

POWERED BY  
WOMEN  
PROFILES

# LYNCHBURG Business

INSIDE  
April/May 2026  
Ad Space: 3/2/26  
Ad Approval: 3/9/26

PRINT



**Business POWERED by WOMEN**

**THE LOAN MAVEN TEAM,**  
POWERED BY THRIVE MORTGAGE

As a seasoned mortgage loan officer and branch manager, Rhonda Holt's path to success has been paved with her determination that there is no ceiling for career. With over 160 offices in the industry, Rhonda credits her journey to a combination of unwavering dedication, continuous learning, and passion for helping clients achieve their homeownership dreams. One of the most rewarding aspects of Rhonda's role is the ability to make a tangible impact on individuals and families' lives. Whether it's guiding first-time homebuyers through the process or assisting seasoned investors in expanding their real estate portfolios, Rhonda's track record speaks for itself. Rhonda's Loan Maven Team is made up of talented individuals who are dedicated to providing the best service, education, and homeownership advice.

Rhonda offers clients a wide array of products from FHA, VA, Conventional, USDA, Reverse Mortgages, Smart, Reverse mortgages, and more payment services. Rhonda offers daily mortgage fees through different social media platforms and voice calls outlined about mortgage through her radio advertising and Facebook channel.

In her commitment to driving change and innovation, Rhonda supports initiatives through her local marketing Association of Realtors and community outreach programs, including homeownership seminars, to empower individuals with knowledge and resources.

As a woman in entrepreneurship and operational expertise, Rhonda is eager for hours of challenges. However, she approaches these obstacles with resilience and determination, focusing on her expertise and passion to break down barriers. By fostering a culture of inclusivity and mentorship, Rhonda strives to create opportunities for women in business and improve the next generation of leaders.

In reflection, Rhonda's journey exemplifies the power of persistence, innovation, and a commitment to making a difference. With a steadfast dedication to excellence and a vision for the future, she continues to shape the landscape of mortgage lending while empowering individuals and communities along the way.

**RHONDA HOLT**  
aka "The Loan Maven,"  
FMLS #17259  
BRANCH MANAGER  
& RETAIL MORTGAGE  
LOAN OFFICER

107 Tradeport Drive, Suite A, Lynchburg, VA 24002  
434-221-0261 • [rhonda@thrivehome.com](mailto:rhonda@thrivehome.com)  
[Rhonda.Holt@thrivemortgage.com](http://Rhonda.Holt@thrivemortgage.com)

Double Page Profile Sample | 300 Words of Copy & Quote

Lynchburg Business magazine serves a market of business-minded readers and client advertisers and engages them by focusing on growth. **It is networking in print.**

Powered by Women profiles are an opportunity to feature the female leaders guiding your business to success. This is an opportunity to demonstrate your company's commitment to diverse leadership to our business community. Powered by Women profiles are featured in the April/May issue of Lynchburg Business which features Women in Business cover story.

DIGITAL



You receive additional exposure on LynchburgBusinessMag.com and the Lynchburg Business Brief Newsletter.

**This includes:** Profile Information, Link to Your Website and Contact Information

THE EVENT

**3rd Annual Powered by Women Luncheon**  
Date: April 14, 2026 - 11:30 am - 2:00 p.m.  
Location: Lynchburg Regional Business Alliance

All prices include a table at the luncheon for 6 guests. Additional tables are available for \$360.

**Become a Sponsor!**

Event sponsorships opportunities are available that include a full page ad in the April/May Issue, a table for 6, opening speaking opportunity and logo placement on materials.

**Sponsorship Cost: \$2,400**

# Business POWERED by WOMEN



**Business POWERED by WOMEN**

**NB HANDY COMPANY**

Number of Employees: 600  
Company Revenue: \$450M

Rosana has built successful roles in various disciplines of the business. Skill mastery and vision, with a diverse approach to learning, advanced problem-solving, and a focus on cultural and operational excellence. Rosana was the most rewarding aspect of her role in having high-performing teams and delivering outstanding results, while providing opportunities for professional growth throughout the organization.

When asked about specific initiatives or projects currently in process, she said it's innovation and growth initiatives that support the strategy. She emphasizes the critical importance of innovation in driving change through vertical integration, highlighting the importance of having the right team and a supportive work culture to ensure successful execution.

We wanted to know the opportunities and challenges she has faced as a woman in business within her industry and how she has approached them. Rosana says being a woman in business is a honor and a great privilege. It isn't always difficult to find highly valued opportunities of gender diversity, which is focused on strengthening their unique talents. This coupled with a general attitude and ability to ignite harmony in the workplace will help address the challenges, with the right employee.

**ROSANA CHAIDZ**  
PRESIDENT & CO

434-807-4465  
nbhandy.com

Full Page Profile Sample  
150 Words of Copy & Quote



**Business POWERED by WOMEN**

**MAGGIE TAKES PIX**

Number of Employees: 1

After decades of experience and study, Maggie began her photography business in May 2010, serving mothers who were always behind the camera but never in the photos. Women are multifaceted, so she expanded her service offers. From business and branding to beauty and boudoir, Maggie captures their shine in every custom session. How do you want to be photographed?

**MARGARET "MAGGIE" MCCANNA,**  
MBA, CFP  
PORTRAIT AND  
BRANDING  
PHOTOGRAPHER

434-226-0365 • [MaggieTakesPix.com](mailto:MaggieTakesPix.com)  
[maggie@maggietakespix.com](http://maggie@maggietakespix.com)

Half Page Profile Sample  
65 Words of Copy & Quote

**RATES INCLUDE PRINT, DIGITAL & EVENT**

Ad Size	Rate
<b>Double Page</b> (w: 18" x h: 10.875" plus .125" bleed)	\$2,770
<b>Full Page</b> (w: 9" x h: 10.875" plus .125" bleed)	\$1,700
<b>1/2 Page</b> (w: 8.125" x h: 4.625")	\$1,390

Billing is upon publication. Invoices are emailed with net 15 terms.

**PHOTOGRAPHY**

Professional photography is included in rates. All photography will need to be completed by March 2, 2026. Photography is for Powered by Women profiles only. Other photography services available upon request.

**For More Information**

Missy Thoma [missy@lynchburgmag.com](mailto:missy@lynchburgmag.com) • 434-941-6506  
Cindy Bryant [cindy@lynchburgmag.com](mailto:cindy@lynchburgmag.com) • 434-841-4490  
Jeff Perkins, VistaDigitalAgency [jeffp@lynchburgmag.com](mailto:jeffp@lynchburgmag.com) • 864-617-9373