



Media Contact:
Peter Van Dyke
Berg Muirhead and Associates
pvandyke@bergmuirhead.com
w: 313-872-2202
c: 313-530-7882

Michigan Community Resources Announces Departure of Heidi Alcock as CEO

DETROIT – April 17, 2013 –Michigan Community Resources (MCR) announced today the departure of Heidi Alcock, who served as CEO. The organization’s Board of Directors has appointed MCR’s Director of Education and Outreach Programs, Shamyle Nesfield, as Interim CEO and Steve Tobocman, managing partner of New Solutions Group, has been retained as a special advisor. Tobocman was a founder of MCR under its former name, Community Legal Resources. A nationwide search for Alcock’s successor will commence immediately.

Alcock began working with MCR in 2006 as a pro bono program manager, was named Executive Director in 2007, and was appointed CEO in 2010. Under Alcock’s leadership and with the active involvement of the Board of Directors, MCR has quadrupled its staff and budget, expanded its programs to include planning, technical, and education and outreach resources, and developed a deep and experienced management team. That team, led by Alcock, was a driving force in MCR’s critical involvement and contributions to the Detroit Works Project, now Detroit Future City. Alcock is leaving MCR to take a position as Senior Program Manager with the Detroit Economic Growth Corporation in order to help lead the implementation of Detroit Future City.

“Heidi Alcock’s leadership of MCR has been exemplary and contributed to a much stronger organization” said Geaneen Arends, Chairperson of MCR’s Board of Directors and attorney at Butzel Long. “While Heidi will be greatly missed, MCR is extremely fortunate to have a deep and experienced management team. We are confident that MCR will continue to provide the same high quality level of services as we seek a new CEO.”

Nesfield has worked for MCR for more than four years, and since 2010 has been MCR’s Director of Education and Outreach. In that role, Nesfield, as part of the management team, ensures that MCR maintains its standards of excellence as a service provider, remains locally relevant and financially sustainable, and serves as a national model for leveraging intellectual and financial capital for community empowerment and transformation. As Interim CEO, she will report to the Board of Directors, lead MCR’s management team, and continue MCR’s excellent service. “Shamyle’s strong experience and expertise ensure that MCR’s transition to a new CEO will be seamless,” said Arends.

Tobocman, a founder of MCR, has been a leader in the Michigan and Detroit publicly policy and legal community for more than 20 years. Before starting New Solutions Group in 2012, he served as State Representative from Michigan’s 12th State House District in southwestern Detroit. He is also noted for his work as co-director of the Michigan Foreclosure Taskforce and of Michigan State University’s Michigan Political Leadership Program, and for spearheading Global Detroit.

Michigan Community Resources supports and empowers nonprofit community organizations in Michigan that serve low-income individuals and communities – with an emphasis on community economic development – by providing pro bono legal services and technical assistance. Founded in 1998, MCR has provided over \$12

million in free legal assistance to over 1000 nonprofits in Michigan and vacant property related assistance to over 200 community organizations in Detroit. Find MCR at www.mi-community.org.

###