



Holiday Celebration and Premiere of the HACA Alumni Video

On Sunday, December 15, 2013, Vancouver Alumni gathered at Romers Burger Bar in Kitsilano to celebrate the holiday season and to watch the national premiere of the HACA alumni video.

Following the unveiling of the video, alumni enjoyed refreshments and a presentation by Peter Verge local television personality and Social Media Specialist. Peter gave a humorous and insightful talk presenting useful tips and pitfalls to avoid in promoting the video. He also suggested some best practices in the use of other common social media tools such as Twitter and Facebook in order to raise HACA's profile across Canada to recruit new members.

Thank you to all those who attended during what is surely the busiest month of the year!

Melanie Solterbeck
HACA President and Vancouver Regional Co-Chair
Heidelberg Alumni Canada (HACA)