

For Immediate Release

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The Knowland Group Partners with Bluebuzzard

Collaboration allows for seamless integration between Knowland's Target Net and Bluebuzzard's ProposalPath

Washington, DC, 09/22/11 – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, is pleased to announce a partnership with [Bluebuzzard](#). Now both The Knowland Group's [Target Net](#) users and Bluebuzzard's [ProposalPath](#) users will be able to integrate their interactive proposals easily between the two systems.

The Knowland Group and Bluebuzzard are both focused on building innovative software for the unique needs of hoteliers. Each company has a reputation for providing superior business development tools to clients and joining forces is a natural step.

"We're very happy to be partnering with The Knowland Group" said Bluebuzzard Co-founder and Managing Partner [Ryan Hamilton](#). "Customers of Target Net now have a powerful web-based sales presentation tool to complement their sales and catering automation system. ProposalPath is the solution every modern sales office needs to write, send, and track high-impact group and catering proposals."

Thousands of top sales professionals throughout the hospitality industry use [ProposalPath](#), a powerful web-based platform built to help drive group sales. Hoteliers can use it to send online proposals, brochures, and general letters and set themselves apart from their competition. With ProposalPath, sales teams are able to put their best foot forward and capture a potential customer's attention.

As a true sales force automation platform, [Target Net](#) helps sales managers easily navigate and manage their sales funnel from start to finish. Operating from the cloud, Target Net is browser-based and does not require expensive installations, upgrades and maintenance like other outdated software systems. The tool allows sales teams to complete events, from table configuration to food and share important information quickly. It also includes a user friendly BEO interface that makes it simple to create customer friendly and operationally sound BEOs.

Target Net users can easily take data from Target Net and effortlessly create customized, interactive proposals in ProposalPath. The ability to seamlessly link ProposalPath to Target Net gives clients an easy way to generate customized proposals.

"Our partnership with Bluebuzzard is key to our efforts of working with companies that are also focused on moving the hospitality industry into the future with cutting-edge technology" said [Knowland CEO Michael K. McKean](#). "At Knowland we are always on the lookout for new companies to partner with in order to create visually engaging products."

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, serves over 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, call 410-860-2270, or follow us on Twitter @[knowlandgroup](https://twitter.com/knowlandgroup).

About Bluebuzzard

Founded in 2004, a privately-held company based in Chicago, Bluebuzzard is in the business of building cutting-edge software with the unique needs of hospitality salespeople in mind. The company's products are currently in use by thousands of top sales professionals within some of the industry's most well-known and well-respected companies.

ProposalPath is a powerful web-based platform built to help you drive group sales. Hoteliers can use it to send online proposals, brochures, and general letters, to set themselves apart from the competition. With ProposalPath users get everything – professionally-designed proposal templates, unlimited use of our system, web hosting and maintenance, support, and a product that never gets old – for a fixed set-up fee and a monthly price.