

The FreshTracks Flurry

January 2009

Join FreshTracks at Peak Pitch Vermont on Friday 3/6 at Bolton Valley

Hosted by [FreshTracks Capital](#), the Vermont Peak Pitch '09 event will take place at the Bolton Valley ski resort on Friday, March 6th. 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 on rides up the chairlift throughout the morning, then meet for a networking luncheon, and a "pitch off" in the afternoon. Thanks to our sponsors: [Merritt, Merritt & Moulton](#), [Vermont Center for Emerging Technologies](#) & [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 are willing to provide helpful feedback and counsel.

To register to attend the event now, please click here: [Peak Pitch 2009](#). If you have questions about the event, or want to learn more, please email Holly Killary: holly@freshtrackscap.com.



"Securing Investment Capital for Non-Traditional Businesses" Workshop

Lee Bouyea, Managing Director of FreshTracks Capital, and Craig DeLuca of The ARNO Group will lead a Seminar aimed at non-traditional businesses looking to secure startup or expansion capital. The event is hosted by the Lake Champlain Regional Chamber of Commerce on the morning of Thursday February 5th. To learn more, please click here: [Securing Investment Capital for Non-Traditional Businesses](#).

FreshTracks II
Current
Investments
[Draker Labs](#)
[ISIS](#)
[NativeEnergy](#)
[NEHP](#)
[SolarOne](#)

FreshTracks I
Select Investments
[Aircuity](#)
[Applied NanoWorks](#)
[Brighter Planet](#)
[EatingWell](#)
[GetWell Network](#)
[Kluster – FKA
mophie](#)
[M2S](#)
[Vermont Teddy Bear](#)

Blue Oak & Draker Team Up for New Monitoring Combiner Box

[Draker Labs](#) received press coverage in Solar Professional Magazine this month in an announcement detailing their new product launch with [Blue Oak PV Products](#). The article details, "Blue Oak PV Products and Draker Laboratories have joined forces to offer string-level performance monitoring in a NEMA 4X rated, fused, source circuit combiner box. The Monitoring Homerun Combiner Box is available in eight- and twelve-string models...(and) visualization of data is achieved using the Draker Labs Sentalis 1000. This data acquisition suite provides string-level performance at a glance, as well as long-term monitoring. Alarms automatically notify the system operator in the event of a failure. The granularity of data simplifies troubleshooting and maintenance on even the largest of installations."



NativeEnergy Lands Coverage in Business Week, Billboard & MSNBC

The 2009 Green Inaugural Ball Selected NativeEnergy As Sole Carbon Offset Provider, rendering the event carbon neutral. NativeEnergy's involvement landed the company coverage in Business Week's "[At the Green Inaugural Ball, Everything's Sunny](#)", MSNBC's "[Inauguration '09: A green-tie affair](#)", and Billboard's "[Green Ball Sells Out In 12 Minutes](#)". Business Week reports, "The Green Ball, of course, was billed as carbon neutral. The emissions generated from the electricity used at the event were offset by buying emissions-reduction credits from NativeEnergy, which supports Native American, farmer-owned, community-based renewable energy projects." To read the complete press release, please click here: [2009 Green Inaugural Ball Selects NativeEnergy As Sole Carbon Offset Provider](#).



EatingWell Receives Press Hits in Seven Days, MLive and the Washington Post

EatingWell's [Chicken and Blueberry pasta salad](#) was featured in the Washington Post this month. The company also received coverage from MLive in an article entitled "[EatingWell cookbook puts healthy twist on comfort foods](#)". The company also got some in depth coverage for the EatingWell Diet from local media outlet Seven Days, in a piece sub-titled: "[EatingWell book gets raves from the diet tribe](#)".



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 and SolarOne represent FreshTracks II's first five 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 close to \$500 million in capital under management, directed by some 35 venture professionals in 14 distinct funds.

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