



# Elke Govertsen

## mamalode®

Elke Govertsen publishes *Mamalode Magazine* — print, web, and tablet — from home. Her small sons and tall husband need her, as does her staff, readers, advertisers, and banker. Keeping work and home separate is, for many, a constant struggle. The 20 feet between Elke Govertsen's front door and her office might be the perfect distance. The magic is the bridge — a tangible crossing that both distinguishes and connects her family and her business.

Her boys are growing fast, and so is *Mamalode*. Elke has been featured in *Real Simple Magazine* and *Ad-tech*, quoted in *Parenting*, *American Baby*, and *entrepreneur.com*, and sometimes her kids even think her job is cool.

### FAVORITE QUOTE

“Opportunity is missed by most people because it is dressed in overalls and looks like work.”

— Thomas A. Edison