workers. Here's the RFP for Technology Sector Initiative 2016. [Read this article.](#)

Our Partners



Guy Kawasaki came to town to talk about The Art of Social Media. Actually, he already lives here. Did you make it to the standing-room-only meetup? If not, here's the video.

[Watch the video.](#)

SCNTM offers the best networking in town for tech-minded locals. Photo-journalist Jan Janes captures the Guy Kawasaki scene at the Santa Cruz Tech Meetup. In addition to Guy, Doug, and Amanda, I found Melody, Patti, Karen, Jacob, Matthew, and others. [View the photos.](#)

The Forbes AgTech Summit will return to Salinas for a third time in June 2017. [Read this article.](#)

Solar project will help Merrill Farms in Salinas "harvest the sun for profit and sustainability." [Read this article.](#)

"Modern Tribe is a development agency operating in a manner many of us strive for -- they've built a truly global, decentralized, remote team." [Read this article.](#)

Former mayor of Salinas will work with Western Growers to further develop the Western Growers' Center for Innovation & Technology into a premier agtech startup incubator. [Read this article.](#)



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The Center for Innovation & Entrepreneurial Development at UCSC reflects on the annual Business Design Showcase held earlier this year and prepares for the next one in April 2017. [Watch the video](#) .

Solar project will help Merrill Farms in Salinas "harvest the sun for profit and sustainability." Read this article

Jobs/Internships

- [View all job openings](#)
- [Post a job \(free\)](#)

Events

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

- Wed Nov 9, 12-1pm: [SBDC's Search Engine Optimization Tips](#) at Downtown Branch, Santa Cruz Public Library.
- Wed Nov 9, 7-8pm: [Community TV Orientation](#) at 325 Soquel Ave, Santa Cruz.
- Thu Nov 10, 12-1pm: [Branded Better:](#)



SANTA CRUZ
WORKS



*Advancing Chicanos/Hispanics
& Native Americans in Science*



[More Customers, More Customer Loyalty](#) at NextSpace.



- Sat Nov 12, 10am: **[Santa Cruz Web Developers Meetup](#)** at NextSpace.
- Sun Nov 13, 4-6pm: **[Digital NEST 2nd Birthday Party](#)** at Digital NEST, Watsonville.
- Tue Nov 15, 6pm: **[Design Santa Cruz Meetup](#)** at NextSpace.
- Tue Nov 15, 6:30pm: **[Startup Monterey Bay Tech Meetup](#)** at The Press Club, Seaside.
- Wed Nov 16, 5pm: **[Santa Cruz Women's Javascript/FrontEnd Development Meetup](#)** at Looker.
- Wed Nov 16, 6:30pm: **[Santa Cruz Bitcoin & Crypto-currency Meetup](#)** at NextSpace.
- Thu Nov 17, 5:15pm: **[Watsonville Makers Meeetup](#)** at Digital Nest.
- Fri Nov 18, 6:30pm - Sun Nov 20, 9pm: **[Startup Weekend Santa Cruz](#)** at NextSpace.

**View more events on
[our EVENTS page](#).**

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