



# SANTA CRUZ TECH BEAT

The go-to source for Monterey Bay tech

## Digest #347

Santa Cruz Economic Development (SCED) announces the update of their website based on "Four Pillars." Learn more in our exclusive Q&A.

Even though we published articles last week about Netflix founder Reed Hastings' new book, there was a ton of coverage out there, so we have more. My favorite this week is a podcast with interviewer (local GeekSpeak host) Lyle Troxell, who also works at Netflix.

Learn more about Smartbins, ZHacks, and a BART summer internship. Scroll down and start reading!

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## Top Stories

City of Santa Cruz Economic Development announces the update of their website. What's the *what* and the *why* of this "Four Pillars" update? [Read the article.](#)

BART summer internships give students -- including one UCSC computer engineering senior -- real-world experience in public transportation. [Read the article.](#)

IDEO invites SmartBins to participate in a design challenge. The startup brings an automated approach to the bulk aisle. [Read the article.](#)

Z Hacks -- coming up Sept 19-25 -- invites a broad range of project entries, from code to any kind of art, including dance, poetry, painting, or sculpture. [Read this article.](#)

Listen to local Lyle Troxell (think: GeekSpeak) interview Reed Hastings (also local) in this *behind the streams of working at Netflix* podcast. [Listen to the podcast.](#)

NY Times: Reed Hastings had us all staying home before we had to.

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Here's yet another article about Reed Hastings' new book. [Read the article.](#)



## Jobs/Internships

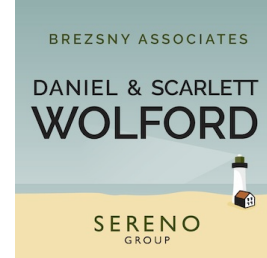
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## Events

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