

The FreshTracks Flurry

April 2010

Draker Labs' Monitoring System Installed at Arizona Western College

Draker Laboratories will provide the monitoring system for a 5 MW solar research project, one of the largest multi-technology solar projects at a U.S. learning institution. With 352 sun days per year, Arizona Western College's Yuma Campus is the ideal location for testing various solar technologies. The project is expected to greatly impact research and development throughout the world. To read the article, click here: [5MW Solar Array Comprised of 5 Technologies](#).



NativeEnergy Nominated for TreeHugger.com Best of Green Awards

NativeEnergy has been nominated again for a TreeHugger.com **Best of Green Award**, awarded to organizations with the best sustainability practices. NativeEnergy is nominated as one of the Best Carbon Offset Providers under the Travel and Nature Category. To read more, click here: [NativeEnergy Nominated](#). Voting ends on April 2 and winners will be announced on April 12. To enter your vote, please click here: [Best of Green 2010](#).

BEST OF GREEN 2010
READERS' CHOICE AWARDS
VOTE FOR YOUR PICKS TODAY!



SolarOne Provides Emergency Security Lighting in Haiti

SolarOne Solutions, Inc., industry leader in Commercial-Scale Solar Powered LED Outdoor Lighting, responded to an emergency request for lighting installations by the United Nations Office of the Special Envoy for Haiti. SolarOne redirected completed orders that were to be shipped to other customers to Haiti through Boston-based [Partners in Health](#). The combined efforts of SolarOne, Partners in Health, and the U.N. will provide further security to temporary medical facilities and encampments. To read more about SolarOne's relief efforts, please click here: [SolarOne Delivers Emergency Security Assistance](#). To read more about Partners in Health and their work in Haiti, please click here: [Stand With Haiti](#).



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[M2S](#)
[Vermont Teddy Bear](#)

Brighter Planet Wins 2010 Financial Times Social Innovation Award

Brighter Planet CEO, Patti Prairie, accepted the 2010 Financial Times-Justmeans [Social Innovation Award](#) in the category of Most Strategic Philanthropy Program. Prairie credits the 150,000 Brighter Planet customers who endow the [Project Fund](#), the project submittals, and the voters for this recognition. To read more, click here: [2010 Social Innovation Award](#) and here to read coverage in [Earth News](#).



EatingWell.com Partners with iVillage, Deputy Editor Interview & Spring Salad on ABC Entertainment

EatingWell.com has partnered with iVillage to oversee its advertising sales. EatingWell CEO Tom Witschi commented, "iVillage has a strong pulse on today's modern, digital woman. This partnership will help advance the cause of healthy eating and enable us to connect with major brands in the food, consumer-packaged-goods and pharmaceutical spaces." To read the coverage, click here: [iVillage and EatingWell Break Bread](#)

Nicci Micco, Eating Well Deputy Editor, previews the Avocado issue in a radio interview with Dr. Fitness and the Fat Guy. Nicci discusses farm fresh eggs, food safety, the 500 Calorie Cook Book, and much more in this informative and entertaining program. Click here to listen to the interview: [Nicci Micco Interview](#), and here for EatingWell's Discovery Channel Body Challenge: [EW Diet for Discovery Health](#).

EatingWell's spring salad of beets, prosciutto, and salad greens is displayed in all of its beauty with the recipe on ABC's Entertainment. To read this piece, click here: [Prosciutto and Beets Spring Salad](#).



GetWell Voted 2009 VC Awards Runner Up & Ice Cream on the Menu!

GetWell Network landed press in Washington Business Journal for the 2009 VC Awards "Later Stage Deal of the Year". To read more, click here: [Deal of the Year](#).

Recently, at Miami Children's Hospital, through GetWell's interactive bedside system, children were asked, "If you were president of this hospital, what would you do?" Because of one child's request that ice cream be delivered to the patients' rooms, vanilla and strawberry ice cream will soon make the rounds. To read more about how families are benefiting from GetWell, click here: [GetWell at Miami Children's Hospital](#).

About FreshTracks Capital

FreshTracks Capital II L.P. (www.freshtrackscap.com) is the \$14MM second fund raised by FreshTracks Capital and is part of the Village Ventures nationwide network of venture capital funds. Since inception, FreshTracks Capital I raised \$11 million and invested in 14 portfolio companies. Draker Labs, *NativeEnergy*, ISIS, NEHP, Vermedx, SolarOne, and Solais represent FreshTracks II's first seven investments for the new portfolio.

FreshTracks focuses its investment in private growth-oriented businesses, primarily companies in close geographic proximity to Vermont. Its founding partners, Cairn Cross and Charlie Kireker, were joined in the third quarter of 2005 by Lee Bouyea and Tim Davis, whose bios can be found [here](#). FreshTracks is an affiliate fund in the Village Ventures national network of funds, which collectively have more than \$500 million in capital under management, directed by some 35 venture professionals in 14 distinct funds.

