

# The FreshTracks Flurry

December 2007

## **Brighter Planet Featured in the Boston Globe**

Brighter Planet was featured on 12/26/07 in a Boston Globe article titled ***Cardholders Using Plastic to Fight Global Warming***. Highlights from the article include:

*"Bank of America Corp., which already boasts over 5,000 affinity credit cards worldwide, teamed up with a Vermont start-up, Brighter Planet, to issue the Brighter Planet Visa last month."*

*"Brighter Planet is the brainchild of a Middlebury College economics class project to design a credit card to fight global warming. Two students in the class, Andy Rossmeissl and Jake Whitcomb, continued to work on the project after the class was completed. In 2005, Rossmeissl and Whitcomb, along with their professor, Jon Isham, presented the project at an environmental conference, where it caught the attention of a Bank of America representative."*

*As Rossmeissl put it, "There are some people who are already making conscious decisions to shrink their carbon footprint all the time, and we want to help bring them the last mile toward carbon neutrality. But we also want to get people on board who really want to do something but either don't have the time or the money to make changes."*

To read the complete article, [click here](#).



## **NativeEnergy Lands Press Hits in the NY Times and Boston Globe**

During the month of December, *NativeEnergy* received coverage from both the ***NY Times*** and the ***Boston Globe***. In a *NY Times* article entitled ***Aiming for Films of High Quality and Low Ecological Damage***, the company was named as a resource for film companies to ensure that the production of their movies are carbon neutral, stating:

*"Relevant production data — the amount spent on travel, vehicles, gasoline, generators, heating, air-conditioning and shipping — is given to a company, Native Energy, that creates renewable energy projects. After the company calculates carbon emissions, said Elizabeth Kirkscey, associate production executive at Vantage, "we pay them a dollar amount to invest in projects that create sustainable energy, projects that wouldn't have happened without our investment."*

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To read the complete article, [click here](#).

In the Boston Globe piece from 12/12/07 entitled ***Going Green Now Could Help You Weather a Financial Storm Later***, NativeEnergy was noted as an option for consumers to neutralize their carbon dioxide emissions:

*"One appealing program, called Native Energy, allows you to directly contribute to renewable-power projects built on American Indian lands. The Rosebud Sioux Tribe, for example, is getting help from Native Energy to build its 30-megawatt Owl Feather War Bonnet Wind Farm in South Dakota."*

To read the complete article, [click here](#).



### **Cairn Cross Speaks at VT Tiger Symposium**


Cairn Cross, Co-Founder and Managing Director of FreshTracks Capital spoke at the [Vermont Tiger Symposium](#) on 11/30/07. Other panelists and speakers at the conference included: author PJ O'Rourke, CEO of Resolution Inc. Bill Schubart, co-founder of Northern Economic Consulting Inc. Art Woolf, and many other business leaders with ties to Vermont. The symposium focused on the future for the state of Vermont and its prospects in the new global economy.

During the symposium, Cross was interviewed by Mark Johnson from [The Mark Johnson Show](#) on WDEV RadioVermont. Mark is a former columnist from the Burlington Free Press and a frequent panelist on Vermont This Week. If you would like to stream Cairn's interview or listen to the other interviews from the VT Tiger Symposium, please [click here](#). Cairn's interview is entitled 11/30/07 VT Tiger Symposium: Part 3.

### **About FreshTracks Capital**

FreshTracks Capital II L.P. ([www.freshtrackscap.com](http://www.freshtrackscap.com)) is the 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. NativeEnergy, ISIS and NEHP represent FreshTracks II's first three 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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