



SANTA CRUZ TECH BEAT

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

Not Just for Geeks

Santa Cruz Tech Beat is a weekly email-based news digest. Not just for geeks, this free digest provides a convenient way for business, community leaders, and the general public to stay informed about tech activities and business developments in Santa Cruz County. It also provides an easy way for local businesses and individuals in the tech community to share their news and perspectives with the broader community. People who live or work in Santa Cruz County (and beyond) are invited to subscribe to the email digest, and to submit news items for publication. In addition to the email digest, Santa Cruz Tech Beat's website, santacruztechbeat.com, offers a news page, an archive of back issues of the digest, and other locally-focused information aggregated from other sources, such as links to local tech groups and tech-related blogs.

Santa Cruz's Tech History

Santa Cruz has a rich technology history. In past years, when we spoke about the tech industry in Santa Cruz, we generally meant companies such as SCO, Seagate, Borland, and Plantronics. Now when we talk about tech in Santa Cruz we mean, in addition to companies, the rich ecosystem made up of professionals in web and app development, graphic design, SEO (Search Engine Optimization), video, project management, social media, marketing, security, genomics, business data analysis, and more.

Strong Community with Many Resources

Santa Cruz has a variety of technology meetups and other groups that meet regularly. Santa Cruz is home to several co-working spaces, including NextSpace, Cruzeiworks, and Satellite. We even have a live weekly radio broadcast, GeekSpeak, which is also available via podcast at NPR.org. The ecosystem has incredible talent, creativity, and a great sense of community. In our back yard we have UC Santa Cruz's Baskin School of Engineering, which has one of the nation's top computer science programs, and is home to the world-famous Genome Browser project.

Overcoming the impression that "Over-the-hill" is Too Far Away from Silicon Valley

It is sometimes perceived that Santa Cruz is far away from Silicon Valley. Yet in this era, folks in the valley work on a daily basis with colleagues and partner companies located all over the world. So, even if you're sitting in the corporate office in, say, Palo Alto, your vendors, strategic partners, subcontractors, and many colleagues are likely situated around the world. Compared with that, Santa Cruz is extremely close to Silicon Valley.

The Santa Cruz Startup Culture was recently captured in an excellent 3-part series by Xconomy.com:

Part 1: Santa Cruz, the City Over the Hill, Works to Build Its Own Startup Culture

Part 2: Seeding a New Generation of Startups in Santa Cruz

Part 3: Building an Entrepreneurial Pipeline in Santa Cruz

Links to the three articles can be found here:

saraisenberg.com/2013/08/01/can-santa-cruz-grow-into-a-tech-hub-read-this-trilogy





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Highlights of the Local Tech Community

Companies

Plantronics	Audio headsets for consumer, business, and gaming markets
Fullpower/MotionX	Technology for wearable health and fitness devices
Looker	Business data and business intelligence
ProductOps	Software development consultancy
Monarch Media	eLearning and mobile training solutions
Five3Genomics	Genomic analysis for research, biotech, and patient care
PrivacyChoice	Tools for online privacy (recently acquired by AVG)
Gridata	Energy intelligence platform
Intuvo	CRM and marketing automation for the banking industry
Catbird	Virtualization and cloud security market
PredPol	Predictive policing software
The Armada Group	Software Engineering and Information Technology

Plus hundreds of additional companies, agencies, and professionals in web and app development, graphic design, SEO (Search Engine Optimization), video, project management, social media, marketing, security, genomics, business data analysis, and more.

University of California Santa Cruz

Baskin School of Engineering Majors include:

Applied Math & Statistics, Biomolecular Engineering, Computer Engineering, Computer Science, Electrical Engineering, Technology & Information Management

Center for Biomolecular Science & Engineering, and Genome Project

Genomic and stem cell research, technology innovation and education – fueling biomedical advances and the biotechnology explosion

Center for Games and Playable Media

Undergraduate, Masters, and Ph.D. programs

Coworking and Telecommute Workspaces:

NextSpace – 9 locations (1 in Santa Cruz, 8 in California, 1 in Chicago)

Satellite Telework Centers – 4 locations (2 in Santa Cruz County, 4 in Northern California)

Cruzioworks – 1 location (in Santa Cruz)

Tech Groups & Meetups:

Santa Cruz New Tech Meetup

WordPress Meetup

Web Developers Meetup

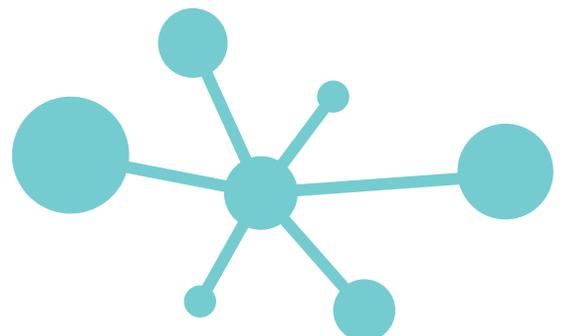
Drupal Group

TechRaising

Santa Cruz Geeks

GeekSpeak Radio Broadcast

Event Santa Cruz





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The Talk About Santa Cruz Tech Beat

"I've long been in that situation where I'm convincing someone that yes indeed we have a tech community here in town. But it is not easily discovered because it is found under many different roofs, each with their own angle and with different methods of promoting content. I'm excited to have a larger umbrella that can take the news from the various silos and broadcast it to folks who want to be more informed about the tech ecosystem that we are diligently cultivating. Now I'll be able to refer folks to the Santa Cruz Tech Beat to catch up on what has happened and what is happening."

– **Margaret Rosas, Co-founder of Santa Cruz Geeks and TechRaising**

"Santa Cruz Tech Beat is not just for people who are in the tech community. Santa Cruz Tech Beat provides a way for city and business leaders to stay in touch with what is going on in our thriving tech community. Although I am well acquainted with many facets of our robust and active local tech community, it is often difficult for me to follow all the current news. Santa Cruz Tech Beat is a quick, easy, simple way to keep my finger on the pulse; I have not missed a single issue!"

– **Hilary Bryant, Mayor, City of Santa Cruz**

"Santa Cruz has a very vibrant tech community as exemplified by all of the daily activity posts with NextSpace, CruzIO, TechRaising, Geeks, SCNT Meetup, and of course the many local tech companies. The Santa Cruz Tech Beat is the much needed roadmap to the 'techscape' of Santa Cruz, making it much easier for all of us to view, comprehend, navigate, and connect to our wonderful community."

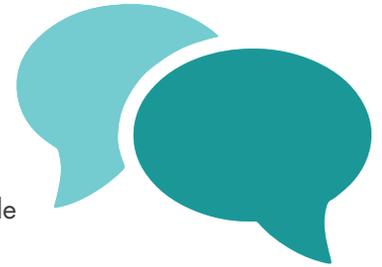
– **Doug Erickson, Founder of Santa Cruz New Tech Meetup**

"As a low-tech guy interested in Santa Cruz high-tech, I'm grateful Santa Cruz Tech Beat has come upon the scene. It's the one-stop shop to stay up to date on what's happening and what's important in this fast-moving local industry. This is one of those sites that can quickly become indispensable."

– **Tom Honig, Former Santa Cruz Sentinel editor and Santa Cruz freelance journalist**

"Our technology community is alive and kicking in Santa Cruz! Finally, we have a single go-to source for news about the innovators who are building the next generation of our local economy. Hats off to Santa Cruz Tech Beat. I look forward to both reading and contributing to this forum."

– **Jeremy Neuner, CEO of NextSpace**



About Santa Cruz Tech Beat

Santa Cruz Tech Beat is curated, produced, and edited by Sara Isenberg. Sara is the principal consultant at **Sara Isenberg Web Consulting & Project Management**, and offers business services that include strategy, planning, consulting, best practices, education, and project management for web projects, social media marketing, email marketing, and blogging. saraisenberg.com

