

# Momprenneur



By Amy K.D. Tobik

## Pam Neff

Owner of Mommy Measure

Web site: [www.mommymeasure.com](http://www.mommymeasure.com)

Pam and husband Kevin Neff developed the charming yet practical Mommy Measure, a pregnancy growth chart and journal while awaiting the birth of their second child. The decorative soft vinyl ribbon can be used to document belly circumference and fundal height monthly along with space to record those special milestones, such as hearing the baby's heartbeat for the first time. While the product was only launched a year ago, it is already available internationally and has been manufactured in several languages.

Children: Kevin Jr. (3) and Harrison (1)

### What inspired you to develop the Mommy Measure?

My husband and I created the product out of necessity. I wanted to write down my special moments and keep everything together and we kept losing the little Post Its and pieces of paper. I asked my husband for a measuring tape from the garage and we thought, 'Wouldn't it be cool to be able to keep track of the belly growth and then be able to write it down on the same material used for measuring?' We could record moments, like when we felt the baby kick and when we found out the baby's sex -- all the things you want to jot down.



Photo Courtesy: Pam Neff

Pam and Kevin Neff with their children Kevin, 3 and Harrison, 1.

### Does starting a business with two young boys have its challenges?

It absolutely does. We've learned a lot. My husband is a full time teacher, an athletic director at a middle school, and I was also a teacher until I decided to stay home with my first son, Kevin Jr. Kevin is in the process of securing a patent.

I do all the public relations, marketing, Twitter and Facebook. I'm getting the word out as much as possible. To do this with kids at home is very challenging. Some days I get more accomplished than others. That just goes with having two little ones. I try to work during nap times and at night, I focus on the goals for the next day.

### Is it thrilling to be able to provide a product that will become a keepsake?

Absolutely, I think that's what so great about it. No matter how busy or exhausted we are, we are so excited the business is growing and this is something moms will benefit from. Kids will be able to pull it out of the baby book and say, 'Oh my gosh, mommy, you were this big' at so many weeks. We also tell moms that if they leave a little space on it, they can save it and pass it on to their child to use someday. You can also use it to record the baby's first year of growth.