

# Robert Frohlich – 1955-2010

Robert “Fro” Frohlich, a prolific skier and writer, died Oct. 26 after a long battle with cancer. He was 55.

Frohlich was born July 9, 1955, in Princeton, N.J.

He graduated from the University of North Carolina, Chapel Hill, with a degree in Film Communications.

He wrote for *Ski*, *Skiing*, *Powder*, *San Francisco Chronicle*, *Tahoe Quarterly*, *Reno Gazette-Journal* and other publications. He covered the Salt Lake City Olympics in 2002 for the *Sacramento Bee*. For 10 years he covered professional boxing for *Boxing Illustrated*.

He moved to Squaw Valley in 1977 as an assistant to the producer for ABC Sports.

In 1994, Frohlich co-founded SnowTribe Productions, a charitable organization that produces multi-audio visual shows and other events benefitting Tahoe area charities.

Frohlich is the author of the books “Mountain Dreamers: Visionaries of Sierra Nevada Skiing,” “Skiing With Style” and “Mountain Journal.”

Survivors include his mother, Billie Burke Rogers, and sister, Margaret Frohlich Percy, both of Ottawa, Ontario, Canada, and a ton of friends in Lake Tahoe.

A memorial service will be Nov. 11 at 4pm at the Olympic Valley Lodge in Squaw Valley. In lieu of flowers, donations may be made to the Robert Frohlich Scholarship Fund, c/o Truckee-Tahoe Community Foundation, P.O. Box 366, Truckee, CA 96161.