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## Business Briefs

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November 25, 2009

### Go Pet Friendly creators to visit St. Charles

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This fall, the St. Charles Visitors Bureau launched a redesigned Web site and, by spreading the word about the new site's pet friendly travel page through "Twitter," attracted the attention of **Amy and Rod Burkert**, co-founders of [www.gopetfriendly.com](http://www.gopetfriendly.com), which was launched this summer as a resource for people who travel with their pets.

On Nov. 27, the Burkerts will stop in St. Charles and spend the day with the city's canine travel specialist, Molly. Sales manager (and Molly's owner) Jenny O'Brien created the visitors bureau's new Web site that showcases pet-friendly activities, attractions, restaurants, and service providers in St. Charles.

During the Burkerts visit to St. Charles, they (along with their dogs Ty and Buster) will visit pet friendly locations in St. Charles. These include the St. Charles Park District's dog parks, pet-friendly hotels, Pottawatomie Park and Gramp's Frozen Custard, where dogs always are treated to a free cup of the treat. The final stop will be the Lighting of the Lights Ceremony in Lincoln Park.

The Burkerts' visit to St. Charles is one leg of a month-long journey to various Southern and Midwestern states. Their Web site, [www.gopetfriendly.com](http://www.gopetfriendly.com), has partnered with hotel reservation sites, including Travelocity, Orbitz, Expedia and Hotels.com.

To learn more about St. Charles' new pet travel initiative, visit [www.visitscharles.com/molly](http://www.visitscharles.com/molly).

### New DSCP executive

The **Downtown St. Charles Partnership's** board of directors has selected Jennifer Faivre as executive director.

The search process for the new director, coordinated by Craig Frank of Frank's Employment, a past president and longtime volunteer of the organization, elicited more than 90 resumes for the position.

Faivre has had an 18-year career in Chicago, most recently holding positions with the Museum of Science and Industry, the American Medical Association, and the Chicago Convention & Tourism Bureau.

"Jennifer's experience in strategic planning, business development, membership and marketing is going to provide great leadership to our organization," said DSCP board