

**For Immediate Release**

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## **Knowland VIP Client, Tonia Noonan, Featured in Join the Revolution Ad Campaign**

*"I felt like a movie star!" said Noonan, VPOSM for Sunburst Hospitality and Knowland Target Net customer*

**Washington, DC 6/3/11** – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, is taking innovation to a whole new level with its latest ad campaign, Join the Revolution. The ad features Knowland VIP client Tonia Noonan, who is the Vice President of Sales and Marketing for Sunburst Hospitality and can be seen on our [Facebook](#) page.

Unlike other industry antiquated systems, The Knowland Group is not following an outdated map but is drawing its own. With Software-as-a-Service, mobile applications and social media integrated into every Knowland product, hoteliers no longer have to settle for archaic and expensive software. Instead, hotels can Join the Knowland Revolution and become a part of a company whose mission is constant innovation.

"Sunburst Hospitality Joined the Revolution because The Knowland Group is a technology forward company that strives to help its hotel clients and blazes industry trails," Tonia Noonan said. "With Knowland I am confident that my hotels will move into the future with cutting-edge technology and products."

Tonia Noonan has been a Knowland client since 2007 and has pushed for the integration of Knowland products at each hotel owner/management company she has worked for. The hotels she currently oversees with Sunburst Hospitality use Readers, Insight and Target Net. Tonia's favorite product is Target Net because she said "it takes all the products and makes them accessible in an organized way so I can hold myself accountable."

[Target Net](#) provides true sales force automation and is the only complete business development solution for the hospitality industry. It generates leads for sales teams to pursue, and then helps turn those opportunities into bookings. Operating from the cloud, sales managers can use the program for every step in the booking process – from meeting space, menus, to table configuration.

Starting next week Knowland is continuing its promise to offer clients products equipped with revolutionary technology and is including a social media dashboard into the enhanced Target Net.

### **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).