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.

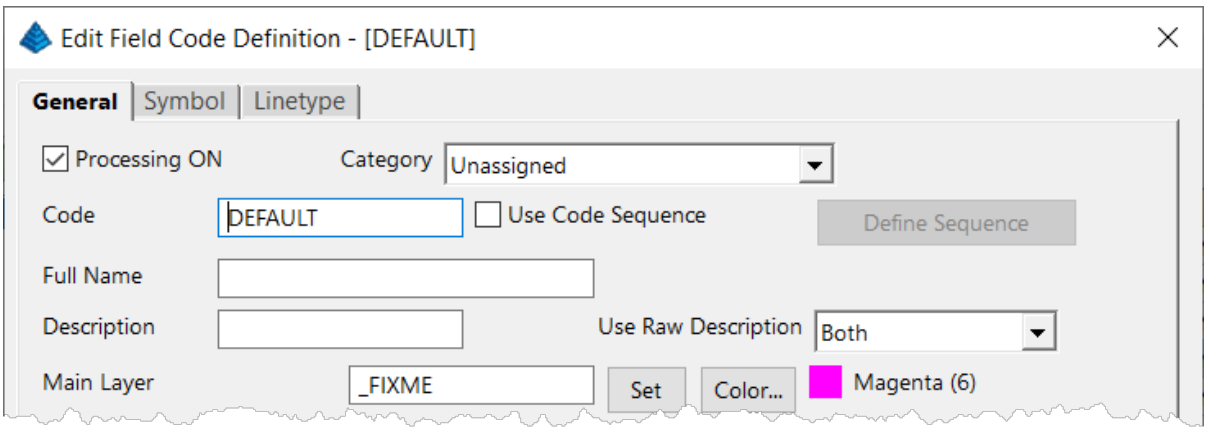
We're working on adding more and better webinar content featuring some exciting new presenters. As a thank-you for sticking with us, ***and for a limited time***, we're offering one year of free access to our Webinar Series and that will also include access to your Customer Portal for self-service management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

Are you using a DEFAULT field code in Carlson Field to Finish?



This is a “slightly known” feature that’s built into Carlson Software‘s Field to Finish feature. The Field to Finish command is available in the Carlson Survey, Construction and Takeoff programs. Please see the video below to learn how to use the DEFAULT field code to quickly identify and find points with random, non-standard, descriptions that may need your attention.

That CAD Girl is heading west!

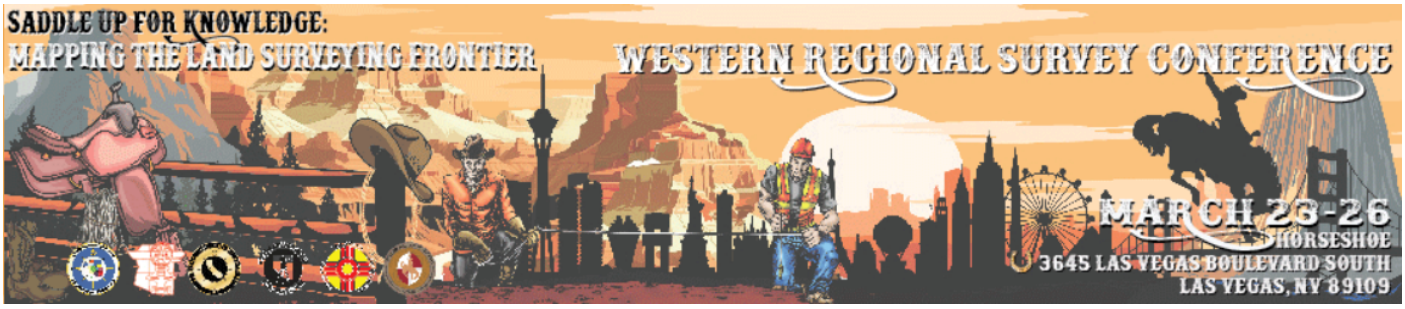
We’re very excited – and appreciative! – to the Land Surveyors of Washington (LSAW) and to the Western Federation of Professional Surveyors for inviting us to present sessions at their 2024 conferences!

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)

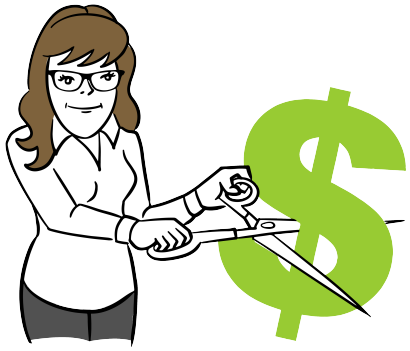
Select Suite Pick 2

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.

Purchases of Carlson Takeoff Suite and Takeoff OEM will also give you a free registration to our 2-day Fast Track with Carlson Takeoff training in January 2023. We aren't just interested in selling you the software – we want you to use it and love it!

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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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!

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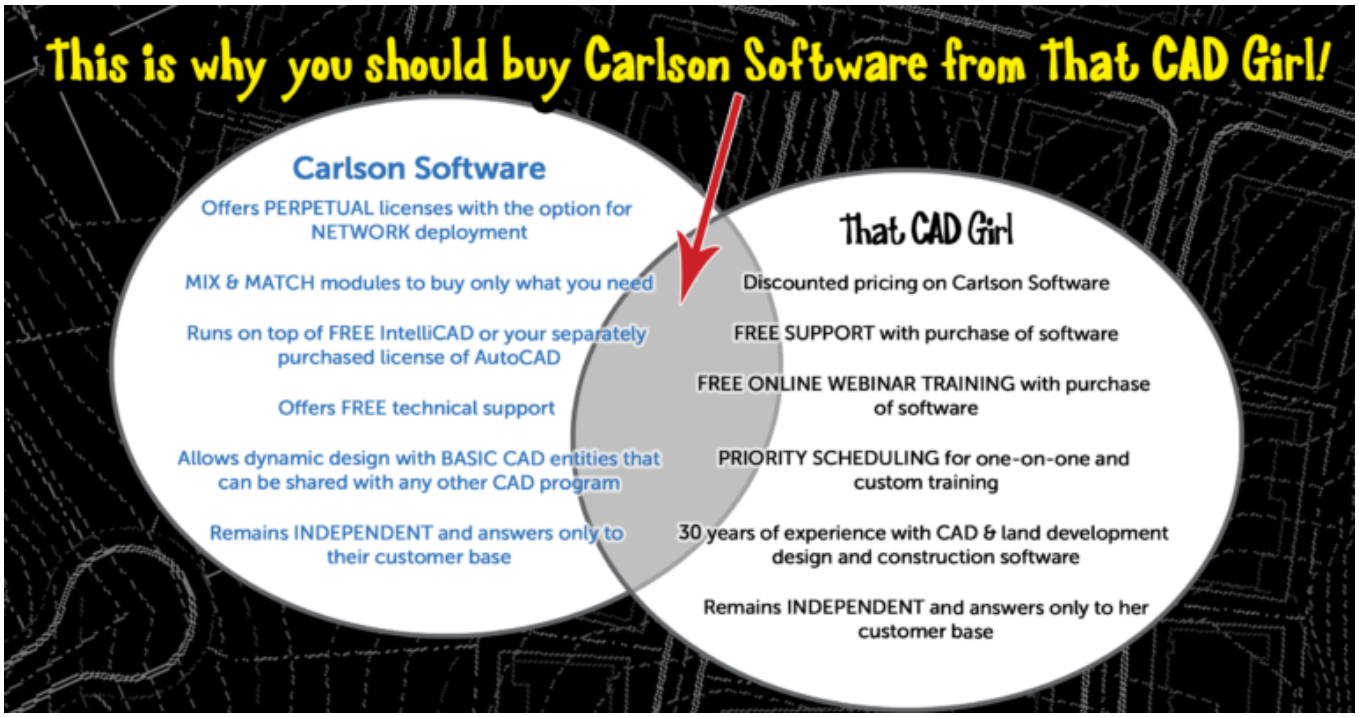

Carlson Year End Specials – Sweet Suites & Bundles of Hardware

Carlson announced their year-end specials early this year and they have lots of great offerings for hardware and software… but we’ve done a little better!

Click here to browse all the discounts – pricing is good through

12/31/2016. And, don’t forget! If you purchase new software through That CAD Girl you will be eligible for 12 months of our live and interactive webinars. You can see the list of upcoming webinars here.

If you’ve never attended one of our webinars, we’d love to have you attend as a guest for one of our upcoming sessions. Click here to send a request or to request a custom proposal or live demonstration.

Also (hint, hint) you may want to register for our newsletter because we *MAY* have other That CAD Girl exclusive specials to announce later this month!

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12 Months of Webinars Now Available for Purchase

About a year ago I announced that, to ease the amount of time I was spending with each of my customers in online training, I would start presenting live, interactive webinars each month and include those with each new purchase of Carlson Software. It took me awhile to play with the topics and length of time for each webinar but think I’ve finally settled on a good combination and a formula I can live with down the road.

I thought it would be too much work to provide documentation of attendance but I was able to find a fairly easy way to do so and have been sending emails stating the topics and time each person was logged in and active in the webinar. This is no guarantee of getting PDH credit for the sessions, but it probably does allow

some of you to rack up the hours through the year.

My biggest problem has been trying to cram way too much information into each session. So I've started breaking up the material and am trying to keep each webinar to around an hour. You can see the **list of upcoming webinars here** and will notice I've got 3-4 webinars planned per month. Some months there may be more than that but I doubt there will be fewer than 3 unless something unforeseen comes up and I have to reschedule a session one month. It's also likely I'll add some last minute sessions. I've had a tentative list of webinars posted for February 2015 for awhile but just confirmed that I'll have Dean Goodman (of C & G and Carlson Software) presenting a SurvNet Least Squares webinar on February 19th.

Another good/bad problem I hadn't anticipated was that there would be some folks who stumbled along my website and training after they'd purchased the software but who wanted to be able to attend the webinars. Now that I've got a year of them under my belt and I know what I'm able to offer, I have decided to make the webinars available for purchase to those who don't need to buy the software.

Through 12/31 you can purchase 12 months (including any partial month) of access to the webinars for $995. After 12/31 the price will be $1,295. You can purchase and read more details **here in the online store**. This will give you approximately 36 hours of training through the year.

Also, if you purchase a new license of Carlson Software directly from me within 6 months of purchasing access to the webinars, I will apply 30% of price you paid for the webinars toward your new software purchase.

Sorry for all the fine print but I'm trying to make it fair to you and me both!

Carlson (and my) End-of-Year Specials are Here!

I’m a few days late in posting this but Carlson has announced their end-of-year CAD pricing specials for 2014.

So, what’s on the shelf? For desktop software we have specials on:

- Carlson Civil Suite 2015 plus maintenance through 9/1/2015 Everyday retail price for this bundle is $4,125, Carlson’s year-end price is $2,995 and my price is… less than that!

- Survey 2015 with embedded AutoCAD Everyday retail price for this is $2,995, Carlson’s year-end price is $2,695 and my price is… less than that too!

- Takeoff 2015 (T8) with embedded AutoCAD Everyday retail price for this bundle is $9,000, Carlson’s year-end price is $7,500 and my price is… you guessed it… less than that!

All software purchases include 12 months of access to my live, interactive webinars. These are exclusive training sessions that are not publicly posted online and I’m currently scheduling approximately 3-4 hours per month on various topics. This is my way to help as many of my customers as possible use

your software and keep it from becoming shelf-ware!

But, that’s not all!

I also have additional discounts on new purchases of Carlson Survey, Civil, Hydrology, GIS, Takeoff Suite, Construction, CADNet, Trench & GeoTech with Maintenance. These links go to my online store where you can see my standard discounts but I’m not allowed to advertise the super-duper special pricing. You’ll have to email me or Request A Custom Proposal to find out details…

Both Carlson’s specials and the ones I’m running on my own will expire on 12/31/2014…