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## Schjeldahl joins Sierra Nevada Brewery

*By Anonymous*

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CLEVELAND, Ohio — CompetitiveReady founding partner, Don Schjeldahl, will leave [The Austin Company](#) on March 1 to take a position with [Sierra Nevada Brewing Co.](#) of Chico, California.

Schjeldahl, a leading expert in corporate location strategy and site selection for manufacturing and specialized industrial facilities, will continue his association with CompetitiveReady, as will Michelle Comerford, managing director of The Austin Company. CompetitiveReady is a collaborative effort of several firms and individuals that help communities compete on a global scale for business investment.

Under his new position as site coordinator for Sierra Nevada's new Mills River Brewery, Schjeldahl will aid the design and construction of a 600,000 barrel per year brewery in western North Carolina. He will also work to transplant to the Mills River brewery Sierra Nevada's advanced programs for sustainability, energy efficiency and renewable energy that are now well established at the Chico plant.

An Austin Company project team, led by Schjeldahl, worked with Sierra Nevada management for more than a year to find the best location for Sierra Nevada's eastern U.S. brewery. Mills River, located 12 miles south of Asheville, was selected as the location for the \$110 million facility. The Asheville region was selected in part because of the region's long tradition for community sustainability and environmental programs, tenets important to Sierra Nevada.

Schjeldahl leaves The Austin Company as vice president of renewable energy strategies, where he led company efforts to develop new markets around the new energy economy, including the manufacturing and deployment of

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renewable energy and energy efficiency systems. He spent 27 years with Austin, in the development and implementation of corporate location strategies and in site selection for commercial and industrial clients.

“I've spent the last five years immersed in studying the evolution of the global energy economy and the corresponding role of community and corporate sustainability.” said Schjeldahl. “My new position at Sierra Nevada is a perfect opportunity to put my knowledge to practice and document the convergence of corporate and community sustainability. I expect to come out from this with a knowledge that could help future generations along this path.”

## **About Sierra Nevada**

<http://www.sierranevada.com/about/news.html>