

# The FreshTracks Flurry

July 2010

## Jeff Bernicke Named President of NativeEnergy

Jeff Bernicke, who joined NativeEnergy in 2008 as VP of Supply and Origination, was recently promoted to President and Chief Operating Officer of the company. Founder and CEO, Tom Boucher, said in his announcement, "Jeff is an uncommon talent, bright, energetic, and charismatic. Jeff is the right person to provide us with daily leadership, as we continue to expand NativeEnergy's overall business operations." Tom Boucher will continue to provide strategic guidance to the company, focusing on financing and strategic relationships. To read more, click here: [NativeEnergy Names New President.](#)



## Draker Selected to Monitor 14 Arizona Schools & Founder Rossman Participates in Renewable Energy World Roundtable

Draker Labs was recently selected by Photovoltaic Systems Manufacturing (PSM) to monitor PV systems that will be installed at 14 Arizona-based schools. Phoenix-based Salt River Project (SRP), one of the nation's largest public power providers, is funding the installation and maintenance of the rooftop-mounted PV systems. "Draker has deep experience in academic settings and has already been deployed at a number of institutions, including the largest solar PV array installed at a North American university", commented Draker CEO Chach Curtis. To read this piece, please click here: [Draker Labs Selected.](#)

Draker Labs Founder A.J. Rossman, participated in a roundtable discussion as a member of [SunSpec Alliance](#), an organization comprised of individuals and companies that represent the renewable energy market. To watch the video footage about the importance of standards in the PV industry and the role that monitoring plays in growing the market, please click on the video link below.

Video



05:21 22:17

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[Quirky fka Kluster](#)  
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[Vermont Teddy Bear](#)

## **GWN Wins New Contract & CEO O'Neil Interviewed on "Daytime Tri Cities"**

Franklin Woods Community Hospital has selected GetWell Network to provide its bedside interactive care system to the first "green" hospital in Tennessee. In addition to educational content, the system will integrate with the hospital's Siemens Soarian® electronic medical record system to promote efficient workflow. To read the article, please click here: [GetWell Network Selected by Franklin Woods Community Hospital](#).

To listen to Michael O'Neil on *Daytime Tri Cities*, click here: [Interview](#)

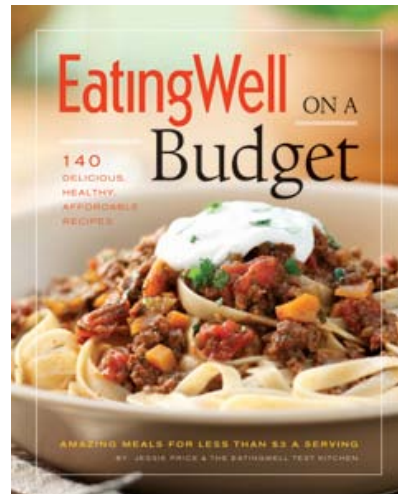


## **VT Teddy Bear Among 2010 "Made in USA Hall of Fame" Inductees**

Vermont Teddy Bear is one of three Vermont companies and 20 US companies to be awarded the Made in the USA Foundation's Hall of Fame Award. The awards are presented to companies committed to manufacturing goods in the United States, creating local jobs, and upholding fair trade standards throughout the world. To read the article, please click here: [VT Teddy Bear Named to Made in the USA](#).

## **EatingWell Releases Newest Cookbook**


EatingWell combines healthy eating and affordable ingredients in the new Cookbook "EatingWell on a Budget". The cookbook offers meal planning and shopping tips for delicious meals that won't cost more than \$3 per person. To learn more, click here: [EatingWell On A Budget](#).



## **About FreshTracks Capital**

FreshTracks Capital II L.P. ([www.freshtrackscap.com](http://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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