

Landscape professional offers helpful advice over airwaves

by Ron Hall,
Senior Editor

■ "My parents said it was good."

With these words, landscaper Bruce Allentuck sums up the inaugural broadcast of his 7 a.m. Saturday radio program, *The Garden Path*. Allentuck, 29, devoted his first program to lawn care tips for homeowners. His program is heard on WINX (1600 AM) in the Washington D.C. area. It's broadcast out of the northeastern



Offering landscape advice via radio is both a way to help the public and promote the company, says Bruce Allentuck.

suburb of Rockville, Md. The program is sponsored by his own company, an apartment management firm and a fertilizer/turf seed supplier.

"I talked to a few customers who heard it and they said they enjoyed it," says Allentuck. "For the next few weeks we're going to try to gauge our audience. Maybe

we'll offer a discount to anyone who comes into our nursery and mentions they heard me on WINX."

Allentuck's star is rising in and around the nation's capital, partly because he's so helpful in his community. He's donated trees to schools, and his Garden Seminar Series always attracts a flock of local gardeners.

As a youngster, he mowed neighbors' lawns in his hometown Potomac. After he graduated from North Carolina State University with a degree in Horticulture Design, he returned. Today he owns and operates Allentuck Nursery & Landscaping, Inc., in Potomac. He bought the 30-year-old retail nursery three years ago. He says it accounts for about 30 percent of his sales. The rest of his revenue comes from design, contracting (subbing

out most of the masonry, irrigation and tree work), and maintenance. Sales are split pretty evenly between residential and commercial accounts, he says.

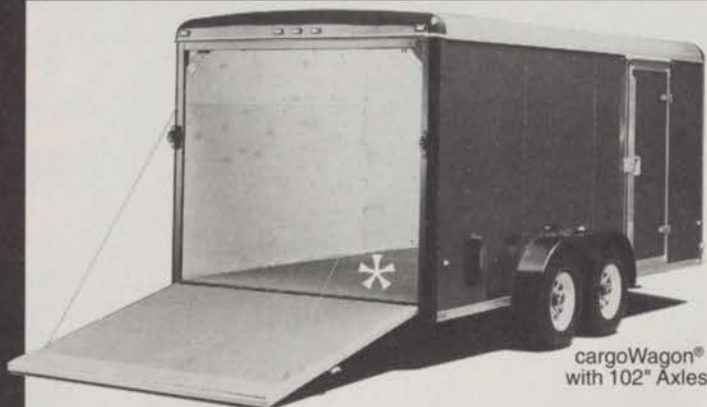
"I stepped out of the industrial cold bidding," adds Allentuck. "I found the margins too small. It wasn't worth our time. With our design/build growing, we decided to put our efforts into that."

Although the landscaper/nurseryman is making no claims to radio supremacy in D.C., he does promise he'll continue offering his listeners practical and valuable garden and turfgrass advice.

"Going on the radio wasn't something that I was necessarily looking to do," says Allentuck. "But we did a test program and it sounded fine. I think it's a good way to promote our company."

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