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Tim Skogen Named Executive Director of The First Tee of the Coachella Valley

Indio, CA (December 3, 2014) – The Desert Recreation District (DRD) has named hospitality and golf veteran, Tim Skogen, as Executive Director of The First Tee of the Coachella Valley. Mr. Skogen will be responsible for The First Tee program and The Golf Center at Palm Desert, two key programs offered by the Desert Recreation District.



The First Tee of the Coachella Valley, a chapter of the national/international non-profit youth initiative, provides an opportunity for young people to develop life enhancing values through the game of golf. Open to the public, The Golf Center at Palm Desert is a 9-hole, Par 3 golf course with a driving range, chipping and putting greens, lessons and clinics.

“Tim is a perfect fit for this role. His experience in managing country clubs and golf resort properties, developing golf curriculums and being a nationally recognized, Class A PGA member brings the strong leadership and operations management skills along with the golf perspective needed to further expand these programs” commented Kevin Kalman, General Manager of the Desert Recreation District.

With a new clubhouse and character education center being introduced early next year, The First Tee program and The Golf Center will expand capacity to host more participants and recreational golfers, respectively. “Our goal is to offer Best-In-Class programming and recreation to our guests” stated Mr. Skogen. “We are focusing on product, programming and people. Our new clubhouse and character education center is just the start” he concluded.

The new clubhouse will be open at the end of December. Plans are underway for a Grand Re-Opening to thank First Tee supporters and invite the Coachella Valley community at-large in late January.

The Desert Recreation District

The Desert Recreation District (DRD) provides quality recreation experiences to residents throughout the Greater Coachella Valley. DRD manages, maintains and assists in maintaining over 30 parks and recreation facilities; creates and delivers quality programs, services and classes; and, facilitates leisure opportunities through partnerships that support and encourage residents to engage in healthy lifestyles and wellness activities. The Golf Center at Palm Desert is operated by DRD. The First Tee of the Coachella Valley is a program offered by DRD. DRD is funded through tax dollars, special assessments, grants and nominal charges assigned to select classes and events. Over the last year, DRD hosted over 2,400 classes and programs and more than 100 special events.

About The First Tee of the Coachella Valley

The First Tee of the Coachella Valley was established in 2008 by the Desert Recreation District and is one Chapter of a national/international non-profit youth initiative called The First Tee. The First Tee was created in 1997 by the World Golf Foundation to provide young people of all ethnic and economic backgrounds an opportunity to develop, through golf and character education, life-enhancing values such as honesty, integrity and sportsmanship. The First Tee Life Skills & Golf Experience is the unique component that sets The First Tee apart from many other junior golf programs. Since inception, The First Tee of the Coachella Valley has hosted more than 6,000 young people.

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