

# Sean Meenan

Sean Meenan – restaurateur, entrepreneur, environmental activist, artist, worldwide traveler, businessman, photographer, film producer, writer, former NY Metro Light Heavyweight boxing champion and Ray Ban model ... What *doesn't* this man do?! A fifth-generation born New Yorker, Meenan has devoted his life to anything he feels is socially, politically, and environmentally significant.

Meenan has become one to watch on the business front, as the former and current owner of several popular New York City restaurants. He also acted as the original investor and a brand advisor to the now hugely successful ETSY.com, a website dedicated to community and all things handmade. He is a partner, investor and brand consultant to The Elder Statesman, a cashmere clothing company which has become a huge seller at Maxfield, Barney's New York, and now internationally. Add to that key investor and advisor to Positively Green, a new national environmental magazine geared towards women, and the founder and operator of Urban Studio Brooklyn (USBK), NYC's only inter-collegiate architectural design-build program, you have to wonder when the man has time to sleep! Meenan is also a board member of the Bed-Stuy Boxing Center, speaks on environmental issues on TV, radio and at colleges, is actively involved in Fort Greene, Brooklyn's local Business Improvement District, and has created and written a children's coloring book called "Alternative Heroes." And mind you, these are just his side projects.

Meenan owns two extremely successful New York City restaurants, Café Habana in Manhattan, and Habana Outpost, in Fort Greene, Brooklyn. The Outpost is New York's first solar powered eco-eatery and marketplace, with its main focus on making sustainability fun and accessible. The restaurant features a human-powered bike blender, rainwater harvesting to flush the toilets and irrigate the plants, picnic tables made of recycled materials, a solar-powered chandelier, and utensils, plates and cups made of sugarcane and corn. Since 2005 the Outpost has become a nexus for community activity bringing neighbors, environmentalists, artists, and families together into one courtyard. Through the restaurant's weekend Outpost Market comprised of local vendors selling handmade and fair-trade wares, Meenan has helped to establish a sustainable craft market in the area.

Meenan also created Habana Works, a non-profit charity organization that heads programs promoting environmentalism and urban study in Brooklyn. Being green extends to even his car, a 1965 Lincoln converted to run on his restaurants' discarded cooking oil. In his "spare time," Meenan has traveled the world, climbed Mt. Kilimanjaro, celebrated Haiti's Bicentennial while promoting its film festival in Jacmel, modeled in a worldwide Ray Ban campaign, shot the 2009

Habana Girls Calendar, competed in a demolition derby, and even makes homemade wine alongside one of New York City's last real artisan butchers, Momo the Butcher. With all this it's easy to see why he was named one of *Brooklyn Paper's* "80 to watch in '08." He currently has his sights set on extending the Habana brand in the Los Angeles and Malibu areas so keep your eyes peeled for more innovative and, as always, environmentally sound ideas from Mr. Meenan in the future – we have a hunch there will be many more to come.