

# The FreshTracks Flurry

March 2009

## JnJ Development Corp. Completes Investment in GetWell

GetWell Network recently announced that the company closed on an additional \$10 Million in financing with new lead investor Johnson & Johnson Development Corporation. The company also noted that it added 8 new hospital clients to its Interactive Patient Care network in March. To read the complete press release, please click here: [GetWell Raises \\$10MM from JnJ Development Corp](#), or to visit Johnson & Johnson's Development Corporation website please click here: [JnJ Development Corp](#).



## VTB Hires New CEO, John Gilbert

John Gilbert, former SVP at TJX Companies, has been named the new CEO of Vermont Teddy Bear. Gilbert has extensive consumer-facing experience including former roles at Dunkin' Donuts, PepsiCo and Yum! Brands. Chairman of the Board, Bob Crowley, released a statement that quoted him as saying, "At TJX, Dunkin' Donuts, KFC, and Friday's, John demonstrated that he is an expert at building great consumer product businesses and brands. John is a natural choice to help lead Vermont Teddy Bear's next chapter of growth and innovation." To view the press release, please click here: [VTB Announces John Gilbert as President/CEO](#), or to read the coverage from the Burlington Free Press, please click here: [Teddy Bear Names New CEO](#).



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## Kluster CEO/Founder Ben Kaufman Takes Trip to the White House

President Obama invited members of The Summit Series to the White House this month to discuss entrepreneurship, the economy and innovation. The Summit Series is a community of the world's top young entrepreneurs, innovators and influencers, including Ben Kaufman, founder of Kluster. To view the coverage on CNET, please click here: [Obama's Team Lends an Ear to the Valley Kids](#), or to view a blog post that delves into more detail on the event, please click here: [Inside the White House Friday](#).

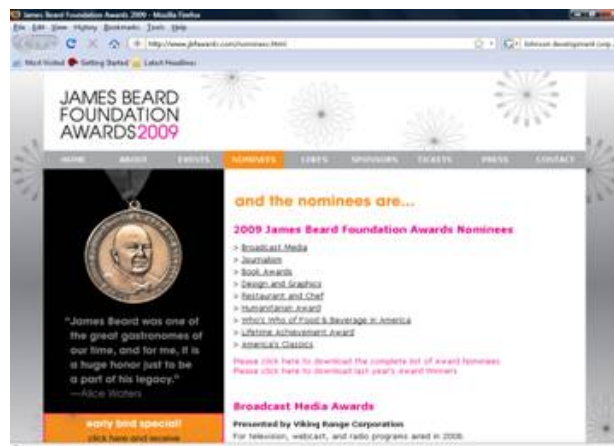


## EWMG Nominated for 3 James Beard Awards

EatingWell Media Group was once again recognized for their outstanding content by the James Beard Awards, this time with its most ever 3 nominations, including:

- Phil Ades, who authored "EatingWell for a Healthy Heart" and has been named one of the top three best healthy-focus cookbooks of 2008
- David Dobbs' article "The Wild Salmon Debate" which was paired with John Ash's salmon recipes, which earned the company a nomination for "Feature Writing With Recipes"
- Repeat winner Rachael Moeller Gorman is a finalist again in the Nutrition Reporting category for "How to Feed Your Mind"

To view the coverage in the San Francisco Chronicle please click here: [Award Time](#). Or to view a list of all the nominees, please click here: [2009 James Beard Foundation Awards Nominees](#).



## **Draker Labs Hires Two New Sales Executives**

Draker Labs recently hired Jonathan Maguire as National Sales Manager and Bill Reaugh as West Coast Regional Manager. These two new team members solidify the company's sales & marketing department, and will allow the company to grow rapidly in 2009. Reaugh & Maguire have already hit the ground running, making an instant impact on Draker's efforts in the Solar PV market. To read the press releases, please click here: [Jonathan Maguire](#) and [Bill Reaugh](#).

## **NEHP Featured on Fox 44 News**

NEHP CFO Robin Morris was interviewed by Fox 44 news last week regarding the expansion of the company and its need for debt capital to fuel that growth. The piece details NEHP's experiences with Key Bank and the SBA in lending to early stage businesses. To view the video, please click here: [NEHP – Help Available for Small Businesses](#).



## **Cross to Speak at VBSR Conference, Bouyea to Speak at Invention 2 Venture**

Vermont Businesses for Social Responsibility will be holding its Spring Conference on May 5<sup>th</sup> 2009. Cairn Cross, Managing Director and Co-Founder of FreshTracks Capital will be a member of the "Financial Challenges and Opportunities in an Economic Downturn" panel. To learn more about the conference, please click here: [VBSR Spring Conference](#). On April 28<sup>th</sup> 2009, UVM will host its 4<sup>th</sup> Annual Invention 2 Venture Conference at the Davis Center. Managing Director Lee Bouyea will speak on the "Finding the Money" Panel. To view the rest of the agenda and sign up for the conference, please click here: [Invention 2 Venture](#).

## **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 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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