

MONDAY, JUNE 20, 2005

## Menorah Mark hopes to lighten the holidays

Aunt Millie has her sauce, Famous Amos has his cookies and Mark Grossman has his menorah.

All three started in their homes, receiving accolades from family and friends before experimenting with the marketability of their inventions, which, in Grossman's case, is a 5-foot-high lawn decoration designed to add an ecumenical tone to neighborhoods that at Christmastime are ablaze with illuminated Santas, reindeer and elves.

Grossman's home version, made of strings of lights and PVC pipe, has adorned his East Patchogue lawn for several years now, right next to the 60-foot blue spruce that also gets strung up with lights, a nod to the upbringing of his Catholic wife, the former Lisa



**Mark Grossman wants to sell lawn menorahs like this.**

DiSanto. ("It's become a sort of a neighborhood landmark," said Grossman, who is Jewish.) And he sees interfaith couples as a perfect target market for his product, which he is selling on a just-launched Web site, [www.giantmenorah.com](http://www.giantmenorah.com),

while trying to break into the big time by attracting buyers for chains such as Harrow's.

"The Jewish spouse wants to have some equality when it comes to the outdoor display," said Grossman, whose day job is in public relations and mar-

keting. "The only thing you find on the Web are large institutional menorahs that cost a thousand bucks and are put in malls." He's retailing his for what he calls an introductory price of \$99.95. "It's conservative, it's dignified-looking," he claimed, and for those who are wondering, his prototype is being tested by Underwriters' Laboratories.

But is the world ready for yet more showy December displays? "I have a gut feeling that there's an untapped market of people who want to express some cultural, religious pride but don't have the outlet and tools to do it," he said. "I may be wrong, but I won't be comfortable until I try."

*by A.J. Carter*