

SEEN AND HEARD



Joyce Kurtz, owner of Joyce Kurtz Designs and a banking employee in Elkhart, Ind., attended a NeoCon seminar featuring City Flats creators, who described the hectic year to build the super-green Holland boutique hotel. Kurtz has stayed there and told others at the seminar that she was impressed:

"The design of the room was impeccable. I'd do City Flats again in a heartbeat."



Matt Schad, a fourth-generation executive at Nucraft, described the 2009 industry downturn:

"We didn't take our foot off the gas pedal. Sometimes companies pull back and stop doing new product development. That costs you in the long run. Family ownership can take the long view,"



Geoff Miller, a second-generation executive at Grand Rapids Chair Co., is proud of the company's first line of stackable banquet seating, named Kate, Abbey and Anne. He was in familiar company:

"(NeoCon) is like a gathering of West Michigan companies."

