

The FreshTracks Flurry

November 2009

Draker Labs names Chach Curtis CEO

Solar Industry Magazine reported this month that Draker Labs has hired Chach Curtis as its new CEO, with founder AJ Rossman moving into his new position as CTO of the company. The article indicates, "From 2000 to 2007, Curtis was the CFO and vice president of business development of Northern Power Systems Inc., a developer and integrator of alternative and renewable energy systems." To read the complete coverage, please click here: [Draker Labs Names Curtis CEO](#). A picture of Curtis is shown below on the left, and on the right is a picture of Rossman with Senator Bernie Sanders at Draker Labs, from a recent Burlington Free Press article that can be found here: [The Green General](#).



Vermedx Lands New Customer FirstCare Texas, CEO Littenberg to Speak at NAMCG

FirstCare Texas has signed a contract with Vermedx, Inc. to provide its patent-pending Vermedx Diabetes Information System (VDIS) for the use of FirstCare's health maintenance organization operating in Lubbock, Waco, Abilene, and Amarillo, Texas. FirstCare CEO Clifford Frank noted, "It's a very cost-effective, quick to implement and easy to operate technology for our providers to add to their repertoire of tools for improving patient satisfaction and enhancing treatment quality". To read the complete press release, please click here: [First Care to provide Vermedx to Health Care Providers and Patients](#).

Also of note for Vermedx this month, Founder & CEO Dr. Ben Littenberg is scheduled to present to the National Association of Managed Care Physicians at the Managed Care Forum at the Bellagio Hotel in Las Vegas, NV this month. Littenberg will discuss "Treatment Improvement and Cost Savings Innovation for Managing Diabetes Care". More information about the organization can be found here: <http://www.namcp.org/>

EatingWell Lands Coverage on USA Today & MSN.com

A recent article from Kristin Ohlson of Eatingwell.com on the health benefits and risks of alcohol was published on MSN.com this month. To read the article, please click here: [Is the Party Over? Recent Research on the Pros and Cons of Drinking Alcohol](#).

EatingWell was also covered in a recent article about how celebrity chefs and modern media are changing the way we cook. The article indicates: "Lisa Gosselin, editorial director of *EatingWell* magazine, says nutrition has become increasingly important to many consumers, and the amount of time they have to prepare meals has shortened considerably. "For many people," she says, "cooking has become 'What is going to be good for me, what is going to be good for my family and how can I prepare something that is going to be fresh, quick and healthy?'" To read this article online, please click here: [Celebrity Chefs, TV shows and Internet Change how we Cook](#).

**FreshTracks II
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Investments**

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**FreshTracks I
Select
Investments**

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[Auterra- FKA
ANW](#)
[Brighter Planet](#)
[EatingWell](#)
[GetWell Network](#)
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[Vermont Teddy
Bear](#)



SolarOne Project Covered in the River Reporter

A SolarOne photovoltaic & LED lighting installation at Bethel Woods Center for the Arts in Bethel, NY was featured in a recent River Reporter article. The piece covers a recent report released by the Lighting Research Center at RPI which found that the off-grid lighting system: saved energy, reduced carbon emissions, decreased light pollution while also delivering on quality, reliability and usability ratings. To read the complete article, please click here: [New Report Illuminates Success of Outdoor Lighting Project](#).



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 and SolarOne represent FreshTracks II's first six 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.