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Carson Optical Expands Headquarters

Carson Optical has expanded its headquarters, with a move to Ronkonkoma on Long Island, N.Y. In addition to the move, Carson has also launched an updated website.

Driving the headquarters move was the need for additional warehouse space and room for the company's expanding engineering department, according to officials. The 51,000-square-foot former DHL sorting facility provides considerably higher ceilings and "no shortage of bay doors," according to Rich Cameron, Carson president.

Carson's focus on product design has led to the expansion of research and development efforts and additional purchases of prototyping machinery. The company

owns over 90 patents and expects to develop more state-of-the-art products with the additional space. Carson is adding staff in the administrative, sales and engineering departments to support its growth.

Carson also designed a new website to support its expansion. It includes expanded product information, images and product videos. The new layout allows the website to be viewed on any mobile device. Users can also share their favorite products with others via multiple social media platforms.



Visit www.carson.com

NASGW Supports Industry Organizations

The National Association of Sporting Goods Wholesalers (NASGW) recently made three donations on behalf of its member firms in support of industry organizations.

The donations included \$25,000 to the U.S. Olympic Shooting Team, \$30,000 to NSSF's Project ChildSafe education program and \$50,000 to the NRA-ILA (Institute for Legislative Action).

"We make every effort to align these causes and their respective organizations to reflect the association's values, while also working with these groups to make a meaningful impact on the future success of the industry and a genuine commitment to the community that we serve," said Maurice (Moe) Desmarais, NASGW president.

The U.S. Olympic Shooting Team prepares American athletes to win Olym-

pic and Paralympic medals, promotes the shooting sports throughout the U.S., and governs the conduct of international shooting in the country.

The NSSF's Project ChildSafe is a nationwide program that promotes safe firearms handling and storage practices among all firearm owners through the distribution of safety education messages and free firearm safety kits.

The ILA is the arm of the NRA that is committed to preserving the right of all law-abiding individuals to purchase, possess and use firearms for legitimate purposes, as guaranteed by the Second Amendment to the U.S. Constitution.



Visit www.nasgw.org

ARRO Returns Record Dividends To Members

The Archery Range and Retailers Organization (ARRO) announces record patronage dividends, returning \$413,000 to members from participating ARRO manufacturers. ARRO's highest single-dividend check received by a member was \$16,000, according to Marty Stubstad, ARRO president.

"No other buying group offers this dividend, which is helping members to be more profitable and successful," Stubstad said.

ARRO is a national organization of professional, full-time archery ranges and pro shops, as well as a member/stockholder cooperative buying group. The organization has been incorporated since 1981 and was previously known as A.L.O.A. (Archery Lane Operators Association). ARRO is independently owned and operated by archery retailers.

Visit www.archeryretailers.com, (800) 234-7499