



SANTA CRUZ TECH BEAT

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

Digest #12

An even dozen. I'm always on the lookout for news tips so do send them. You know the routine: [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](http://santacruztechbeat.com)



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News:

- [Santa Cruz County supervisors move forward with comprehensive broadband policy](#)

"The Santa Cruz County board of supervisors voted 4-1 to approve recommendations for encouraging and assisting the deployment of new and upgraded broadband infrastructure. There was good representation from the local tech community, including Cruzio and UCSC."

- [Cabrillo College dedicates new science center](#)

A \$900,000 gift from the Peggy and Jack Baskin Foundation made the project possible. Before the renovation, the physics, engineering and computer science students were spread over eight buildings on campus, said Jo-Ann Panzardi, chair of Cabrillo's engineering department. "What I see now is that the STEM center is a hub for learning that creates a sense of community among the students," Panzardi said.

- [Get Stoked on Social: Santa Cruz's Best Twitter Accounts](#)



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Online guide *Santa Cruz Life* recommends local Twitter accounts to follow with categories for bloggers, news, community, technology, sports, outdoors, art, schools, local, and business. No promise that it's perfect but readers can add their favorites in the comments section.

- **[Santa Cruz culture gives tech start ups a competitive edge](#)**

"The culture of community is Santa Cruz's greatest export," said Sol Lipman, one of three local entrepreneurs speaking at the October Santa Cruz New Tech Meetup celebrating the growth and innovation of the local tech scene.

- **[America's foremost nerd comic comes to Planet Cruz Comedy show on November 23 at the Rio](#)**

Planet Cruz announces the November 23 show will be joined by "America's foremost nerd comic" Don McMillan, a technology engineer turned stand up comedian. Check out his 4 minute video clip of "[Life After Death by Power Point](#)."

- **[Get your tix: Second Event Santa Cruz coming up Oct 16](#)**

Lineup includes: Peggy Dolgenos & Chris Neklason of Cruzio, Ted Holladay of Studio Holladay, Cliff Hodges of Adventure Out, Chip of Downtown Association, Ian Utile a visionary strategist, Jaimi Ellison of CORE Fitness & Rehab.

- **[Remember: UCSC Baskin School of Engineering annual Research Review Day on October 17](#)**

The program is divided into three focus areas -- Data Science, Mobile and Pervasive Computing and Regenerative Medicine. Check program schedule. Free and open to the public but must RSVP: <http://rr.soe.ucsc.edu/2013/program>

- **[Two remaining SBDC Brown Bags in this year's series](#)**

Use Your Ad Dollars Wisely on Oct 10, and *Does Your Business Need Intellectual Protection* on Nov 14. Both 11:45am-1pm, Downtown branch of SC Public Library.



[Sara Isenberg Web Consulting & Project Management](#)



[Santa Cruz New Tech Meetup](#)



[Event Santa Cruz](#)



Noteworthy, but not brand new

- [Alex Cowan presents keynote at Salesforce Users Conference](#)

Santa Cruz based author of *Starting a Tech Business: A Practical Guide for Anyone Creating or Designing Applications or Software* shares keynote slides and video footage of keynote: "IT 3.0, Salesforce and You"

- [Starting a Tech Business: A Practical Guide for Anyone Creating or Designing Applications or Software](#)

Cowan's book is the non-technical guide to building a booming tech-enabled business. *"Starting a Tech Business shows you how to move a product idea to market quickly and inexpensively-and to tap into the stream of wealth that a tech business can provide."*

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