

NYS  **FAH**
NEW YORK STATE ASSOCIATION FOR AFFORDABLE HOUSING

BOARD MEMBER
COMMUNICATION


HOUSE
NEW YORK
AFFORDABLE HOUSING
EDUCATION+OUTREACH

Richard M. Froehlich

It is with great sadness that we notify our members and friends of the passing of Rich Froehlich this past weekend. Rich was an expert in the field of financing and preserving affordable housing and a giant amongst his peers. He will be sadly missed and will hold an irreplaceable place as a legacy at the agency.

For more than a decade Rich was the "GONG-MASTER" and gameshow emcee at NYSAFAH's Annual Affordable Housing Conference in New York City. His charm, wit and humor were priceless qualities at this long awaited, carefully planned and choreographed tradition. In his daily work, Richard was the primary coordinator of HDC's award-winning preservation efforts that led to the continued affordability of over 140,000 units of low and middle income housing in New York City. He was also a leader in designing and implementing HDC's participation in Mayor Bill De Blasio's Housing New York plan to build and preserve 300,000 units of affordable housing in New York City.

We will send out additional details when we have confirmation of visitation, funeral and other memorial arrangements for Rich. Please keep Richard's family in your thoughts and prayers during this difficult time.