They will soon be making some big additions to their websites. They will be adding podcasts, video clips and social media.

They thought their websites could generate revenue by having people order books online and also by offering a subscription service to get additional information. They were going to work with Powell's Bookstore in Portland, Oregon on some sales in the future.

Wendy has 7 full time managers.

Their gift shop generates 30% of their revenue.

They had 50,000 visitors/year a few years ago.

40% of the gift shop revenue is from books.

They were doing a lot of work with MP3 players and podcasts in the future.

Mike Fralich is the technical contact for this work.

They mentioned working with "History on Call" quite a bit. This is based on using a cell phone to make the call and then going through a menu on the cell phone to reach individual exhibits. There was a partnership with the US Forest Service to record separate episodes.

Stop and Listen is the name of a Canadian audio company.

They were going to use something very similar a digital picture frame with possible audio for future exhibits.

They designed their labels for 3 second viewing, 30 second viewing and 3 minute viewing.