

# Jonathan Sin-jin Satayathum – Principal Designer & Sustainability Director

Jonathan Sin-jin Satayathum... generally goes by 'Sin-jin', and good thing too. With three main members on The Greenhouse Tavern team with the first name 'Jonathan' and last initial 'S' it was almost a necessity!

Sin-jin, a Lakewood native, has had one foot in the Design world and one in the Restaurant world for over 22 years. The thread that has woven this together is a deep commitment to Sustainability and Community. He started working in his Thai-Chinese father's restaurants at the age of 15, at the same time he developed a love of photography and environmental advocacy. This led to a major in Photoillustration and minor in Environmental Studies at Rochester Institute of Technology, graduating in 1994.

Having spent summers photographing the Southwest and working in Sequoia National Park, after college Sin-jin headed to Colorado. After two seasons of skiing and backpacking while just scraping by as a ski resort photographer, he decided to heed the siren-call of Lake Erie and return to Cleveland. He took a 'temporary job' as a server/bartender at Great Lakes Brewing Co.. A decade later he had risen through the positions of Restaurant Manager, then Marketing Manager and finally General Manager for the Restaurant & Catering divisions.

The time at GLBC is when the myriad possibilities for Sustainability & Restaurants really became apparent. Working in concert with Chef Derek Wilson and the ever-visionary owners Patrick and Dan Conway, they charted a course for GLBC that included : Local Food, company-wide Recycling, on-site Vermicomposting, a Biodiesel Shuttle Bus, and a Triple Bottom Line approach to business practices. No small task in the Cleveland of the mid-1990's. Small local farms lacked the infrastructure to reliably supply the 200+ seat restaurant. Comprehensive recycling of cardboard, plastics, glass and metal for a restaurant was an exotic curiosity then, and still a rarity today. 'Greening' century-old buildings was as financially challenging as it was logistically. Despite this Sin-jin made considerable progress; like retrofitting the buildings Incandescent light bulbs with dimmable Compact Florescents, (back in 2001 when the lamps cost around \$20 a piece).

Work with the Community also sprouted from GLBC. In 2000, Sin-jin helped service the first meetings of 'Entrepreneurs for Sustainability' in the GLBC Tasting Room which continue today. He worked with the Conways to develop and execute the first three 'GLBC Burning River Festivals' that continue today to spread awareness of environmental issues and civic pride in Cleveland.

With lessons learned from Great Lakes, Sin-jin departed to once again embrace his desire to work with Design. He completed a degree in Interior Design at Virginia Marti College of Art & Design. He became involved with both the professional design and Sustainability communities. Student volunteering with ASID and The Northeast Ohio Chapter of the USGBC has led to professional involvement in both organizations since graduation. His commitment to the Community is not only expressed in the efforts of The Greenhouse Tavern, but also in the Lakewood Teen Community Service program 'Help To Others – H2O' and the designers' group 'ZeroLandfill Northeast Ohio'.

While moonlighting at Michael Symon's bistro 'Lolita', Sin-jin met Sawyer and Seeholzer. From there the concept for The Greenhouse Tavern went from scribblings on a bar napkin to the living, breathing entity it is today. During the course of the design and construction, Sin-jin became a LEED Accredited Professional by the USGBC. Using his experience and the LEED system as guides, he helped the team reach their goals in Green Building and Sustainable operations. As liaison to The Green Restaurant Association, he made The Greenhouse Tavern the first nationallycertified Green Restaurant in Ohio. Sin-jin is currently a freelance designer as ' : designspace ' and continues to work with the team to continually improve The Greenhouse Tavern.

You can reach him with questions about our Green Design & Operations via [LinkedIn](#).