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

Digest #18

Calling for local tech news! In addition to curating news from other sources, Santa Cruz Tech Beat is looking to publish original news articles. See the new "Features" section below for original news articles. Please **let me know** if you'd like to write an article about your company, product, students, technology, or some wiz-bang innovation from the local tech scene.

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

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Features:

- **Stephen Blum: Santa Cruz looks at turning steel rails into glass pipes**
  Using Regional Transportation Commission's 32 miles rail line for fiber optic backbone is an attractive option for transportation *and* telecommunications.

News:

- **Events this week:**

  - **TEDxSantaCruz launch party kickoff & call for speakers for 2014 event: Thu, Nov 21, 5-7pm**

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- Event Santa Cruz: Wed, Nov 20, 7pm
- MakersFactory's Games in Education Meetup: Wed, Nov 20, 6:30-8pm

- **Civinomicon brings new ideas to the political table**
  "Civinomics founders Robert Singleton and Manu Koenig dubbed the workshop a civic 'hackathon,' similar to events held by computer programmers but for government instead."
  What's next after Civinomicon? Read their blog to find out more.

- **The word is getting out about PayStand (but it's still in private beta)**
  With a tag line of "Everything you need to seek online & accept payments," Santa Cruz based PayStand offers simple stores and payments so you can take payments directly on your website, blog, Facebook, Twitter, etc. Also, **PayStand partners with Sitefly**.

- **Looker adds Amazon Redshift and Amazon RDS support to deliver modern BI in the cloud**
  Customers can quickly set up powerful analytical environments that are 100 percent in the cloud, then distribute a browser-based experience that enables anyone in the organization to access the data they need to make smart business decisions.

- **Powerslayer: Smart USB charger aims to save money and the planet**
  Launched on Kickstarter last week, Powerslayer, *"a brilliant little USB smart charging device by some product geniuses in Santa Cruz, is here to save the planet, and save you money at the same time."*

- **CSUMB breaks ground on Business-Information Technology building**
  The $43 million, 58,000-square-foot structure will house the College of Business and the School of

South Swell Ventures, LLC

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City of Santa Cruz Economic Development

Sara Isenberg Web Consulting & Project Management
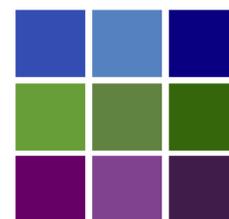
Information Technology and Communication Design.

- ### Three technologies that could transform learning
  Monarch Media, a local eLearning company that partners with universities, academic publishers, and other learning professionals, reviews three education game changers.

- ### Borland's former HQ for lease After Borland left, the property changed hands and was renamed the Enterprise Technology Centre, serving as a home to a number of smaller tech companies.

- ### Plantronics Announces New 1,000,000 Share Repurchase Authorization "Our philosophy has been to return to our stockholders cash in excess of our operating needs, and stock repurchase programs are an excellent means of executing on this philosophy," stated Ken Kannappan, President & CEO.

Noteworthy, but not brand new

- ### UC Santa Cruz team wins cancer genomics competition
  A team of bioinformatics experts at UCSC made the most accurate predictions in a competitive challenge to identify signaling networks in breast cancer cells.

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