SANTA CRUZ TECH BEAT

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

Digest #11

There are several great events coming up. See below. Otherwise, you know the routine now: **read news online**, **subscribe**, **submit news tips**, **view past digests (archive)**, **see jobs**, **view community blogs & resources**, and more.

Thanks,
Sara Isenberg, *Curator, producer, editor*
Santa Cruz Tech Beat: http://santacruztechbeat.com

Santa Cruz New Tech Meetup

Celebrating 25 Years of Innovation in Santa Cruz

6:30 pm: September 4, October 2, November 6

Click **HERE** to Attend

News:

- **Monarch Media makes Inc.'s Fastest Growing list for 3rd year**
  The Santa Cruz based company creates eLearning products for education, corporate, government, and healthcare, and agriculture clients. Solutions include online courses and trainings, mobile apps, learning management systems, educational software, and custom multimedia development. Customers include a growing number of corporate, government, educational and nonprofit organizations, including local names such as UC Santa Cruz, ETR Associates and the city of Santa Cruz.

- **Tomorrow, Oct 2, 6:30pm: Santa Cruz New Tech Meetup**
  Learn about the startup journey and new technologies from Tomfoolery, Modern Tribe, Five3 Genomics, and Open Counter. Plus hear a few startup pitches, and mingle w/ key folks in the tech community.
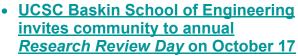
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City of Santa Cruz Economic Development

- **Event Santa Cruz's second monthly event set for October 16, 7pm**
  Come and experience seven Santa Cruzans telling stories about themselves, and their businesses. Lineup includes: Peggy Dolgenos & Chris Neklason, Ted Holladay, Cliff Hodges, Chip, Ian Utile.

- **UCSC Baskin School of Engineering invites community to annual *Research Review Day* on October 17**
  Research Review Day 2013 -- free but RSVP rquired -- will highlight some of the groundbreaking research at Baskin. The program is divided into three focus areas -- Data Science, Mobile and Pervasive Computing and Regenerative Medicine. Check program schedule. **http://rr.soe.ucsc.edu/2013/program**

- **New Mobile Health App Directory Launched in Santa Cruz**
  "MobileHealthMarketplace.com is the first directory of mobile health and medical apps which focuses on solutions that connect patients and medical professionals with company health, wellness, workers' compensation and safety programs."

- **Priority for new funding for California broadband consortia goes to counties without one**
  "A new round of grant applications is under way for regional broadband consortia in California. First priority will go to proposals for the nine counties that are not currently covered by a consortium. Existing consortia, which cover the other forty-nine counties in California, can also apply for additional money, although they'll be second in line."

- **Tonight: Oct 1, 7pm. Santa Cruz Drupal User's Group meets 1st Tuesdays, at NextSpace**
  "The Santa Cruz Drupal User's Group is looking to connect Drupal users in and around Santa Cruz. We have a budding tech community in Santa Cruz. One factor in our tech growth is the use of Drupal at several local web shops, start-ups, and organizations. Drupal use at UC Santa Cruz is also growing and it's time we all got

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Santa Cruz New Tech Meetup

Event Santa Cruz

together to share knowledge and learn from each other."

- ## UCSC hosts "Ed Talks" on October 17, 5:30pm, Top of the Ritt [*Sold out but watch it live online*]
  Themed "*Local Roots, Global Impac*t," the event will consist of 3 TED-style talks by leading educators:
  - David Haussler: The Quest to Conquer Cancer: Computer Geek to the Rescue,
  - Terrie Williams, Saving Endangered Species: The Story of the Hawaiian Monk Seal,
  - Alan Christy, Humanities Today: The Transformational Power of Student-Centered Learning

- ## Plantronics BackBeat GO 2 Wins PCMag.com Editors' Choice Award
  "PCMag.com recognized the innovative BackBeat(R) GO 2 wireless earbuds with an Editors' Choice award for best budget stereo Bluetooth headset. This award is given to reviewed products that meet the qualifications and standards of PCMag.com's editorial staff. BackBeat GO 2, which was introduced on July 23, is the next generation of the company's best-selling wireless stereo earbuds for today's always-connected consumer."

- ## Civinomics workshop: How Can We Rebrand Santa Cruz?
  "Santa Cruz is often written off by both outsiders and locals as being a bubble, disconnected from the rest of the Bay Area as it is from the world... What we need to do now is take a step back and focus on the strengths of this community we choose to live in. What do you want people to think of when they hear 'Santa Cruz?' And perhaps just as important, how do we see ourselves?"

Noteworthy, but not brand new

- ## Catbird Supports VMware's NSX Platform
  Catbird, a Scotts Valley based startup that specializes in security for virtualized environments, is among the vendors supporting VMware's new virtual networking platform, NSX. *"The list of security-focused supporters already*

includes the better known Fortinet, McAfee and Trend Micro. But Catbird will focus on supplying security to the precise pain points of virtualized environments."

- **Catbird Closes $10 Million Investment from Medina Capital**
"Catbird, the leader in security and compliance for virtualized and private cloud data centers, today announced that it has secured a $10 million investment from Medina Capital, a high-growth equity investment firm focused on the IT infrastructure sector. The company plans to use the new funding to accelerate its global go-to-market strategy with expanded sales and marketing; to further develop its virtualization security solution; and to continue its technology leadership. This investment brings Medina's total investment in Catbird to $12 million.

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