

**For Immediate Release**

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## **Purple Sage Ranch Conference Center & Retreat Streamlines the Entire Booking Process with Knowland's Target Net**

*Texas conference center simplifies their group booking process with cutting edge sales & catering tool*

Washington, D.C., 9/21/11- [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, has recently signed up the Purple Sage Ranch Conference Center & Retreat for [Target Net](#). Located in Bandera, Texas with more than 3,000 square feet of conference room space, it is the ideal venue for businesses to hold events.

Purple Sage Ranch is fully equipped with state-of-the-art facilities and offers an exclusive booking policy that lets the staff focus entirely on guests. The ranch boasts customized menus, recreational activities, and professionally equipped meeting spaces allowing groups to get down to business.

“We are very excited to offer our ground-breaking sales and catering software to the Purple Sage Ranch Conference Center & Retreat,” Knowland CEO [Michael K. McKean](#) said. “Target Net will make finding, contacting, and booking new group business a quick and efficient process.”

Target Net provides true sales force automation and was created with hoteliers in mind. Operating from the cloud, Target Net is browser-based and does not require expensive installations and maintenance. The tool can run more than 40 reports independently – including Activity Reports and Rooms Pace and Daily Transactions. Target Net is easier to use, more intuitive and more cost-effective than any other product on the market.

With access to the world’s largest group database, Target Net puts the Purple Sage Ranch’s sales staff in touch with solid leads and verified contact information for meeting planners. Target Net helps them organize and complete events from start to finish. Target Net includes a user-friendly BEO interface, allowing the hotel staff to share essential event details quickly.

With the help of Target Net, hosting corporate events at Purple Sage Ranch will be simple, streamlined and straightforward!

### **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](http://www.KnowlandGroup.com), call 410-860-2270, or follow us on Twitter [@knowlandgroup](#)