

**Answers to the  
most frequently  
asked questions**

**About**



**RANDOM  
LENGTHS**



**Jeff Redd, Associate Editor, Shawn Church, Editor, and Nancy West, Marketing Director, discuss industry trends.**



## **Focused. Unbiased. Independent. Dependable. Respected. Current.**

This brochure will introduce you to Random Lengths and answer some basic questions about the company, its staff, its policies, and its approach to reporting prices, market activity, and industry issues.

Random Lengths closely guards its independence, so that its readers know that the information provided is unbiased and dependable. The company derives more than 98% of its operating revenues from subscriptions and book sales. It does not rely on, nor is it forced or inclined to answer to, advertisers or individual companies paying consulting fees.

Random Lengths also does not forecast prices. The Random Lengths reports provide up-to-date price and market information on activity that has occurred. To accomplish this in an unbiased manner, we cannot have any vested interest in forecasts.

If you have additional questions or comments, please contact Random Lengths at (888) 686-9925, [rlmail@rlpi.com](mailto:rlmail@rlpi.com), or fax (800) 874-7979. Contact information for individual members of the editorial/reporting staff are in the back section of this brochure.

### **Random Lengths Publications, Inc.**

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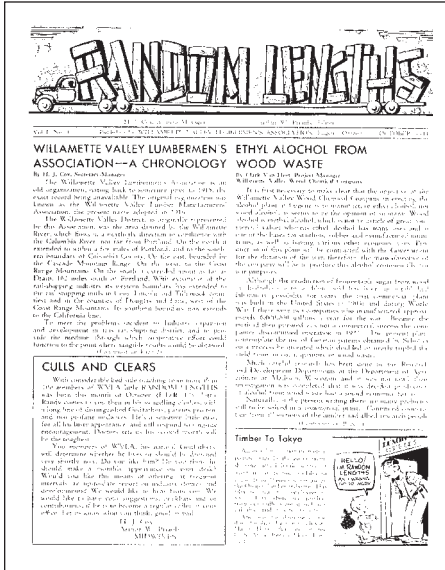
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# History, policies, and background

## ► What is the history of Random Lengths?

Random Lengths first appeared in October 1944 as a monthly newsletter for the lumber industry in Western Oregon. Publication ceased during World War II. In

1949, a book titled “Random Lengths” was written by an industry association executive, Herb Cox. The newsletter reappeared in 1952 as a price guide distributed by a lumber brokerage, also operated by Cox. In 1958, not long after Les Anderson joined the company, Random Lengths hired its first full-time employee, longtime editor Bill Dean. Dean had been the business editor for the Eugene (Ore.) Register-Guard. In the late 1960s, the brokerage and the publishing company were separated for ethical and business reasons, as Random Lengths had grown in its role as a price reporting service covering the North American industry. From that time on, Random Lengths has focused solely on providing independent,



### The first issue of Random Lengths — October 1944

unbiased reports on market prices, activity, and issues in the industry. No one on the Random Lengths staff is allowed to participate in the wood products markets or the futures market.

Les Anderson (1921-2000) was a pioneer in the electronic distribution of subscription newsletter information, utilizing the Telex machine in the early 1970s to meet demand for timely delivery of Random Lengths’ price guides. He also received NAWLA’s prestigious Mulrooney Award in 1987.

Over the years, other publications and services have been added to the Random Lengths information services. They include the Yearbook, Random Lengths Export (now Random Lengths International), the Midweek Report, The Big Book directory of the industry, Yardstick, and Random Lengths My Print at [www.rlmyprint.com](http://www.rlmyprint.com).

The company has 14 full-time employees. All are at the company’s office in Eugene, Ore. Six staff members are editors/reporters who cover the many market segments Random Lengths tracks.



**Jon Anderson, President and Publisher**

### ► **Who owns Random Lengths now?**

Jon Anderson, current president and publisher, is the sole owner. He began working for Random Lengths in 1974. The Anderson family has held an ownership position since 1958 and full ownership since the mid-1960s.

You can contact Jon Anderson at (888) 686-9925 or [jpa@rlpi.com](mailto:jpa@rlpi.com).

### ► **What are Random Lengths' goals in providing information to the industry?**

Random Lengths provides the wood products industry with unbiased, consistent, and timely reports of market activity and prices, related trends, issues, and analysis. The company's focus has traditionally been on North American markets, but Random Lengths has expanded its coverage to cover prices and developments in overseas supplying regions. The company also strives to deliver information to its customers in a timely and economical manner, utilizing modern technology.

### ► **With all that market information and all those contacts, why doesn't Random Lengths forecast prices too?**

Two key reasons: 1– We believe there is a conflict of interest in combining forecasting with the reporting of prices, and 2– To reduce risk under U.S. antitrust laws.

Random Lengths has received many requests, particularly in readership surveys, to add forecasting to its services. However, a company that is paid to forecast is vested in those forecasts and, we believe, has a bias with regard to market behavior and direction. Getting paid to forecast, then reporting prices that determine the accuracy of those forecasts, is a conflict we choose to avoid. With advice from our legal

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***You don't need a crystal ball to be prepared for the future. You need information from an unbiased, reliable, and independent source.***

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counsel and communication with legal counsel representing industry companies and associations, Random Lengths has in place policies and practices that minimize risk for the industry and for Random Lengths under U.S. antitrust laws. We believe Random Lengths is the only U.S.-based market reporting service covering the entire North American softwood products market that can make this claim.

▶ **Given its expertise in the wood products markets, Random Lengths’ staff might be able to assist my company with a project. Can we hire Random Lengths on a consulting basis?**

No. To maintain independence, Random Lengths relies almost entirely on subscription and book sales revenues. Being paid to consult with individual companies or groups of companies would call into question Random Lengths’ ability to perform its primary mission — providing independent, unbiased price and market reports to its entire readership.

▶ **Can I place an advertisement in a Random Lengths report or on its Web site?**

No. Just as with consulting work, we believe our independence would be called into question if we received substantial revenues from some companies through the placement of ads in our newsletters and on our Web site. We do accept advertising in one publication, the Random Lengths Big Book directory. It represents a very small portion of the company’s total annual revenues.

▶ **Random Lengths’ staff members show up at a lot of industry meetings. Why aren’t they members of the associations?**

To maintain its independence, Random Lengths does not join industry associations. Our policy assures that we are not perceived as allied or unduly favorable to any individual segments of the industry. This also assures that we are not associated with one side of issues within the industry. Random Lengths is a member of the Specialized Information Publishers Association.

▶ **Why doesn’t Random Lengths have an office in \_\_\_\_\_?**

Random Lengths’ only office is in Eugene, Ore. Just as wood products are traded using telephones, faxes, and e-mails, the Random Lengths staff utilizes the same tools to “plug into” the trading activity to gather price and other information. Placing staff in other locations would also reduce important, ongoing discussions and exchanges of market information and observations among our reporting staff.

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## **How prices are reported in Random Lengths reports**

▶ **Who decides the prices reported by Random Lengths?**

Each editor/reporter is responsible for covering specific species and product groups. Each of the six individuals involved in reporting the market segments has two to four assignments. Two market segments, Southern Pine lumber and OSB,

are covered by two members of the staff. Market information received from the hundreds of sources contacted each week is regularly shared and discussed within the staff.

► **What is the background of the reporting/editorial staff of Random Lengths?**

Most of the staff has come to Random Lengths as trained and experienced journalists. Publisher Jon Anderson is an exception, having started work at Random Lengths shortly after completing his undergraduate degree in economics. By design, none of the staff has previously been involved in the buying and selling of wood products. This ensures that they do not have any conscious or subcon-

scious biases about the markets and prices from a supplier or buyer perspective. Professional journalists strive for objectivity, and they are trained to gather information, conduct interviews, and compile the information in a usable and readable form. The Random Lengths staff is not allowed to be involved in the trading of wood products or related futures markets.

Details about individuals on our editorial staff, their market reporting and news assignments, and their e-mail addresses can be found in the back section of this brochure.



**Shawn Church, Editor**

► **Who does the Random Lengths staff contact in gathering information from the market?**

The Random Lengths staff conducts hundreds of telephone interviews each week with buyers and sellers of the products covered in Random Lengths' reports. These contacts include producers, wholesalers, distributors, secondary manufacturers, buying groups, treaters, and some large retailers.

In contact with buyers, Random Lengths focuses on prices of actual, completed purchases direct from producers. In contact with producers, the focus is on prices of actual, completed open-market sales. Calls are made to buyers as well as producers to get equal input from both sides of the trading table. Sources of price and market information range from large corporations to small, single-mill operations, and from large wholesale/distribution firms to one-person wholesale offices.

For both legal and ethical reasons, Random Lengths does not divulge the names of its sources of information. Random Lengths will not and does not act as a

conduit for price information between individual producers and customers.

### ► **How does the Random Lengths staff obtain its information?**

Editors on the staff contact sources who are directly involved in selling or buying the products. The number of sources contacted varies, depending on the product group. Most sources are contacted each week, some are contacted every two or three weeks, and some are contacted on an irregular basis.

The staff uses phone interviews as the primary method of gathering information. Our valued sources provide information week-in, week-out through the ups and downs of the market. This provides Random Lengths with a consistent base of information on which to base its reports. Consistent contact with our sources leads to consistency in the prices reported. Only through phone interviews can we fully cover the many variables that affect sources' selling/buying prices so that they can be appropriately factored into the reported prices. And, only through phone interviews can we ask probing questions that provide us with a greater understanding of the markets and market activity.

Additional price and market information is obtained via faxes and e-mails sent by regular sources. An automated system is available to provide forms to sources who would like to submit information via e-mail or fax. Potential sources who wish to participate regularly in the Random Lengths surveys are invited to submit market information via the toll-free fax number, (800) 874-7979, or call (888) 686-9925 and you will be directed to a member of the staff to assist you.

### ► **What does Random Lengths do to make certain the information gathered is accurate?**

Random Lengths takes steps it deems appropriate to ensure the accuracy and completeness of the information it obtains. Those steps can include investigation of the information by our journalistically trained staff, and dropping sources whose information has proved untrustworthy.

Random Lengths does not pay its sources to induce them to provide information to us, nor do we accept remuneration from sources in order to include their information in the data on which we base our reports. No source is required to give us information, nor are we required to obtain information from any source. The identities of our sources and all of the information they provide to us are kept strictly confidential.



**Pete Malliris, Associate Editor**



**Jeff Redd, Associate Editor**

### ▶ **What prices are included in the Random Lengths information base?**

Our focus is on actual, completed open-market transactions between producers and their customers during the week of publication. Prices of contractual transactions based on Random Lengths or other similar third-party reporting services are not considered when reporting prices.

### ▶ **Besides prices, what other information does Random Lengths gather from sources?**

The staff is aware of and takes into account volumes sold, quality, tallies, mill location, shipping times, transportation modes, and other factors that affect prices and the markets. The confidential phone interviews are the keys to our understanding and tracking of the many variables. Our awareness of them allows us to report prices as consistently as possible.

### ▶ **How is each reported price in Random Lengths determined?**

Ultimately, a price reported by Random Lengths is the careful judgment of the editor responsible. Each editor employs consistent reporting methods and carefully weighs all the information received. While examining the prices reported by the many sources contacted, consideration is also given to volumes sold, quality, tallies, mill location, shipping times, transportation modes, and any other variables that may affect prices.

### ▶ **What does a price published in Random Lengths represent?**

A price reported by Random Lengths is a benchmark, or indicator, of the trading level of an item at the time of publication.

Prices reported are judgments of market prices just prior to publication of the weekly report. Each price shown falls within the range of prices reported by those sources contacted.

A reported price is not an average of the prices reported to the Random Lengths staff. It is not the price for the item for the week following publication (that is, it is not a projected price for future transactions). It is not the only price at which transactions took place during the week of publication.

Prices reported in Random Lengths represent transactions between manufacturers and their customers. Most are reported on an “f.o.b. mill” basis, but some

prices are reported on a “delivered” basis. These delivered prices are indicated by footnotes in the price guide.

► **Does the Random Lengths staff use averages, formulas, or correlations to report prices?**

No. We do not use averaging (straight or weighted), nor do we use historical correlations to determine reported prices. For example, we do not correlate prices of specified lengths with random loadings. Market forces establish those correlations, but at times relationships between prices can become what might be considered abnormal. If that occurs, Random Lengths does not make a judgment about what is normal or abnormal and adjust a price away from levels reported by sources in the market. Prices and trends that are outside what is considered the norm are left to the market to correct.

We also do not average prices reported to us over the course of a full week. Our goal is to deliver price information that is as current as possible. Therefore, and particularly in a fast-moving market, prices from transactions early in a week may have little or no bearing on what is reported in the full, weekly price guides that are released late in the week.

► **Does Random Lengths “weight” information from companies based on their size and market share?**

The Random Lengths staff is aware of the size of companies in the market. However, size is not the only factor in determining a company’s impact on prices. How much of a company’s sales/purchases are open-market transactions (vs. contractual sales with prices based on a third-party price reporting service) is a key factor in how much “weight” a company’s information carries. A simplified example: a company that produces 500 million board feet annually with none sold on contracts can have more impact in the price discovery (and therefore price reporting) process than a company that produces 1 billion board feet annually and has 750 million board feet of their output tied to such contracts based on previously reported prices and just 250 million board feet to sell on the open market.

Even large companies with sales heavy to open-market transactions can go through weeks in which their impact on the market and prices is reduced from what may be normal. Product mix decisions, the length of order files, downtime due to scheduled maintenance, market-related shutdowns, labor issues, or catastrophes are some



**Tim Cochran, Associate Editor**

of the factors that can reduce a producer's impact on a price of a single item or on prices of a group of items over a week or more.

And, medium and smaller operations can potentially have significant impact on a market in which they compete against much larger suppliers.



**Joe Heitz, Associate Editor**

► **Is a price reported by Random Lengths the only price at which an item traded?**

No. Because of the many variables in the marketplace and how those variables are involved in each transaction (tally, mill location, quality, shipping mode, volume, for example), a price reported in Random Lengths does not reflect the only price at which an item has been sold.

► **If Random Lengths publishes \$300 for item x, doesn't that mean I can buy or sell that item at \$300?**

No. Random Lengths reports prices during the week of publication. The price guide provides a historical record as soon as it is

released. Prices may lag the market depending on how rapidly they are moving up or down. Reported prices represent transactions just prior to the time of publication. Random Lengths does not anticipate the prices at which producers may sell after the price guide has been released.

► **Why do Random Lengths' reported prices seem to lag the market?**

Random Lengths is sometimes criticized for "lagging the market." However, that is the nature of the service we provide. We don't predict prices or forecast trends. Random Lengths provides a historical record of prices. Therefore, the determination of reported prices is not clouded by predictions or expectations. A price reported in Random Lengths is a benchmark of the price at which a product traded at the time of publication. In a fast-moving market, prices will lag to a degree based on how quickly prices are changing. Reported prices are intended to provide a snapshot, telling readers a lot, but not everything, about the market.

► **Should I care about the small print in the price guide?**

Yes. The footnotes in the Random Lengths price guides are important to readers wishing to fully understand the reported prices. Please request "How to Read Random Lengths" from our office for additional explanation of reported prices and the footnotes.

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## **Basing contract prices on price reporting services like Random Lengths**

### **▶ Should I base a contract to sell/buy on the price(s) reported by Random Lengths or another reporting service?**

Random Lengths does not endorse or promote this practice. Contracts can remove large volumes from the ongoing price discovery process in the market.

They make our job of reporting prices more difficult — sometimes much more difficult. Contracts can never factor in all the nuances of the market that come out in negotiated deals. Heavy use of third-party contracts muddles the market's price discovery process by reducing the volume sold in the open market.

Complaints about prices reported in Random Lengths most frequently come from participants in contractual deals who feel they are getting the “short end” in a fast-moving market. Prices can change (sometimes significantly) by the time our report is in readers' hands.

Contracts tend to be particularly contentious in weak markets. Then, buyers who buy on reported prices are faced with great difficulty keeping their sales prices profitable. The secondary market can fall more rapidly than mill prices, especially when mills have long order files.

### **▶ Does Random Lengths include prices from contracts based on third-party price reports in its information base?**

No. Some have suggested that we should consider prices from contracts based on the previous week's price levels when arriving at reported prices for a current week. In our opinion, doing so would increase antitrust risk and cause our reported prices to become circular and of questionable value. Our policy has been reviewed by our legal counsel and is supported by the legal counsel of a major industry association. Again, Random Lengths' policy is to limit risk under trade law as much as possible.

### **▶ Don't contracts reduce price volatility?**

Random Lengths believes the opposite since contracts with prices based on third-party price reporting reduce the volumes of product offered to the open market and involved in the price discovery process.

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## Distribution of Random Lengths reports and copyrights

### ► How are the Random Lengths reports distributed?

Random Lengths uses the latest technology to ensure that its subscribers can receive the reports in a timely fashion. The reports are available via e-mail (PDF, spreadsheet, and database formats), fax, or postal delivery.

### ► Why can't I get the Random Lengths reports on the Random Lengths Web site?

Some subscribers have suggested that Random Lengths offer its reports on the company Web site. However, e-mail file attachments remain the fastest and most reliable Internet delivery method for the thousands of subscribers needing expeditious service.

### ► So why should I check the Random Lengths Web site?

Through the Random Lengths Web site at [www.rlpi.com](http://www.rlpi.com), you can easily sign up for free WoodWire news alerts, which provide readers with a steady flow of widely available information (production information, housing starts, key economic data, etc.). Random Lengths edits the news so that it is focused solely on information relating to the wood products industry.

### ► What other services does Random Lengths provide?

Random Lengths' other newsletters include a bi-weekly report, International, covering the worldwide trade in softwood products; and Yardstick, a monthly compilation of statistics. Random Lengths My Print ([www.rlmyprint.com](http://www.rlmyprint.com)) is a Web-based service providing subscribers with on-demand graphs and custom price reports for every price reported by Random Lengths since 1995. It offers a 14-day no-obligation free trial. The Random Lengths Big Book is a directory of primary and secondary producers and wholesale/distributors in the North American industry.

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## Copyrights and Random Lengths' reports

### ► Can I redistribute Random Lengths reports to my customers/suppliers?

No. All Random Lengths reports, regardless of delivery method, are protected by U.S. copyright laws and international copyright agreements. Copyright infringe-

ment occurs when any portion of any Random Lengths report is regularly redistributed in any form (hard copy, fax, e-mail, computer files, etc.). It also occurs when Random Lengths prices are used to derive other prices, which are then redistributed.

Anyone infringing a copyright exposes their employer to significant liability. If the holder of a registered copyright prevails in an infringement case, U.S. laws and international agreements provide for the copyright holder to be awarded significant statutory damages, plus attorney fees and costs.

For registered works — and all Random Lengths reports are registered — the minimum statutory damages are \$750 per infringement. So, in the case of a weekly report, the minimum liability for infringing a copyright each week for a full year would be \$39,000. Subscriptions are a whole lot cheaper.

Courts have upheld publishers in cases involving unauthorized fax, e-mail, computer, and Web site distribution of copyrighted information. Random Lengths forbids the redistribution of its reports, or any portion of its reports, from one location to another, within or outside of a company. Infringement also occurs when copyrighted price reports, like the Random Lengths Price Guide, are transferred and included in other reports, such as internal company reports, on a regular basis without permission from the publisher.

### ► **Has Random Lengths ever filed a copyright infringement case?**

Yes. In 2004, Random Lengths filed a copyright infringement suit in Federal District Court, Portland, Oregon. The case was settled out of court later that year, with the defendant paying a six-figure amount to Random Lengths and the court enjoining the company from copying or retransmitting Random Lengths' reports.

In 2006, after several months of communication with the alleged infringer, Random Lengths filed another copyright infringement suit. An out-of-court settlement was reached in 2007; it also included a six-figure payment by the defendant to Random Lengths.

Random Lengths will remain focused on providing subscribers with the best possible information about wood products markets and related trends and issues. And, our primary approach toward copyrights with our readership will be to educate. We don't want to be copyright policemen. However, we must protect our copyrights to remain a viable information provider to our valued subscribers. Random Lengths relies almost exclusively on revenues from subscriptions and book sales. Unlike many publishers, we do not depend on advertising revenues.

### ► **Why does Random Lengths remind us so often of its copyrights?**

We believe the vast majority of our subscribers do the right thing and respect our copyrights. However, modern technology allows for very easy redistribution of

information, whether it is authorized or not. Continual reminders to our readership are important to Random Lengths' ability to pursue those few who infringe our copyrights.

Random Lengths' independence and quality as a price and market information service depend on subscription-fee support from our readers. In addition to being illegal, unauthorized retransmission of our reports, or portions of our reports, diverts revenues from our company. This ultimately pushes up subscription rates and works against our goal of providing the best reports possible to our readership at economical rates. Discounted supplemental rates are available to companies that require subscriptions for branch offices and locations. Subscribers can call (888) 686-9925 to add subscriptions for branch offices.

► **I have a question about copyright laws and Random Lengths. Who should I contact?**

If you have questions about copyright laws and how they apply to Random Lengths' publications, including the e-mail and faxed version of the reports, please contact Jon Anderson, publisher, at (888) 686-9925, [jpa@rlpi.com](mailto:jpa@rlpi.com), P.O. Box 867, Eugene, OR 97440.

► **Can I put some of the Random Lengths information that is free on its Web site and in "WoodWire" on my company's Web site or in my company's newsletter?**

Not without permission from Random Lengths. Random Lengths attempts to accommodate such requests, while maintaining the policy that we want the industry to come to us for our information, not go elsewhere to find it. Please contact Random Lengths with such requests and we will do our best to work something out.

► **I have a question/criticism. How do I contact Random Lengths?**

We would like our readers to know who we are, what we do, and how we do it. Questions about Random Lengths frequently arise among both new and long-time readers. Please contact us directly. You will be directed to the individual staff member who can best address your comments and questions.

**Random Lengths Publications, Inc.**

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# The Random Lengths Reporting and Editorial Staff

Feel free to contact any staff member. Call (888) 686-9925 in U.S. and Canada, or (541) 686-9925. E-mail addresses are below.

**Jon Anderson**, President/Publisher, [jpa@rlpi.com](mailto:jpa@rlpi.com)

*Reporting Assignments:* Western S-P-F; Southern Plywood.

**Shawn Church**, Editor, Random Lengths, [shawn@rlpi.com](mailto:shawn@rlpi.com)

*Reporting Assignments:* Inland Dry Framing; Eastern S-P-F; Veneer.

*News:* Housing/Monetary; Timber Supply/Resource Issues.

**Joe Heitz**, Associate Editor, [joe@rlpi.com](mailto:joe@rlpi.com)

*Editor, Daily WoodWire*

*Reporting Assignments:* Green Douglas Fir; Coast Dry Framing; OSB North/W. Canada.

*News:* Transportation/Freight Rates; Engineered Wood Products; Retail Outlook.

**Jeff Redd**, Associate Editor, [jeff@rlpi.com](mailto:jeff@rlpi.com)

*Reporting Assignments:* Eastside & Central SYP; Treated SYP; OSB South.

*News:* Trade with Canada; Futures; Yardnotes.

**Pete Malliris**, Associate Editor, [pete@rlpi.com](mailto:pete@rlpi.com)

*Editor, International*

*Reporting Assignments:* Boards; Shop; Euro Boards; Particleboard & MDF

*News:* Imports/Exports.

**Tim Cochran**, Associate Editor, [tim@rlpi.com](mailto:tim@rlpi.com)

*Editor, Yardstick*

*Reporting Assignments:* Westside SYP; Cedar; Shakes & Shingles; Western Plywood.

*News:* Labor; Production/Curtailments; Retail Market Indicators.



**Jon Anderson**

**Jon Anderson** joined Random Lengths in 1974. He was named president and publisher in 1984-1985. Anderson graduated from Cornell University, Ithaca, N.Y., in 1971 with a bachelor's degree in economics. He and his wife have a son in middle school and two grown children from his first marriage. Anderson was a competitive long distance runner from 1966-1984, and was a member of the U.S. Olympic Team in 1972 and won the Boston Marathon in 1973.

Anderson's hobbies include golf, skiing, jogging, and travel. He currently serves on the University of Oregon Foundation Board of Trustees and has been involved in alumni support activities for Cornell University.



**Shawn Church**

**Shawn Church** has been covering markets for Random Lengths since 1990. Before joining the company, he was a business reporter covering the timber and wood products industry in Roseburg, Oregon. He is a 1983 graduate of Oregon State University, with a bachelor's degree in journalism and a minor in resource conservation.



**Joe Heitz**

He was named editor of Random Lengths in 2003 following the retirement of veteran editor Burrle Elmore. He is married with three children of high school and college age. He is a sports fan (Oregon State Beavers, especially), and big-game hunter.

**Joe Heitz** has been with Random Lengths since 1989. Prior to joining Random Lengths, Heitz was a newspaper reporter and editor for 10 years. He also did a two-year stint as a commercial fisherman on the Ore-



**Jeff Redd**



**Pete Malliris**



**Tim Cochran**

gon Coast. He holds a bachelor's degree from the University of Missouri-Columbia. Away from the office, Heitz lives and works with his wife on a small farm outside Eugene, Oregon. They have three grown children. In his spare time, Heitz enjoys cruising Oregon's back roads on his motorcycle.

**Jeff Redd** joined Random Lengths in 1995. Previously he was a newspaper reporter, most recently as sports editor for The Olympian, Olympia, Washington. He has a bachelor's degree in journalism from the University of Oregon. Jeff is married and has five children. In his free time, he enjoys playing golf and is an avid college football fan (especially of the Oregon Ducks).

**Pete Malliris** joined Random Lengths in January 2000. Previously he worked for 13 years as a reporter and editor for several newspapers in Oregon. Malliris graduated from the University of Oregon with a bachelor's degree in journalism in 1984. Pete is married and has four grown daughters. He enjoys golf, swimming, fishing, and being outdoors with his Labrador Retrievers.

**Tim Cochran** joined Random Lengths in 2002 after more than 10 years as a newspaper and magazine journalist. He is a native Oregonian with a bachelor's degree in mass communications and business from Linfield College, McMinnville, Oregon. He and his wife get their sports fix from Oregon State University athletics. He also is an active runner, high school track official, bicyclist, and fair-weather golfer.

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## Other Random Lengths Staff

Feel free to contact any staff member. Call (888) 686-9925 in U.S. and Canada, or (541) 686-9925. E-mail addresses are below.

### Subscriber Services Staff

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**Jackie Wright**, Subscriber Services, [jackie@rmpi.com](mailto:jackie@rmpi.com)

### Marketing and Production Staff

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**Dan Guzman**, Developer/Analyst/DBA, [dan@rmpi.com](mailto:dan@rmpi.com)



# RANDOM LENGTHS

## Publications and Services

**Random Lengths** The most widely circulated market report in the forest products industry. Each weekly 12-page issue contains pinpointed prices of more than 1,600 items of softwood lumber, panels, and other wood products. Also included are concise, unbiased analyses of trading patterns and reports of important industry trends and events.

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**Yardstick** The most complete monthly measure of the wood products industry. 24-pages strong, with key wood products statistics and economic indicators in easy-to-read charts and tables. Allows you to

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**The Big Book** The directory of the North American wood products industry, listing softwood lumber and panel producers, secondary manufacturers, wholesalers, distributors, and other companies and associations related to the industry. The easy-to-use guide is organized to give you quick and easy access to the companies and individuals you want to reach and the information you need to know.

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**Buying & Selling Softwood Lumber & Panels** A must-have for every training program! This book is loaded with useful information about the art of buying and selling wood products. Designed for working traders at all levels of the distribution chain (mill salespersons, wholesalers, retail buyers, and support personnel). It's must reading for all of your new or current employees!

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