From Telling Stone to Boomer Commerce:

A Story Built on Partnership, Purpose, and the Tradeshow Industry

Boomer Commerce is the product of Telling Stone Software, a company founded by Carl and Debbie Leander in 2006. The two partners (both in work and in life) had worked together for many years at another event industry software company that focused on sales and catering automation for group business.

When that company (Daylight Software), was sold to Newmarket International (now Amadeus), they decided to start a business together. They named the company Turning Stone Software as a nod to a pivotal point in their careers; however, shortly after announcing the new company, the Onieda Indian Nation wrote a cease-and-desist letter stating that the name Turning Stone was trademarked and could not be used. Feeling naïve but undeterred, they changed the company's name to Telling Stone Software (a telling stone is another name for a tourmaline, a stone that represents balance, a shield from negative energy and a clear emotional state).



With a noncompete in place, the two worked as contractors in their respective areas of expertise: Carl as a database and Microsoft development expert, and Debbie as a software designer with intimate domain familiarity in the event industry and solid instincts for usable software design. In 2009, they were approached by an executive at MGM Resorts who had a need to automate the exhibitor ordering process at all the Company's convention properties and Boomer Commerce was born. The name Boomer came from the acronym "booth online ordering and management" after Carl and Debbie

brainstormed on a plane at 30,000 feet on their way to one of the specification meetings at MGM. Debbie designed the product's logo on that same plane ride.

As a true e-commerce system with full PCI compliancy, Boomer took an online storefront experience like Shopify and Magento and wrapped the concept of an event around it. As a result, it had the look and feel of standard an e-commerce system combined with the unique requirements of the tradeshow world, providing product and pricing flexibility and customized content for each event. It eliminated bulky exhibitor ordering forms and insecure credit card forms to provide a safe, efficient way for exhibitors to order for their booths online.

Boomer worked incredibly well for venues like Mandalay Bay, Bellagio and MGM Grand since its user experience and technical design were based on many meetings with MGM. Carl and Debbie knew any supplier to tradeshows needed Boomer, not just venues, and so they began to target general service contractors and specialty suppliers like audio visual and floral companies. Those niches required their own features and functionality such as changing tax schedules, shipments, material handling and the like, and Boomer continued to evolve. In April of 2011, Boomer was installed in its first non-MGM customer, Heritage Exposition Services (need to know if it's to mention them).

Over the years, the software continued to serve suppliers to exhibitors, and Carl, Debbie and a single developer contractor made it happen. The way they could listen to their customer base's new needs, work together to design and develop new features, and introduce it in a new release was incredibly efficient. While sounding cliché, above all, their attention to customer service and going above and beyond was and remains at the Company's core.

The number of customers continued to grow, and by 2017, it was clear they needed a bigger team. So, they hired a tradeshow industry veteran with a knack for software, Laura Graziano, to lead customer support. Within two more years, it was clear they needed a succession plan and so in January of 2020, they hired Carl's son Ben as Chief Technology Officer and Debbie's daughter Alyssa as Director of Customer Experiences. Both had the potential skillsets required to supplement Carl and Debbie's responsibilities perfectly, and though it remains in transition indefinitely, they have become immersed in this unique industry, in large part due to ESCA.