

Four Points by Sheraton First-Ever Chief Beer Officer Evaluated after Six Months in Office

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Performance Highlights Include New Website, Dedicated CBO Blog and Educating the Masses Around the World about Four Points Best Brews!

Beer in the boardroom - Corporate America was changed forever nearly six months ago when Four Points by Sheraton appointed the world's first-ever Chief Beer OfficerSM (CBO), Scott Kerkmans. But, what makes a perfect CBOSM? With half a year under his belt, Kerkmans has undergone a detailed performance review to ensure that he is living up to his beer-loving title. With over 7,500 applicants having vied for this coveted, unprecedented executive title, many eyes are on the CBO.

After much thought and detailed feedback, Four Points by Sheraton has completed the first-ever CBO performance review and according to Sandy 'Suds' Swider, Vice President, Four Points by Sheraton Hotels, Scott has exceeded expectations as the first-ever CBO! 'He is making significant contributions to develop the CBO title and he continues to 'wow' his colleagues with consistent innovative suggestions for system advancements and improvements,' said Suds Swider.

CBO Launches New Website and Beer Blog

In his first months on the job, Scott has given shape to and put a face on the CBO. From hosting happy hour food and beer pairings to shooting commercials for Four Points TV with comedian Michael Ian Black, Scott is playing an integral role in the enrichment of the CBO position. As the brand's official ambassador for the Best BrewsSM Program, Scott helped develop Four Point's new beer-dedicated website (www.FourPoints.com/cbo) and a brew-specific blog that he will be penning. The website contains a wealth of brew knowledge that will delight the educated beer drinker as well as beginners, including beer and food pairings, beer trends and Scott's favorite beer picks. The blog will be the tool through which the Four Points CBO can communicate with the 'beer curious' public, share the latest beer facts and other information he has uncovered and detail his experiences from the events he attends.

'He is contributing a wealth of beer information to the new site and blog, much of which, Scott has taken the initiative to help with and in many cases, develop from the ground up,' adds Suds Swider.

Kerkman's passion for the CBO post and the Four Points' brand is undeniable. He credits being named to the Four Points post as 'one of the best things that has happened in my life.' 'Continuing to help enhance the Best BrewsSM Program, launching the new website and blog and working with Four Points Food and Beverage on their Best Brews training program has been a dream come true,' said Kerman's.

In addition to the new website and blog Scott is also keeping busy developing expert food and beer pairings for the menus at select properties, lobbying for each hotel to carry more seasonal brews from local breweries and working towards getting all Four Points hotels fully engaged in Best Brews. Below are additional highlights from his executive review:

Demonstrated Innovation - 'Thinking Outside the Bottle'

Performance Assessment: Kerkmans is open to creativity in growing the CBO's responsibilities and educating people that beer IS for the sophisticated palate. Four Points wants him to take this creativity to the next level.

Comments: Much of Kerkmans personal time is spent doing exactly what he does on his professional time, exploring the world of beer. He is always up for a challenge from looking for creative new food and beer frontiers that combine unusual eats like beer-braised strawberries stuffed in French Toast to navigating the latest beer cocktails such as the 'beermosa.' Kerkmans also mixes his own beer recipes and spends much of his free time seeking out new brews. The brand is looking for him to continue to nurture his creativity and further infuse innovation into the CBO post by, for example, expanding his international beer knowledge by visiting breweries while traveling abroad (i.e. German breweries during Oktoberfest) and creating additional food and beer pairing events at Four Points properties.

Contributions to the Betterment of the Brand

Performance Assessment: Scott's passion for the CBO post and the Four Points brand is undeniable. He thrives in the areas of teamwork/collaboration with his colleagues and works diligently to ensure the brand is continually at the forefront of the beer community and that beer-specific initiatives are fresh and unique.

Comments: Kerkmans' energy and excitement for the role of CBO are inspiring. Continuing to help enhance the Best Brews Program, he is working to solidify it as the premier beer-dedicated hotel program in the world. On a brand scale, he is doing an excellent job working with Four Points Food and Beverage on their Best Brews training program, suggesting improvements and educating staff about the beer represented in Best Brews so each hotel's Best Brews Ambassador can answer any questions on ales and lagers.

Level of Communication/Networking

Performance Assessment: This is an area that needs continued improvement as Four Points is looking to Scott to expand his outreach even further into the brewery community and at beer events throughout the year, from local happy hours at Four Points properties to high profile beer events domestically and internationally.

Comments: Since becoming CBO, Kerkmans has spoken to hundreds of people about his love of beer and why the drink is important to him. He is becoming an expert fixture on the beer scene, and gets recognized all over the country as the brand's CBO. Kerkmans' is continually honing his brew expertise by keeping in close contact with the staff at the Brewers Association, reviewing press releases from over 30 breweries on a regular basis and speaking with about 100 brewers from around the country every two months to keep his finger on the pulse of the latest news in the beer world. We recognize this level of communication within the beer community, and are looking to the CBO to grow this presence even further. The brand would like him to visit more breweries around the country and throughout the world, attend a number of high-profile beer events and organize additional local happy hours and food and beer pairings at the hotels.

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