AN IMPORTANT MESSAGE ABOUT OUR RELATIONSHIP WITH CARLSON SOFTWARE

NEW UPDATES WILLL BE POSTED HERE: 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!

Hey, Maryland Land Surveyors! That CAD Girl will see you in Ocean City

I'd like to say a great big "Thank you" to the Maryland Society of Surveyors for inviting me to speak at your upcoming conference – it'll be great to see you again!

Join me for my sessions on ***Survey Project from Start to Finish*** and ***Surface Modeling in Carlson Software***.

In between sessions, please don't hesitate to stop by my booth in the exhibit hall to say "Hi!" and ask any questions you have about Carlson Software.

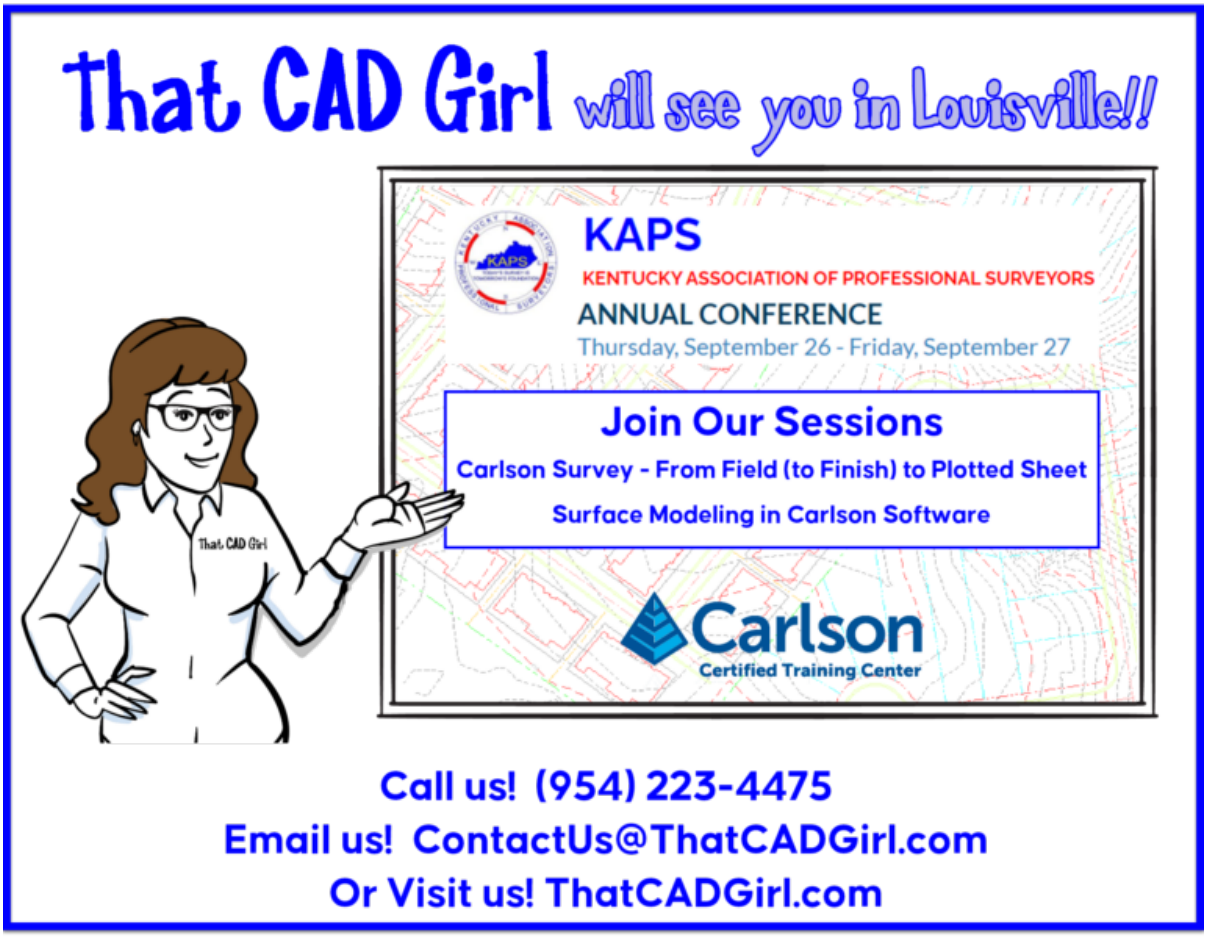
See you in Ocean City! □□□



Can’t wait to see our Kentucky Surveyors!

I’m very excited to be going back to **My Old Kentucky Home** and having the privilege of teaching a couple of classes at the **2024 KAPS Annual Conference**!

One of my sessions will be a new formulation that combines parts of my Field to Finish class with Survey Project from Field to Plotted sheet. Can’t wait to see everyone there!



Carlson Software 2025 has been released!



Carlson Software released the 2025 version of their desktop products on July 11, 2024.

With the 2025 release, Carlson has upgraded the IntelliCAD “experience” and now defaults to IntelliCAD 12 which is a major upgrade! Click here to review all the updates in the new 2025 software.

Carlson 2025 products can be installed with (included) IntelliCAD 11.1 and 12.1 or on top of your separately purchased license of AutoCAD 2019-2025.
Carlson’s 2025 products with embedded AutoCAD (OEM) are expected to be released within the next few weeks.

If you are currently running Carlson and have an active maintenance contract, **you are eligible for a free upgrade to Carlson Software 2025**. You will need your 2024 serial number and

can use this Lookup screen to find your new 2025 serial number.

If you're a past customer of That CAD Girl or Carlson CAD Solutions, you may be able to find your Carlson Customer ID, serial numbers and maintenance reports on your Customer Portal.

FAQ: What are the improvements to Carlson over previous versions? (a running thread)

FAQ: What you should know about purchasing Carlson Software



Carlson Software released the 2024 version of their desktop products on October 16, 2023.

With the 2024 release, Carlson has upgraded the IntelliCAD "experience" and now defaults to IntelliCAD 11 which is a major upgrade! Click here to review all the updates in the new 2024 software.

Carlson 2024 products can be installed with (included) IntelliCAD 10.1a or 11.1 or on top of your separately purchased license of AutoCAD 2018-2024.

Carlson Survey and Takeoff 2024 with embedded AutoCAD (OEM) are

expected to be released within the next few weeks.

Any user who has purchases a new Survey or Takeoff with embedded AutoCAD (OEM) within 30 days of the new release will receive an automatic upgrade. If this applies to you, please Email us and we'll make sure you get your free upgrade.

If you are currently running Carlson and have an active maintenance contract, **you are eligible for a free upgrade to Carlson Software 2024**. You will need your 2023 serial number and can use this Lookup screen to find your 2024 serial number.

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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!

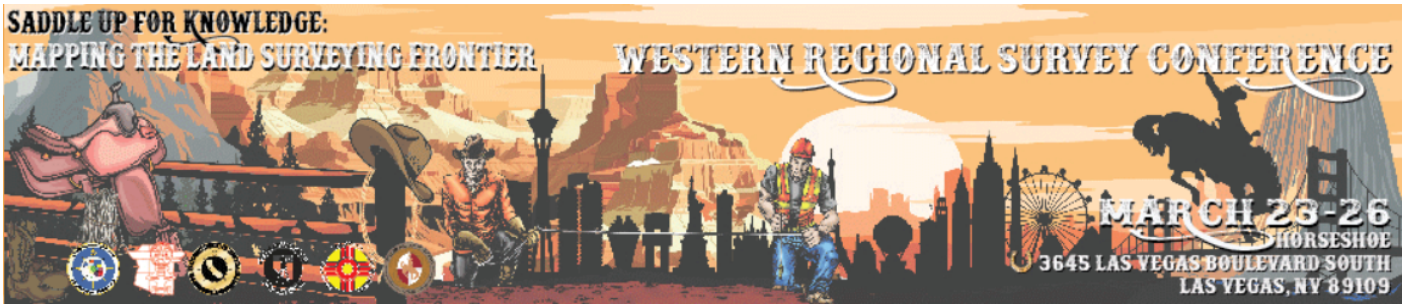
We will have some fun and exciting events at our booth that you won't want to miss, so make sure to come by while you're there!

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!

Carlson Software 2023 Year End Specials



Carlson Software is offering another great selection of Year End Specials!

Survey with embedded AutoCAD (OEM)

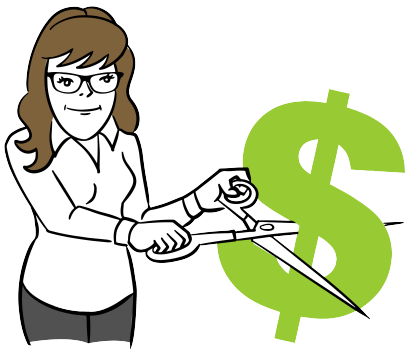
Select Suite Pick 2

Select Suite Pick 4

Civil Suite

Photo Capture and Point Cloud Advanced

A BIG discount to upgrade your Point Cloud Basic to Point Cloud Advanced!



And then, even MORE discounts through That CAD Girl!

We’re including FREE Maintenance with almost all Carlson Software modules and suites plus you’ll receive FREE training with every new purchase!

What else? All software purchases through That CAD Girl are eligible for 1 FREE registration to our Virtual Workshop, to one of our Virtual Classroom training events and a year’s access to our live, interactive webinar training sessions.

Purchases of Carlson Takeoff Suite and Takeoff OEM includes a FREE registration to our 2+ day Fast Track with Carlson Takeoff training in January 2024. We aren’t just interested in selling



youthesoftware-wewantyoutouseitandloveit! Carlson has recently announced their year-end pricing for desktop software and they will run from **Wednesday 11/1 thru Friday 12/29/2023**!

This year's specials include Survey with embedded AutoCAD (OEM), Select Suite Pick 2, Select Suite Pick 4, Civil Suite and a steep discount to upgrade your Point Cloud Basic to Point Cloud Advanced!

Not sure what you need? Click here for our FAQ:P3D? or Point Cloud? then Point Cloud Basic? or Point Cloud Advanced?

In addition to the specials being offered directly from Carlson, That CAD Girl has additional discounts and pricing for Carlson Takeoff Suite, Takeoff OEM and Point Cloud Advanced. You can

find the end-of-year specials listed here and you can also check out our Active Coupon Codes for additional discounts.

What else? All software purchases through That CAD Girl are eligible for half-price registration to our Virtual Workshop and a year's access to our live, interactive webinar training sessions.

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Don't forget to subscribe to our YouTube channel where you can find our Picks and Clicks videos plus several "Product Overview" recordings that demonstrate features in different programs.





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Fast Track to Carlson Takeoff – January 2024

Don’t miss our upcoming Virtual Classroom training from That CAD Girl!



Our goal for 2024 is to double our offerings of long-form Virtual Classroom sessions and that starts in January with our Fast Track to Carlson Takeoff. This will be 2+ days of demonstration and presentation where users will learn to:

- Start your project from 2D images or paper
- Use Takeoff’s layer-basaed systsem to track features and report quantities
- Easily account for subgrades and topsoil in cut/fill calcs

- Import CAD files and data from other programs
- Build complex surface models with multi-floor buildings and retaining walls
- Generate reports and cut/fill color maps
- Export files for machine control

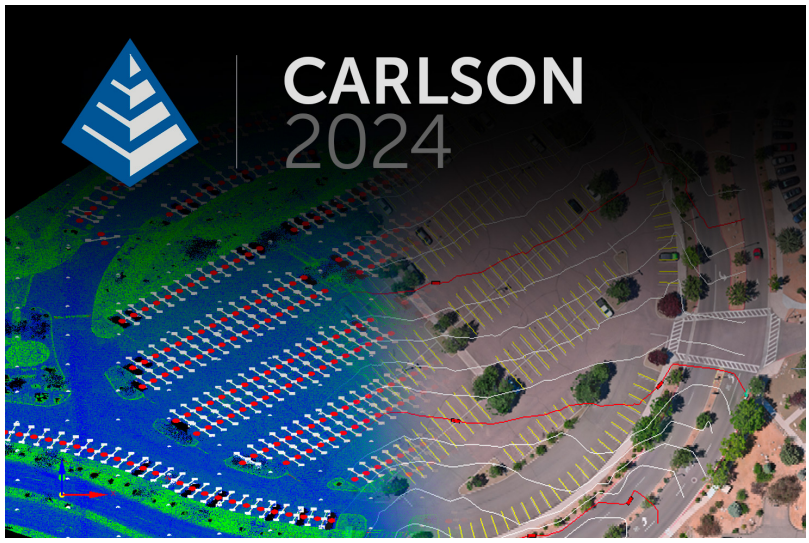
Click here to read the full announcement

You Could Attend for FREE!

Purchase a new license of Carlson Takeoff Suite or Takeoff OEM and receive 1 FREE registration to this training

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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!