

MOMENTUM 2026

Greater Philadelphia Latino Business Summit: Roots & Future

Agenda

Monday, November 2, 2026

4:00 p.m. Registration, Networking, and Interactive Exhibit

Light refreshments will be served.

5:00 p.m. Welcome and Opening Remarks

Kersy Azocar, President and CEO, Greenline Access Capital

5:15 p.m. The Brand Behind the Business: Turning Your Story into Opportunity

Vanessa Hernandez, Owner, VH Creations LLC

5:40 p.m. Break

Small bites or tapas offerings will be served.

6:00 p.m. Keynote: Small Business Insights from the Philadelphia Metro Area

Alaina Barca, Community Development Research Associate, Federal Reserve Bank of Philadelphia

6:30 p.m. Break

6:40 p.m. Concurrent Sessions: Investing in Your Future

From Entrepreneur to Investor: Building Wealth Through Real Estate

Alex Robles, Cofounder, Voyage Investments

Juan Saenz, Cofounder, Voyage Investments

Grow Your Business with AI Marketing Tools

Julian Ramos, Outreach Specialist, Southeast Business Assistance Center

From Opportunity to Contract: Navigating Procurement

Kevin Reynoso, Assistant Program Manager, Southeast PA Apex Accelerator, Kutztown University of Pennsylvania



GREENLINE ACCESS CAPITAL
BREAKING BARRIERS TO ENTREPRENEURIAL SUCCESS



**Southeast Business
Assistance Center**



- 7:15 p.m.** **2026 Survey Demo and Open House**
Alma Felix, Community Engagement Associate, Federal Reserve Bank of Philadelphia
- 7:35 p.m.** **Widener University Small Business Development Center**
Monica Herrera-Zuñiga, Grant and Budget Analyst, Widener University Small Business Development Center
- 8:00 p.m.** **From Goals to Growth: A Roadmap for Your Business**
Claudia Uribe, Head of Growth, SILVER Lining
- 8:20 p.m.** **Closing Remarks**
Kersy Azocar, President and CEO, Greenline Access Capital