

This Is How She Does It

MELISA LA TOUR

34, publicist, makeup artist and founder of MTL Communications, a boutique marketing and communications company

Melisa La Tour starts each

day with the best intentions.

She makes intricate lists to stay organized as she cares for her almost 2-year-old twins, Venezia and Rocco, and works at her Hoboken, NJ, home-based PR company. But as most moms find—especially those raising twins—the best-laid plans often go awry. On this morning, Venezia is bawling because Rocco has swiped her Big Bird book, and she retaliates by grabbing a fistful of his hair. As Melisa tries to intervene, she gets a text message from her husband, David, who needs directions to his doctor's appointment. Simultaneously she hears sizzling as the water she put on for oatmeal boils down to nothing. Through it all, she's on the phone with a client, fortunately a mom who can sympathize with Melisa's juggling act.

"I try to do it all," says Melisa, 34, with a wry laugh, "knowing that most of the time, things won't work out as planned."

BY LISA ARMSTRONG
PHOTOGRAPH BY MICHAEL BRIAN

