

ATRA SoCal *Professional Investment Kit*

Invest in Your Team, Strengthen Your Practice, Advance Recreational Therapy

ATRA SoCal is the largest national gathering of Recreational Therapists, bringing together **400+ professionals nationwide**. Attending provides practical strategies, leadership development, and evidence-based tools to improve client care and organizational impact.

- Conference Dates: October 17–19, 2026 | Brea, CA
- Theme: The Connection Rx: Prescribing Belonging Through Recreational Therapy
- Website: atra-online.com/so-cal

Organizational Impact *At a Glance*

About the Theme

The Connection Rx: Prescribing Belonging Through Recreational Therapy

At a time when loneliness, staff wellbeing, and client engagement are recognized as critical challenges, ATRA SoCal centers on connection as a foundation for health, performance, and belonging.

Attendees will explore practical, evidence-informed strategies that strengthen:

- client engagement
- therapeutic relationships
- staff collaboration
- social connectedness outcomes

This conference directly supports organizations seeking to improve both client outcomes and workforce wellbeing.

About ATRA

The American Therapeutic Recreation Association (ATRA) is the only national membership organization representing the interests and needs of recreational therapists.

ATRA Attendees

ATRA conferences attract recreational therapists from diverse backgrounds.

Recreational therapists practice in many settings, including: medical and psychiatric hospitals, skilled nursing facilities, residential care, community parks and recreation, community human services, assisted living, education, private practice, and more.

Connection Drives *Outcomes*

Professional Development

- Earn up to 16 hours (1.6 CEUs) of continuing education
- Learn evidence-based interventions and program development strategies
- Participate in optional post-conference workshops and on-demand learning
- Strengthen skills in social connectedness and systems-level impact

Organizational Impact

- Implement new interventions to improve client outcomes
- Reduce time and costs by leveraging best practices
- Inspire collaboration and innovation within your team
- Apply practical strategies for leadership and program effectiveness

Networking & Leadership

- Connect with peers and leaders nationwide
- Build partnerships for knowledge sharing and professional growth
- Share insights through presentations or team training
- Engage with experts across diverse areas of practice

Conference *Highlights*

- **General Sessions:** Large-scale talks on connection, belonging, and wellbeing
- **Concurrent Sessions:** Practice-area specific learning
- **Research Institute:** Digital Poster Gallery and oral sessions showcasing latest evidence
- **Post Conference Workshops** Deep-dive into specialty topics. Note: Separate Registration Fee
- **On-Demand Learning:** Flexible, on the go learning from anywhere. Note: Separate Registration Fee
- **Networking Opportunities:** Structured and informal engagement
- **Community Building:** Shared conversations and professional relationship development



Conference *Investment*

Expenses	Professional Early Bird Rates	Student Early Bird Rates	Notes
Registration (Member / Non-Member)	\$525 / \$700	\$190 / \$255	Early Bird Rates valid until 7/30
Add On: Post-Con Workshop	\$75 / \$95	X	Date: Tuesday, October 20, 2026
Add On: On Demand Learning	\$150 / \$225	\$65 / \$95	Dates: November 2 - 30, 2026
Lodging: <u>Embassy Suites by Hilton Brea North Orange County</u>	\$199 + taxes/fees	\$199 + taxes/fees	Includes onsite breakfast. Options: king bed with sofa sleeper or two double beds (bed type not guaranteed). Discounted rate available Oct 15-21.
Flights and Transportation	Varies	Varies	Closest Airports: John Wayne / Orange County
Meals	Varies	Varies	Lunch \$20, Dinner \$30; breakfast included in hotel stay
Parking	\$16/night with in/out privileges	\$16/night with in/out privileges	Extended hours 2-6PM, add \$5

ATRA SoCal *Request for Attendance*

Dear **{Supervisor or Director}**

I am requesting support to attend ATRA SoCal 2026 in Brea, CA, from October 17–19. As the largest national gathering of Recreational Therapists, this conference provides evidence-based tools and leadership development directly applicable to our current clinical goals.

Attending this conference is an investment in our team's efficiency and the quality of care we provide to our clients. This investment will result in:

- Clinical Excellence: Earn up to 16 hours (1.6 CEUs) of continuing education in cutting-edge recreational therapy practices.
- Operational Efficiency: Learn actionable strategies to reduce research time and costs by implementing industry best practices.
- Knowledge Transfer: I will facilitate a post-conference briefing to share key insights, research findings, and new interventions with our entire department.

Cost Efficiency Opportunity: Our organization can maximize this budget by utilizing professional group rates. Please note that these discounts apply to professional registrations (student rates are already fixed at a reduced rate):

- 3–4 registrations: 10% discount
- 5–9 registrations: 15% discount
- 10+ registrations: Custom discount packages available via info@atra-online.com.

Approval & Next Steps: To approve attendance and secure Early Bird pricing by July 30, please submit payment or request an invoice here: [Invoice Registration Form](#)

With Gratitude,

{Attendee Name}

Post Conference *Impact Report*

To: [Supervisor Name/Dept]

From: [Employee Name]

Date: [Completion Date]

Purpose: To ensure measurable return on professional development investment

Overview of Participation

- CEUs Earned: Up to 1.6 CEUs (16 hours) of continuing education.
- Focus Area: [e.g., Clinical Interventions / Leadership / Program Development].
- Core Theme: The Connection Rx: Prescribing Belonging Through Recreational Therapy.

Key Insights & Evidence-Based Tools

- Clinical Strategies: Summarize three actionable interventions learned during sessions.
- Research Highlights: Key takeaways from the Research Institute and Digital Poster Gallery.
- Resource Acquisition: New tools, program strategies, or professional leads established.

Action Plan for Knowledge Transfer

To ensure a full return on this investment, I will complete the following within [30/60] days:

- Department In-Service: Lead a 30-minute briefing to train the team on [Specific Strategy].
- Efficiency Audit: Review our [Program/Process] to reduce time and costs using learned best practices.
- Implementation: Pilot one "Connection-based" intervention to improve client outcomes.

Strategic Recommendation

[Briefly describe one high-level change or new partnership that could benefit the organization long-term based on the networking and sessions attended].