

Power Play RVA

Community Endorsement Package

18 endorsements from Richmond families, businesses & partners

Training Wheels Early Childhood Development Consulting LLC

Christine Coffman, M.Ed., BCBA, LBA · Owner / Board Certified Behavior Analyst

Hi Carolina,

My name is Christine Coffman, I am a Board Certified Behavior Analyst and I'm the owner of Training Wheels Early Childhood Development Consulting, a behavior consulting, parent training, and ABA-based practice. I wanted to share my support for Power Play and how I could see myself using the space.

In my work with children and families, I'm always looking for flexible, real-world environments where I can support skill-building beyond the home. I would absolutely be interested in using Power Play a few times per month to work with clients, especially for play-based ABA sessions, social skill development, and parent coaching in a more natural setting.

I could also see myself hosting small group parent trainings and workshops there: topics like behavior strategies, toileting, routines, and general parent support. Having a space that's both kid-friendly and community-focused would make a big difference for the families I work with.

As my practice continues to grow in the Richmond area, I'd be open to using the space on an hourly basis or exploring a membership, depending on what's available.

I really believe Power Play would be an amazing resource for local families, and I'd love to be part of supporting and utilizing it.

Please feel free to reach out if you'd like to connect further.

Best,

Christine Coffman, M.Ed., BCBA, LBA

443-534-8572

ccoffman@trainingwheelsecdc.com

www.trainingwheelsecdc.com

Charisma Curves Consulting & Development / Ascend Revenue Services

Cadria “Charisma” Spencer Hopson · Owner & Image Consultant

Hello Carolina and Power Play Team,

My name is Charisma, Owner of Ascend Revenue Services, LLC. a healthcare operations consulting firm, and Charisma Curves, LLC. a luxury personal styling and professional development firm. I am writing to express my strong support for Elisabeth Cannon and the successful launch of Power Play.

I have been in direct connection with Elisabeth and am both aware of and invested in the vision of creating a family-friendly co-working space that supports working parents and entrepreneurs. I believe this concept fills a meaningful gap in the local economic ecosystem.

I fully intend to utilize and support Power Play through ongoing engagement. Through Ascend Revenue Services, I will host professional workshops designed to support small business owners and healthcare providers, including:

- Credentialing, billing, and revenue cycle education
- Business startup and operational structuring
- Administrative workflow and compliance optimization

Through Charisma Curves, I will offer workshops and curated experiences focused on professional and personal development, including:

- Workplace, communication, and presentation etiquette
- Personal branding and professional image development
- Styling workshops and pop-up experiences for working professionals and entrepreneurs

In addition, I anticipate utilizing the space for business meetings, collaborative sessions, and referring clients and colleagues who would benefit from a flexible, community-centered workspace.

Power Play represents a strong opportunity to support economic growth, workforce development, and work-life balance for families in the region. I am confident in its success and look forward to contributing to its continued development and impact. Please feel free to contact me if any additional information is needed.

Wi! Love & Curves,

Respectfully,

Cadria “Charisma” Spencer Hopson
Owner, Image Consultant

Charisma Curves Consulting & Development
Email: Cadria@CharismaCurves.com
O: (804) 258-0390 | Based in RVA
www.CharismaCurves.com
FREE 15-minute Info Session
Love Your Curves Experience!
Charisma Curves, Transforming Lives & Shaping Generations.

Creative Rhythm Solutions

Casey Royer · Small Business Consultant & Coach / Bookkeeper

Hi Elizabeth,

Thanks for reaching out! I'm super excited about this concept and I think it'll be a huge hit. I'm a small business consultant, so I work with a lot of people who work from home/don't have a physical office location outside of the home. Most of my meetings are virtual, but meeting with clients in person is so important to me whenever possible; I'm constantly looking for spaces to meet and work. I don't even have kids or live in Chester, but I can definitely see myself using purchasing day passes for meetings with clients who are parents, or hosting events/classes for parents and children there.

After owning a dance studio for over 13 years, studying childhood development, and training several generations of dancers and dance educators, I understand parents. After over 15 years as a coach and consultant for small businesses owners, I understand entrepreneurs. If a parent believes that a service or experience is a strong benefit to their children, or a business owner believes something will improve their business's profitability while supporting its mission and values, they will find ways to make it part of their lives. They will travel far, they will cut other expenses, they will get more clients. So many work from home families are lacking a "third space," and PowerPlay will fill that void beautifully.

I'd be happy to speak with Carolina more. Feel free to share my email address and cell phone number with her: 804-239-6934. If you're looking for a Bookkeeper to offer services to your members, I'd love to be considered. I am an Intuit certified Bookkeeper and a QuickBooks Online ProAdvisor. I also offer services in project management, systems and automation, graphic design, and web design for small businesses. Feel free to check out my website here: www.creativerhythmsolutions.com If you're looking for other businesses to host pop-up events at PowerPlay for your members, check out The Bunny Hive and Glue Craft Studios.

Thanks again, and I wish you all the luck in this exciting endeavor!

Casey Royer

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I do not expect an immediate response to emails. I've sent this email at a time that works for me, please respond at a time that works for you.

On Mon, Apr 20, 2026 at 2:06 PM Elisabeth Cannon <powerplayrva@gmail.com> wrote:

Hello all,

I am currently applying for a loan through the Community Investment Collaborative. The lending officer, Carolina Medina, is seeking market validations through emails of those in the community who are interested and socially invested in the opening and success of Power Play.

If you would be willing to send a quick email (PowerPlayRVA@gmail.com) stating your interest and how you could potentially be using our services in the future it will help provide a stronger case for the loan approval.

provide a stronger case for the loan approval.

Some examples would be: utilizing day passes, business meetings, using the private office space at an hourly rate, hosting group class, longer term memberships (ranging in 3-12 month)

business membership to be able to service clients, or individual memberships.

None of the details you would provide are interpreted as a formal contract, (but it does also help ensure you get discounted rates once our doors are open.

)

Carolina would plan on reaching out to a few who provide these endorsements directly to check the referrals are legitimate. I am very grateful for those who have been with me on this journey and look forward to each day bringing me closer to opening the door to support our working moms and larger community. As always if you have any additional questions or concerns don't hesitate to reach out.

Much appreciated,

Elisabeth Cannon

804-317-1336

Power Play

Collect Virginia LLC

Lowell Tines II · Founder & Chief Growth Strategist

To Whom It May Concern,

I'm writing to express my support for Power Play RVA and its upcoming launch, as well as to validate my anticipated use of the space through both my organization, Collect Virginia LLC, and our broader network.

As a creative agency and community-driven platform, we see strong alignment in utilizing Power Play RVA as a flexible and collaborative environment to support our operations and programming. Specifically, we anticipate leveraging the space for:

- Hosting client meetings and strategy sessions
- Utilizing private office space on an hourly or as-needed basis
- Coordinating and hosting small group workshops, networking activations, and community events
- Engaging with day passes and potential membership options for ongoing use
- Providing a professional environment for servicing clients within our ecosystem

Additionally, we work closely with a network of small businesses, creatives, and entrepreneurs who would directly benefit from access to a space like Power Play RVA, particularly one designed with working professionals and parents in mind. We would actively encourage and refer members of our network to utilize the space for meetings, events, and ongoing membership opportunities.

From both a utilization and community standpoint, we see Power Play RVA as a valuable and necessary addition to the local ecosystem, and we fully support its success and growth.

Please feel free to reach out if any additional information is needed.

Best regards,

Lowell Tines II
Founder & Chief Growth Strategist
Hello@CollectVirginia.com
(804) 987-4358
-Collect Virginia LLC
Virginia's Creative Marketing & Management Company
[Check Out Our Instagram](#)
[View Our Website & Services](#)
[Schedule Meeting Here](#)

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Coming Home RVA

Katie & Kelsey · RNs, IBCLCs, CEIMs, CFT providers (Lactation & Postpartum Doula Care)

Hi Elisabeth!

This sounds like such a thoughtful and much-needed space. What you're building for working moms is really special, and I'd love to connect

and learn more about Power Play.

At Coming Home, we provide in-home lactation and infant feeding support, as well as postpartum doula care. Our focus is meeting families

where they are during those early postpartum months with practical, judgment-free support.

While we don't currently offer regular classes or in-office services, we do partner with local businesses and organizations for occasional

workshops or small group sessions. We would be happy to collaborate on something that fits your space and your members' needs,

whether that is a one-time workshop, Q&A session, or a pop-in support event.

We would also be happy to provide materials or resources for your space if that would be helpful for your members.

If you're open to it, I'd love to set up a time to chat more and explore what a partnership could look like.

On Wed, Mar 18, 2026 at 10:59 PM Elisabeth Cannon <powerplayrva@gmail.com> wrote:

Hey there,

I am launching Power Play, a family friendly co-work space in the Chester area this summer and I am looking to gather up supports for

both business and home life for my working mothers. I'd love to hear more about your services and if you offer anything in class/group

setting.

Much appreciated,

Elisabeth Cannon

804-317-1336

Power Play

-Hugs,

Katie & Kelsey

RNs, IBCLCs, CEIMs, CFT providers

www.cominghomerva.com

www.instagram.com/cominghomerva

Women In Business RVA, LLC

Michelle Etheridge · Co-Founder & Owner / Author, Speaker, Facilitator

Hi Elisabeth,

I am the co-founder and owner of Women In Business RVA, a community designed to help women professionals grow their business

through networking and workshops. We are very interested in holding workshops in the Power Play RVA space.

We hold workshops and/or panels that accommodate anywhere from 5 to 25 women. We might also want to use it as a meeting space for the board.

I look forward to hearing from you with more information on using your space.

Sincerely,

Honey Tree Realty

Jacqi Cheney · Real Estate Agent (Chesterfield / Chester area)

My name is Jacqi Cheney, and I'm a local real estate agent serving the Chesterfield area. I wanted to share my interest in utilizing Power Play as a muchneeded community workspace in this part of the county. (Chester area)

One of the biggest gaps I've noticed in our area is the lack of professional, flexible workspaces that aren't tied to a coffee shop or restaurant environment. So much of what's available is centered around Midlothian or Richmond, and there's very little here locally for professionals who want a more intentional and productive space to work or meet clients.

As a real estate agent, I would absolutely utilize a space like Power Play in several ways. I would be interested in day passes for focused work time outside of my home office, as well as using the space for client meetings in a more professional setting. I could also see myself taking advantage of private office space on an hourly basis when meeting with buyers and sellers, and potentially hosting small group sessions such as first-time homebuyer workshops or client appreciation events.

I truly believe a space like this would be a valuable addition to our community and would support not only real estate professionals like myself, but many other small business owners and entrepreneurs in the area who are looking for something closer to home.

Thank you for the opportunity to share my interest, and I'd be happy to speak further if needed.

Best regards,
Jacqi Cheney

By le way, I am never " busy for your referrals!!

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Grace Community Presbyterian Church

Clint Dowda · Pastor

9489 Sliding Hill Road
Mechanicsville, VA 23116
804-814-7433
gcpres.org | clint@gcpres.org

February 22, 2026

To Whom It May Concern,

It is my sincere pleasure to recommend Elisabeth Cannon for your consideration. I had the privilege of working alongside Elisabeth in her role as Administrative Assistant at Grace Community Presbyterian Church (GCPC) from 2017 to 2022. I can speak with great confidence about her character, capabilities, and deep commitment to community even more because I have known her since she graduated in college. During her five years on staff at GCPC, Elisabeth brought exceptional organizational skill and initiative to every area she touched. She undertook a comprehensive overhaul of our administrative operations — streamlining communication systems, restructuring internal workflows, and leading our transition from outdated Excel spreadsheets to Church Center, our church management platform. This migration required her to learn new technology quickly, bring others along with her, and ensure nothing fell through the cracks in the process. She did all of this with patience, thoroughness, genuine enthusiasm, creativity and fun.. Her management of our email communications kept members, volunteers, and ministry partners consistently well-informed and engaged.

What sets Elisabeth apart, however, is not just her administrative competence — it is the heart behind it. She was a central contributor to our Kids Give Back summer programs, organizing meaningful service experiences that connected children and families to their broader community. She also volunteered with Young Life Capernaum which serves students with disabilities and with the Arc of Hanover, giving generously of her time to support young people and individuals with developmental disabilities within that organization. This is someone who genuinely believes in building up the people and places around her, and who backs that belief with sustained, hands-on effort.

I can think of few people better suited to support the vision of Power Play. A family-friendly co-working and community space that addresses the real, daily pressures facing working parents is exactly the kind of initiative Elisabeth has been preparing for a long time. She has seen the need in her own life and dreamt of this idea for years. She understands how to build systems that serve people well, how to communicate across diverse audiences, and how to hold a community together with warmth and reliability. She has seen firsthand what it looks like when families are resourced and supported, and she knows how to help make that happen in a practical, organized way.

I recommend Elisabeth Cannon without reservation. She will bring both the skills and the spirit that Power Play needs to grow into the community resource it is meant to be. Please feel free to reach out if I can be of any further assistance.

Sincerely,
Clint Dowda Pastor
Grace Community Presbyterian Church
804-814-7433

1717 Collective (Greater RVA)

Heather Lyne · Director of Entrepreneurial Ecosystems

Hi Elisabeth,

I'm writing to affirm both the need for the Power Play RVA business model and the value it will bring to the region.

Through my work in the Greater Richmond entrepreneurial ecosystem, I've seen a clear gap in spaces that effectively integrate professional work environments with family-centered support—particularly for working mothers. Power Play RVA addresses this need by enabling entrepreneurs and professionals to remain productive, connected, and supported while balancing caregiving responsibilities. The model's flexibility is a key strength. Options such as day passes, hourly private office use, meeting and group session hosting, and longer-term memberships create multiple, practical entry points for users with varying needs. I would confidently recommend this space to entrepreneurs, small business owners, and service providers in my network.

I believe Power Play RVA represents a timely and necessary investment in our workforce, our entrepreneurial ecosystem, and our families. Both entrepreneurship and parenting can be isolating; this space has the potential to reduce that isolation while strengthening connectivity and opportunity across the community. I see this business playing a meaningful role within the broader small business and economic development landscape — and charting a path for more integrated and holistic offerings in the region.

Please feel free to reach out if you'd like to discuss my perspective further.

Sincerely,

Heather
Heather Lyne
Director of Entrepreneurial Ecosystems
1717 Collective | Greater RVA
hlyne@1717collective.org
C (970)708-4791

Alma Bella Academy | Alma Bella By The Bay

Dr. Debi Graves · Owner / Founder, Director of Education

Dear Carolina,

I am writing to share my strong support for the opening and success of Power Play RVA.

My name is Dr. Debi Graves, and I am the Director of Education at Alma Bella Academy, a community-based program in Chester and Urbanna dedicated to supporting children and families through hands-on learning, creativity, and connection. Through our work, we regularly engage with families, working parents, and small business owners who are in need of flexible, supportive spaces to balance work and family life.

Power Play RVA is a much-needed resource for our community, particularly for working moms and entrepreneurs. I can absolutely see opportunities to recommend Power Play to families and professionals within our network—for day passes, small group meetings, and membership options. I am especially excited about the potential for collaboration through hosting small creative workshops or classes that support both adults and children.

Spaces like Power Play help strengthen the local economic ecosystem by providing accessible, community-centered solutions for work and connection. I believe this initiative will have a meaningful impact, and I am happy to support its growth and success.

Please feel free to reach out if you have any questions.

Warmly,

Dr. Debi Graves
Director of Education
Alma Bella Academy
(804) 920-7053

Dr. Debi Graves
Owner/Founder
Alma Bella Academy | Alma Bella By The Bay
debigraves@almabellaacademy.com

The Baking Agent

Misha Adams · Owner (Small-Batch Bakery)

Hi Carolina,

I'm writing to share my strong support for Power Play and its upcoming launch in the Richmond community. As the owner of The Baking Agent, a local small-batch bakery, I'm excited about the opportunity to partner with Power Play by providing refreshments for their space. I anticipate supplying individually portioned baked goods (such as cookies and brownies) for meetings, events, and community gatherings hosted within the facility. Beyond that, I also see value in utilizing the space for business meetings and collaborative work sessions. Power Play's focus on supporting working moms and fostering community aligns closely with my own values as a business owner, and I'm confident it will become a meaningful resource in the area. I'm enthusiastic about supporting Power Play's growth and would absolutely consider ongoing engagement as their services become available.

Please feel free to reach out if you'd like to connect further.

Best regards,

Misha Adams
Owner, The Baking Agent
804-218-5449

Allgood Socials

Autumn Woods · Owner (Social Media)

Hi! This is Autumn, I run Allgood Socials and would be super interested in hosting meetings at Power Play RVA, and using it as an office space as needed with my kids in tow. I think this will be a great opportunity for moms in the area and can't wait to get involved on social media and follow progress as it happens.

I'd love to meet with potential clients in this space and am super excited at the potential with this!

- Autumn, Allgood Socials

KC Cohn (Identity Coach)

KC Cohn · Identity Coach for women entrepreneurs

!

Hi Elisabeth,

I love the idea of Power Play and would be interested in it as a go-to space for events with my clients. I would potentially be interested in venues for 10-20 people with workshops on a monthly basis. Day passes could become a possibility too as I could see holding special 1:1 coaching events there.

I'm super excited about the possibilities and look forward to hearing more about all your services.

Love the powerful name, btw!

Talk soon,

KC Cohn

Identity Coach

Helping women entrepreneurs get recognized for who they are and what they do.

hello@kccohn.com |
kccohn.com

Tussing Elementary (2nd Grade Teacher)

Michelle Emory · 2nd Grade Teacher

Dear Ms. Medina,

I am writing to express my support for Elisabeth Cannon and her business venture, Power Play. I have had the pleasure of knowing Elisabeth for the past two years, when I taught her son in my second-grade classroom. During that time, we developed a meaningful connection through regular communication, shared values, and her consistent involvement in her child’s education. Elisabeth has always demonstrated reliability, initiative, and a strong commitment to both her family and her goals. Even after her son left my classroom, we remained in touch, and I have continued to see her dedication firsthand. She has been thoughtfully developing the concept for Power Play over an extended period of time, refining her ideas and considering how best to serve families and working parents in our community.

As both a teacher in the local school system and a former stay-at-home mom myself, I immediately recognized the value of her vision. Power Play addresses a very real need—creating a professional, flexible workspace for parents, particularly those balancing entrepreneurship with childcare responsibilities. The idea of offering rentable workspace alongside on-site childcare is both practical and innovative, and it has the potential to positively impact many families in our area.

I can easily see myself recommending Power Play to others in my network, including parents, colleagues, and community members who are looking for ways to grow their businesses while managing family responsibilities. The flexibility of options such as day passes, hourly rentals, and longer-term memberships makes this model accessible to a wide range of users. Additionally, the opportunity to host meetings, small group sessions, or classes within the space adds further value to the community.

I believe Power Play will be a meaningful addition to our local economic ecosystem, supporting small business growth while also empowering parents to pursue their professional goals. Elisabeth has clearly invested significant time, thought, and energy into developing this idea, and I am confident in her ability to bring it to life.

Thank you for your time and consideration.

Sincerely,

Michelle Emory

2nd Grade Teacher, Tussing Elementary

804-502-5667

New Creation Presbyterian Church

Rev. Joel Passmore · Lead Pastor

Rev. Joel Passmore
4206 N Cresthill Ct
Chester, VA 23831
joel@newcreationpres.org
February 25, 2026

To whom it may concern,

I am pleased to write this letter of recommendation for Elisabeth Cannon. Elisabeth served for two years as Admin and Media Coordinator at New Creation Presbyterian Church, and she has remained an active and valued member since completing her staff role.

Elisabeth joined our church during its start-up phase, when strong administrative leadership and initiative were essential. In my role, I worked closely with her and benefited greatly from the value and expertise she brought. She was consistently pro-active, reliable, and an excellent communicator. Elisabeth demonstrated an ability to partner effectively with stakeholders and ministry leaders in our church, anticipating needs and delivering meaningful results that strengthened our young church.

Her work was marked by professionalism, follow-through, and a genuine desire to serve others well. She did not simply complete assigned tasks; she took ownership of her responsibilities and sought ways to build and improve systems and support the mission of our church.

Since her time on staff, Elisabeth has continued to serve faithfully as a volunteer, producing high-quality work and contributing meaningfully to the life of our church. She gives care and attention to visitors and those in need. She has the respect and support of our congregation and is actively engaged in our community. Her character and integrity have been evident over the course of several years.

Based on my experience working with her, I am confident Elisabeth would be an excellent and reliable tenant for your business space. She is responsible, trustworthy, and capable of managing her commitments well. I would recommend her without hesitation.

Please feel free to contact me if I can provide any additional information.

Sincerely,

Rev. Joel Passmore
Lead Pastor
New Creation Presbyterian Church

Community Member

Connie Elder · Community Supporter

Carolina Medina

Community Investment Collaborative

Dear Ms. Medina,

I am writing this letter to support the efforts of Elisabeth Cannon in her work of building her business, Power Play in Chester, Virginia. I have known Elisabeth since shortly after moving here five years ago. We have been involved in planting a new church where she provided organizational and administrative skills to help set a framework for much of what keeps the church operating today. Her enthusiasm, perseverance, and hard work to bring her vision of Power Play to life have been unwavering. I have seen in my own family where such a place is greatly needed. With three adult children in the area I have seen the struggles they and their spouses encounter in trying to work remotely with children in the home. I would be happy to recommend Power Play to them and their peers needing a safe space to work with a child in tow, or to have a quiet place for uninterrupted video or face-to-face meetings.

Regards,
Connie Elder
770-550-9045

Prospective Member

Heather Goodson · Remote Employee / Parent

Greetings,

I am thrilled that Power Play is coming to the Richmond, VA metro area!

As a remote employee who also has my girls at home with me, I'm planning on utilizing day passes for at least one day a week, and am also interested in hosting group classes. If a long term membership is available with a commitment of one day a week for an extended period of time, I am interested in registering for that as well.

Warmly,

Heather Goodson

Community Member

LaToya Gay · Community Supporter

Hello Carolina,

My name is LaToya Gay and I am good friends with Elisabeth. She is extremely active in the community and has a great vision for Power Play RVA. I admire her consistency in wanting to create a safe space for business entrepreneurs looking for a co-space where they can still resume business as usual.

If Elisabeth is awarded a loan through the Community Investment Collaborative, she would certainly put it to good use. Her passion for making a difference in our community while providing a valuable space is admirable. I would take advantage of her services by utilizing day passes, conducting business meetings, using the private office space at an hourly rate, hosting group class and would be open to activating a long-term membership.

I can be reached anytime by phone (804) 525-0442 and email (latoya8327@gmail.com) if you have any further questions and/or concerns.

Thanks for your time in considering my recommendation for Elisabeth Cannon.