

**For Immediate Release**

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## **Governor's House Hotel Switches to Knowland's Target Net**

*Montgomery hotel and conference center chooses sales & catering platform for mobility and reporting capabilities*

**Washington, DC 9/28/11** – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, has provided the Governor's House Hotel and Convention Center with [Target Net](#), the ground-breaking meetings management platform. Conveniently located near the airport in the heart of Montgomery, the hotel has over 28,000 sq. ft. of meeting space.

The Governor's House Hotel and Convention Center offers a business center, audio-visual equipment, and event space including conference and meeting rooms as well as banquet facilities. Area attractions include the Carolyn Blount Theatre, the Montgomery Museum of Fine Arts and the Alabama State University Acadome.

"Target Net is the perfect fit for the Governor's House Hotel and Convention Center," Knowland CEO [Michael K. McKean](#) said. "Our sales force automation and meetings management tool will help them track down groups that are perfect for the property and manage each event from meeting space to menus."

Target Net was created with frustrated hoteliers in mind and solves many of the major pain points usually associated with sales & catering software. Operating from the cloud, it is true sales force automation and does not require expensive installations and maintenance like other server-based software systems. Target Net is available on the iPad and iPhone, giving sales managers instant access on property, at home, and on the road. The platform can run more than 40 reports independently – including Activity Reports and Rooms Pace and Daily Transactions.

Target Net allows the Governor's House staff to execute events, from table configuration to menu creation. The newly enhanced Target Net includes a user-friendly BEO interface, giving them the opportunity to share necessary information quickly – from the sales team to the front desk to the housekeeping staff. Simply put, Target Net drives revenue while being easy-to-use, intuitive and cost-effective.

### **About The Knowland Group**

The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales in the hospitality industry. The company, headquartered in the Mid-Atlantic region of the United States, serves more than 3,000 hotel clients and 25,000 users globally. Knowland was ranked as the fifth fastest growing software company (public or private) in North America by Deloitte and the second fastest growing private company in the travel industry for both 2009 and 2010 by Inc. Magazine. For more information, visit [www.KnowlandGroup.com](http://www.KnowlandGroup.com), call 410-860-2270, or follow us on Twitter [@knowlandgroup](https://twitter.com/knowlandgroup).

