

Feb 2025 Newsletter for That CAD Girl and Carlson CAD Solutions

In This Issue:

- **Changes In Our Relationship with Carlson Software**
- What's Happening With Our Webinar Series
- Your Customer Portal – Best Kept Secret for Managing and Tracking Your CAD Licenses and Serial Numbers
- Upcoming Webinars with MicroSurvey, Civil 3D and More

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That CAD Girl

AN IMPORTANT MESSAGE ABOUT OUR RELATIONSHIP WITH CARLSON SOFTWARE

Please note: As of early 2025, neither **That CAD Girl** nor our sister company, **Carlson CAD Solutions**, are authorized dealers for Carlson Software.

Even though Carlson ended our dealership with only a few days notice, we've continued to support Carlson users with training, technical help and guidance on renewals and licensing. While we can no longer sell their products, we will continue to offer assistance to anyone using Carlson desktop software who needs help navigating their options.

Our whole-hearted commitment to being a trusted resource for all land development professionals includes recommending purchases of Carlson if and when we believe it's a good fit even though we cannot facilitate the sale ourselves.

We'll continue to offer advice, referrals and training wherever we can.

Scroll down to read more of the backstory and how we got here.

UPDATED 5/6/2025: I wish I had more to report, but I promised to keep you updated—and it's been a while, so I owe you one!

We're still hearing from past customers and new contacts almost daily—8 or 9 just this week—asking for advice, support and referrals related to Carlson desktop software. It's been both humbling and eye-opening to see how many of you continue to

reach out to us, even though we're no longer authorized dealers for Carlson.

As Bruce Carlson once acknowledged, Carlson CAD Solutions and That CAD Girl were the only dealers who focused on sales and support of their desktop software. Now that we are no longer in that role, it is understandable that many of you are still looking for another dealer to fill that gap.

So, what's changed between us and Carlson? Not much, really.

We've been informed by Carlson Software's legal counsel that they do not believe they've acted improperly or interfered with our business relationships. While we may see things differently, we're moving forward in good faith, we are assuming they do not intend to interfere in the future, and are continuing to reach out to other dealers to offer support and send along leads when possible.

Dealers we have reached out to over these many months have been willing to talk and are, obviously, interested in the opportunity to increase sales by collaborating with us. Unfortunately, they've decided not to move forward at this time—it's understandable that they are cautious, likely due to uncertainty about how such a partnership might be perceived by Carlson.

We plan to keep trying – and hope we'll soon come to an understanding and find ways to work together that will benefit everyone.

In the meantime, we're still here, still offering support and training for Carlson desktop products, and we're also working on some new partnerships we'll be announcing soon. Keep an eye on our website for updates!

And as always—thank you for your trust, support and friendship over the years.

– Jennifer

UPDATED 2/24/2025: Because we believe that Scott Griffin, and Carlson's legal counsel, continue to unfairly characterize the details of the termination and its aftermath in emails TO US and with customers copied, I am linking to the email and termination letter here in the interest of full transparency.

UPDATED 2/9/2025: I am sincerely kicking myself for not doing this sooner but, if you're reading this, I'd ask that you check out **Dave Mollenberg** and his team at Alpine Navigation in Grand Junction CO.

From their website:

Alpine Navigation offers service, sales and support for the Western Slope of Colorado and surrounding areas in the United States. We focus on the needs of the Heavy Construction, Mining, Aggregates, Agriculture, Public Works, Federal Lands, Energy, Ranching & Resort industries.

Until recently, **Alpine Navigation** was an authorized Carlson Software dealer specializing in sales of hardware and equipment. After Carlson CAD Solutions and That CAD Girl were terminated as dealers on 1/6, Alpine came to our rescue and helped our customers by following up on our leads and processing orders for Carlson desktop software and maintenance renewals.

Shockingly, Carlson terminated Alpine's dealer contract only 2 weeks after, and because, we started working together. Their

termination was effective immediately as of 1/22/2025.

So, please, if you are in Dave's neighborhood... give him a ring and show him some love.

UPDATED 2/4/2025 We are incredibly grateful for the calls and emails of support we've received from our customers during this transition.

While we have been hesitant to post this, due to many requests, we are sharing the contact information for those at Carlson to whom you may wish to express your support of That CAD Girl and Carlson CAD Solutions, as well as your opinion on the termination of our Carlson dealer contract.

Email: Info@CarlsonSW.com AND Support@CarlsonSW.com

Phone: 606-564-5028

ORIGINAL POST CONTINUES BELOW

One Door Closes and Others Open

On Saturday, December 28, I received an email and letter advising me that Carlson Software was terminating the dealership agreements for both Carlson CAD Solutions and That CAD Girl, **without cause**, effective Monday, January 6, 2025.

This decision came without any warning or explanation and took us completely by surprise.

In order to comply with their decision, we've removed all options to purchase Carlson products from Carlson CAD Solutions and paused software-related payments in our online portal.

Our Top Priority: You, Our Customers

Right now, our focus is on supporting our customers across the US. We put the highest value on the relationships we have built on trust and respect over the last 17+ years as Carlson Software dealers.

Carlson CAD Solutions and That CAD Girl will continue to be a resource for sales advice, tech support and training for Carlson's Desktop Software!

With regard to sales of new licenses, maintenance and upgrades – we are working to connect with other Carlson dealers so that, if desired, our customers will have a closer, local option in addition to the support we'll offer. The holiday timing hasn't made it easy, but we're doing everything we can to make this as smooth as possible.

To Carlson Dealers:

If you're interested in helping our past customers in your region and haven't heard from us yet, please call me directly at 254-417-8351.

To Our Customers:

If you've been working with Claire, Jenny, Joni or me on pricing, proposals, upgrades, maintenance renewals, tech support or anything else, please don't hesitate to get in touch. You can email us, call our main line at 804-227-5766 or call my cell directly at 254-417-8351. We'll do everything we can to help with any outstanding issues.

What's Next?

That CAD Girl Webinar Series & Customer Portal: These services aren't going anywhere! In fact, we're shifting our focus back to what we love most—sharing our expertise in CAD and Carlson Desktop Software while providing the very best training and customer service available.

We're working on adding more and better webinar content featuring some exciting new presenters. As a thank-you for sticking with us, **and for a limited time**, we're offering one year of free access to our Webinar Series and that will also include access to your Customer Portal for self-service management of your Carlson serial numbers and maintenance reports.

We'll keep you updated on new offerings through our newsletter, CarlsonCADSolutions.com and here on ThatCADGirl.com.

What Hasn't Changed?

Our commitment to YOU—helping you buy what you need and use what you buy.

This is a big change, but we're looking forward to what's ahead and can't wait to share the next chapter with you. Thank you for all your support—we owe the last 17 years of success to you!




Now Posted! February and March Upcoming Training

We have recently updated our Webinar Series and Virtual Classroom schedules with dates in February and March!

If you've recently purchased software, you are eligible to attend any and all sessions of our Webinar Series. Just go to the **Webinar Series tab** in the upper-right corner of your That CAD Girl Customer portal to find the links to each session.

Click [here](#) if you have no recent purchases but would like to

attend as a guest.



UPCOMING TRAINING
FEBRUARY & MARCH 2024

Webinar Series

- Intro to Carlson: Settings, Setup & Points
- Basics of Surface Modeling
- Overview of Carlson Field to Finish
- Tips & Tricks in CAD & Carlson
- Pond Design in Carlson
- Basics of Road Design with Carlson Civil

Virtual Classroom

- Fast Track to Civil Suite and CADnet
(Survey, Civil, Hydrology, GIS)
- Fast Track to Carlson Survey

ContactUs@ThatCADGirl.com ✦ ThatCADGirl.com/Training ✦ (954) 223-4475

That CAD Girl is heading west!

We're very excited – and appreciative! – to the Land Surveyors of Washington (LSAW) and to the Western Federation of Professional Surveyors for inviting us to present sessions at their 2024 conferences!

We will have some fun and exciting events at our booth that you

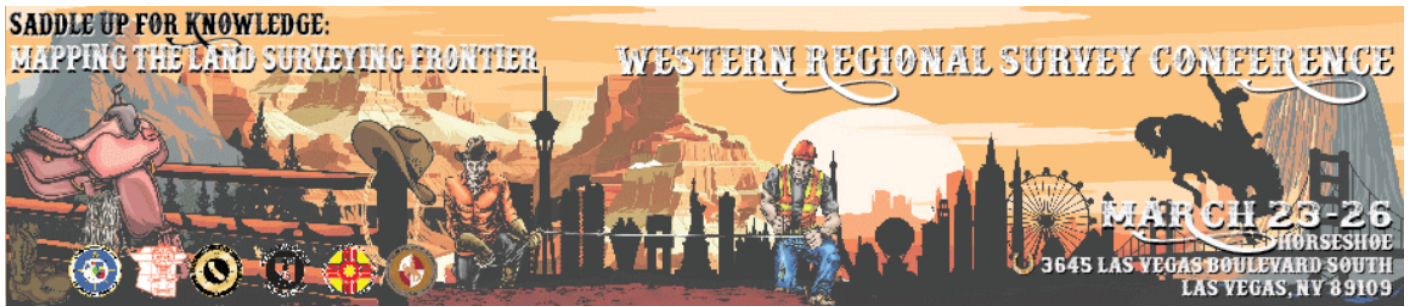
won't want to miss, so make sure to come by while you're there!

In Tulalip at the 2024 LSAW Conference, That CAD Girl will be presenting ***Survey Project from Field to Plotted Sheet with Carlson Software*** – tentatively scheduled on Wednesday, Feb 28th.



At the Western Regional Survey Conference in Las Vegas, we will also have fun 'n' games at our booth and will be presenting ***Survey Project from Field to Plotted Sheet with Carlson Software***.

And you won't want to miss our other session! In Dueling Piano... err, ***Dueling CAD Stations: Civil 3D vs Carlson Software*** with John Dingwall of CAD Masters, we will go head-to-head to demonstrate how each program handles your day-to-day Survey work.



Early registration is still open for both Conference, so register today!

2023 Carlson Software Workshops – In-Person and Virtual

That CAD Girl

Carlson Software Workshops
In-Person and Virtual Workshops
\$99 per day for in-person, includes FREE registration to Virtual

CARLSON 2024

More than 30 hours of training over 4 days!!

www.ThatCADGirl.com/workshops

We are happy to announce that our annual That CAD Girl and Carlson Software Workshops are finally returning to “our regularly scheduled programming” here in 2023!!

For the first time since 2019 we will be holding in-person workshops in Raleigh and Statesville, North Carolina in November and will also conduct 2-days of Virtual Workshops for those outside our area. We always aim to provide the training you need, as conveniently as possible, to fulfill your continuing education and professional development requirements.

Pricing is \$99 per day for in-person and \$99 for 2-days of Virtual.

However, you can attend our Virtual Workshops for FREE with the purchase of a new license of Carlson Software from That CAD Girl or with your registration to in-person workshops.

[Click here to learn more about our Raleigh NC event on 11/7/2023](#)

[Click here to learn more about our Statesville NC event on 11/9/2023](#)

[Click here for more about our Virtual Workshop sessions on 11/29 and 12/6/2023](#)

Save the date, it's official!

In-person (and Virtual) end of year workshops are back in 2023!



No more 90-day licenses from Carlson

In 2020 with the onset of COVID, Carlson Software began offering the option of 90-Day licenses to accommodate users working at home. Just this weekend, we were notified that the 90-day licenses are no longer being offered as an option.

If you are currently running a 90-day license, you will need to consider purchasing a full license before yours expires. We will be sending out notices to our customers to give you as much

advance notice as possible.

Please contact Claire or me at ContactUs@thatcadgirl.com or (954) 223-4495 if you have questions or need pricing.

Missed our Virtual Workshops? Recordings now available for purchase



We've had many requests to make the recordings from our 2022 Virtual Workshops available for purchase – so we've listened! You can now purchase access to all of those recordings for only \$99.

Across all session over 6 days, we have about 36 hours of recorded training. The sessions Included:

Day 1, Introduction to CAD, Plain CAD... AutoCAD or IntelliCAD... for the new user

Day 2, Introduction to Carlson Software for the new user

Day 3, Carlson Software Showcase featuring Q & A Round-Table and

Ask-the-Expert sessions with Carlson Software staff

Day 4, Carlson Field to Finish, from start to finish

Day 5, Civil Design in Carlson Software

Day 6, Carlson Software Case-Studies and Tips & Tricks

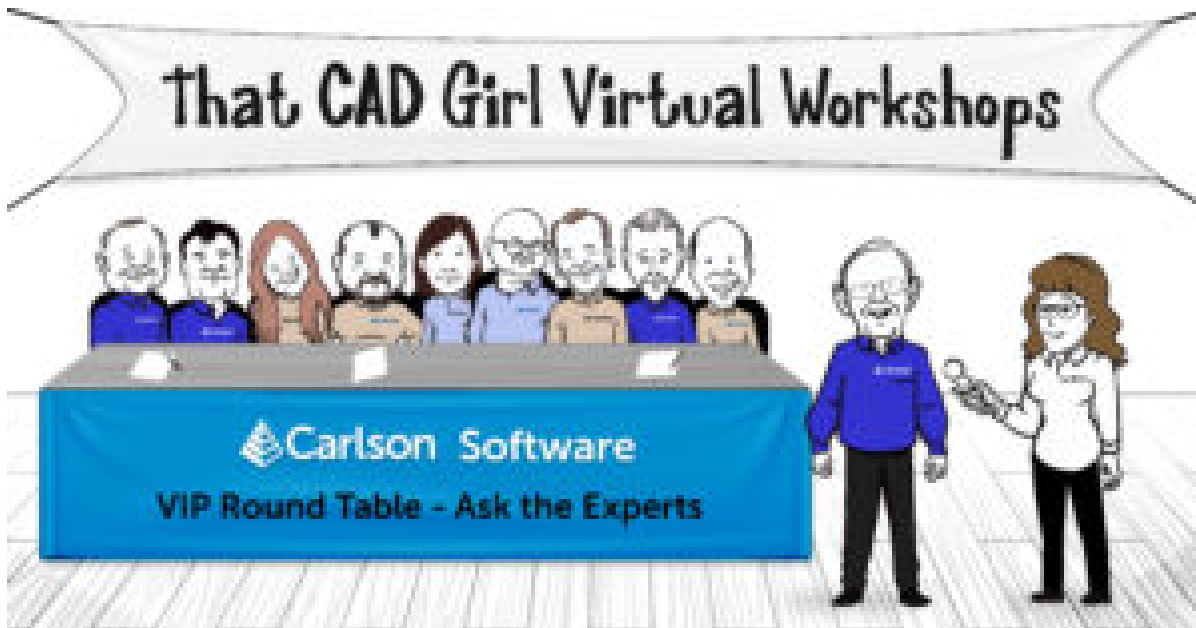
If you have any questions, please reach out to Claire DiBlasi or me at ContactUs@ThatCADGirl.com.

2022 Virtual Workshop Registration Discount!

Although we've already completed 2 of our 6-days of workshops, we've continued to get calls and requests to register for the remaining days.

It's true that "the best is yet to come" but, in the spirit of Thanksgiving, Black Friday and end-of-year specials, we've decided to reduce the cost of the registration to \$99 for the remaining sessions.

Coming up Tuesday Nov 29th, we are putting the sales, support and development teams from Carlson Software in the hot seat to answer your questions! You won't want to miss this!



Currently scheduled: Bruce Carlson, Leonid Entov, Scott Griffin, Butch Herter, Mark Long, Doug Aaberg, Sara Winter, Shan Lu, Lon Watson, John Gerber and more!

Survey OEM 2023 Released!



I've been pretty impressed with the stability and performance of the Carlson 2023 products so it's not a surprise that they have released Survey OEM 2023 so quickly.

Wondering what's new in the latest release? Don't miss

our FAQ: What are the improvements to Carlson over previous versions?

Anyone who purchased 2022 after 10/1/2022 is eligible for a free upgrade to 2023. Please send Claire or me an email at ContactUs@ThatCADGirl.com and we'll help you get your new serial number.

If you are interested in running a 30-day trial to try it before you buy it, please reach out to us and we will be happy to send that to you as well.

PS: Carlson's and That CAD Girl's year-end specials are ongoing through 12/31/2022... don't miss out!