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Ask the Expert: David Wood on ethics in today's business world

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DEERING – David W. Wood, a writer and newsletter publisher, takes a special interest in the construction industry.

He also pays particular attention to those in the construction business who take a special interest in upholding the reputation of their business, their colleagues and the trade.

Ethical business practices treat everyone well, and Wood, May's "Ask the Expert" at www.unionleader.com and www.abi-nh.com, has plenty to say on the subject.



WOOD

Since 1994, Wood, known as "Woody" in his renowned newsletter and around New Hampshire, has operated Construction Break, producing marketing newsletters for more than 100 construction firms in the U.S. and Canada. His own quarterly newsletter, "Words from Woody," has received 26 national awards.

On top of that success, Wood has established an earnest, much-respected mainstay for the better players in the Granite State construction industry -- the New Hampshire Construction Industry Ethics Award.

In an article Wood wrote for Ask the Expert, readers will learn the award -- which he personally backs with \$1,000 each year for charity -- is something he does because he believes "the vast majority of construction professionals are honest, ethical people of integrity."

His premise?

-- Don't do anything you wouldn't want published on the front page of the newspaper.

-- Don't do anything you wouldn't want your mother to know about.

► **David W. Wood: 'Today's economic conditions are testing people's ethics to the extreme'**

With that game plan Wood has, for 13 years, put together a panel of construction industry representatives, who review nominees and name a winner for Wood's award.

Winners, nominees and judges do not take the process lightly. In Wood's own words, the list of winners looks like a Who's Who in the industry.

Wood's article is available through clicking the link above for the Ask the Expert feature at www.unionleader.com and www.abi-nh.com, where readers and Web visitors can ask questions via e-mail and receive e-mailed replies from experts in various areas of business.

The series, which began in 2007, has featured experts in small business, online business, banking, media, sales, Web technology, intellectual property and financial literacy. Upcoming topics include partnerships, social ethics, and QuickBooks.

Other "Ask the Expert" topics since the program was launched in 2007 have included:

Tax management; government procurement; the venture capital process; patents, trademarks and copyrights; disaster preparedness; technology; and leveraging the Internet for marketing success.

Access to the Experts series is at both Web sites, where visitors can click on the "**Experts**" tab in the business channel and submit questions. Past experts, who remain available for questions, have covered topics on venture capital, patents, trademarks and copyrights, disaster preparedness for business technology and leveraging the Internet for marketing success.

The ABI at 33 S. Commercial St., Manchester, provides affordable office space and technical assistance to early stage companies. For information, contact the ABI at 629-9511, or visit www.abi-nh.com.

To submit a question, use the form above or [this link](#)