

The FreshTracks Flurry

February 2010

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Join FreshTracks at Peak Pitch on Wednesday 3/3 at Bolton Valley

Hosted by [FreshTracks Capital](#), the Vermont Peak Pitch 2010 event will take place at the Bolton Valley ski resort on Wednesday, March 3rd. Now in its sixth year, Peak Pitch proves to be a fun and productive day for all. Save the date, and sign up now at www.peakpitch.com!

Peak Pitch is an event that brings together entrepreneurs and investors for a fun day of skiing, networking and fundraising. Entrepreneurs get the opportunity to deliver their “elevator pitch” to investors while riding the chairlift throughout the morning, after which everyone will meet for a networking luncheon and a “pitch off” in the afternoon. Thanks to our sponsors: [Chittenden Bank](#), [Dartmouth Entrepreneurial Network](#), [Dartmouth Regional Tech Center](#), [Department of Economic, Housing and Community Development](#), [Fleischer Jacobs Group](#), [Gallagher, Flynn & Company](#), [Champlain College BYOBiz](#), [Launch Capital](#), [Office of Technology Transfer UVM Ventures](#), [Merritt, Merritt & Moulton](#), and [Vermont Sustainable Jobs Fund](#) this event is free to entrepreneurs who want to network and free to investors and advisors who are interested in hearing pitches from local businesses and willing to provide helpful feedback and counsel.

To register to attend the event, please click here: [Peak Pitch 2010](#). If you have questions about the event, or want to learn more, please email Holly Killary: holly@freshtrackscap.com.



FreshTracks Announces New Investment in Solais Lighting

FreshTracks Capital is pleased to announce its investment in Solais Lighting of Bridgeport, Connecticut alongside Long River Capital and several angels. James Leahy, former CEO of [Wiedenbach-Brown](#), a premier U.S. lighting distributor, has assembled a world class team of solid state lighting engineers and marketers to bring a series of LED lamps to market. The company has four patents pending and several more in disclosure which are expected to give the company a sustainable advantage over all LED lights currently on the market. Watch for additional announcements at the company’s new web site, which is currently in development: www.solaislighting.com.



Draker Labs on Vermont Public Radio Vermont Edition Program

Rob Conboy of Draker Labs speaks with VPR's Jane Lindholm about Draker's overseas expansion and international trade on VPR's "Vermont Edition: Vermont and the Global Market". Rob discussed Draker's trade markets in Europe, "Our customers in our current sales pipeline really have a broader region and do business and have assets overseas so we need to be able to react when those customers need us to provide products overseas". Conboy also talked about projects that Draker Labs is involved with in Spain and Saudi Arabia and the role that the State of Vermont plays in offering assistance in overseas expansion with information about tariffs and international trade regulations. To listen to the interview, please click here: [VT and the Global Market](#)

Vermont Teddy Bear to Exhibit at American International Toy Fair

Vermont Teddy Bear will exhibit in February at the American International Toy Fair at the Javits Convention Center in NYC. "Toy Fair is the perfect place for us to introduce the newest members of our Bear family," said John Gilbert, president and CEO of Vermont Teddy Bear. "For the first time in decades, we've modified the design of our world-famous Bears to make some NEW Bears created specifically for young children."

Vermont Teddy Bear will be introducing their NEW Soft Floppy Bears, Take-Along-Teddies, Go Green Bears and Woolen Bears, in addition to more new collections and the Vermont Teddy Bear classics. To read the complete coverage, please click here: [Vermont Teddy Bear Exhibiting at American International Toy Fair](#)



HaBEARrdasher Vineyard Bear



Udderly in Love Valentine Bear

Native Energy's Adam Scherr Joins IATE in Antarctica

Adam Scherr of NativeEnergy, acting as an on-site resource on carbon footprints, spent two weeks in Antarctica with the International Antarctic Treaty Expedition and 2041, an environmental leadership organization. The expedition was commemorative of the 50 year old Antarctic Treaty. "Our leaders must use the Antarctic Treaty as an example as one of the great success stories in the past century: nations working together for the common goal of protecting our planet," said Robert Swan, founder of 2041.

Adam Scherr writes, "For fourteen days, our group sailed, trekked, camped, explored, photographed, and engaged in conversations about the environment and the climate crisis with one of the most inspirational leaders of this cause." NativeEnergy will continue to work with 2041 to develop strategic climate solutions. To read the complete article, please click here: [Native Energy in Antarctica](#)





GetWell Network to be Highlighted at Southeast Venture Conference and on DC Tech Source.com

GetWell Network has been chosen to present to investors at the Southeast Venture Conference (SEVC) in Tysons Corner, Virginia later this month. The SEVC has selected high-growth companies to showcase to leading entrepreneurs, executives, venture capitalists and private equity professionals, as well as M&A professionals. GetWell Network will be among 60 companies from the southeast and mid-atlantic regions to showcase to a national venture capital audience. To read more about the event, click here: [SEVC Presenting Companies Announced](#) or here: [SEVC](#)

GetWell Network's newest product, *GetWell Town*, is gaining attention and popularity among parents and children since its installation in three hospitals after its launch late last year. GetWell Network and children's hospitals are learning that children want to learn more about their medical condition, and parents, sometimes overwhelmed with the multitude of information, find access to patient education videos valuable in their role as caregiver once they leave the hospital. To read this coverage, please visit: [GetWell Brings Home Comfort to Patient Care](#)



Brighter Planet Releases Sustainable Cooking Guide

Brighter Planet recently released "Mastering the Art of Sustainable Cooking" which was born from a contest that Brighter Planet held last fall. The contest gave participants the opportunity to inspire others to create great food that's also good for the planet, reducing our carbon "foodprint". Categories for the contest included: Menu & Dining Planning, Ingredients, Food Sources, Techniques, Appliances, Gadgets and Gizmos. Entries were judged by a panel that included EatingWell Magazine Editorial Director Lisa Gosselin. To view and download the guide, please click here: [Art of Sustainable Cooking](#).



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.

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