

Business of Parenting

Mom in the Know



Victoria, and family

By Judy Antell*

Victoria Pericon founded a company devoted to taking care of celebrities and CEOs. So it seemed only natural that when the Upper West Sider had children, she would learn how to take care of the stars of her own home — Natalie, almost 2, and baby Luke. Now Pericon has parlayed her success in taking care of her family into two new businesses, *Countdown to Baby* and *Savvy Mommy*.

Countdown to Baby, which offers help to pregnant and postpartum women, is more than a way to pamper mom. The service provides personal assistants who can do anything a pregnant woman or overwhelmed new mom needs — from running errands to putting together a crib, or just providing an extra pair of well-rested hands. *Countdown to Baby* will even address envelopes for all those shower and baby gifts, or send someone to walk the dog. Rates start at \$55 an hour; the value to one's sanity is priceless.

Savvy Mommy grew out of Pericon's relentless ability to ferret out the best in baby products, a service she was already providing to her large net-

work of friends and colleagues. Because she was accustomed to having the best for her clients, she insisted on such high standards for her children, and trolled the Internet for wonderful bath products, slings and blankets, among other necessities. But she is also the voice of reason, advising parents on what they truly need and what they can do without.

In addition to her website, she is a family/lifestyle contributor on CBS, offering advice on baby safety and traveling with young children.

And as if she is not busy enough, Pericon has written a book, *Mommy Land: Entering the Insanity of Motherhood* (to be published by Wyatt-Mackenzie in November; www.victoriapericon.com), which she describes as "a humorous, non-fiction account of the crazy warped place some women go to once they become mothers." Of course, in Pericon's case, where they go is into business.

For *Countdown to Baby*, call (212) 580-8910 or go to www.countdowntobaby.com. For *Savvy Mommy*, go to www.savvymommy.com ♦