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**ROCHESTER'S FUTURES FUNDING CORP CEO ALAN R. ZIEGLER RECEIVES
PRESTIGIOUS *BEING A DIFFERENCE* AWARD FROM
NATIONAL ETHICS ORGANIZATION**

Ziegler, founder of local business ethics organization, is among the NASBA
Center for the Public Trust's 2013-2014 Award Recipients

NASHVILLE, TENN. (March 20, 2014)—The NASBA Center for the Public Trust (CPT) presented Alan R. Ziegler of Rochester, NY with the *Being a Difference* award at a recent event sponsored by the Rochester Area Business Ethics Foundation (RABEF).

The presentation took place at St. John Fisher College in Rochester and was attended by over 100 members of the local business community. The award was presented by Alfonzo Alexander, CPT President.

Mr. Ziegler is CEO of the Futures Funding Corporation, a financial services firm. However, it is his community involvement that prompted his nomination. In 2002, Mr. Ziegler volunteered to develop the RABEF upon seeing a need for local businesses to formally recognize and encourage ethical practices. He has actively served in the RABEF since recruiting the participation and support of over 70 leaders of local businesses, and making ethical practices paramount in the sector.

Mr. Ziegler has also served on numerous community boards including Compeer, Family Services of Rochester, Highland Hospital Foundation and the Rochester Area Community Foundation. Since 1983, he has actively served the Episcopal Senior Life Communities as a board member. For this, he received the 2011 Trustee of the Year award by the New York Association of Homes & Services for the Aging.

“We could not have picked a more fitting time or a better recipient for this award,” said Alexander. “Alan Ziegler founded the RABEF when he saw that someone needed to be a difference 13 years ago. Mr. Ziegler grew tired of hearing about challenges in business communities across the country and decided to make sure his community had an organization in place to fight against ethical mishaps in the business sector.”

Now a strong and vibrant organization, the RABEF has an extensive list of volunteers from the business community helping to lead its programs, and it has inducted a small group of companies into its reputable hall of fame after an extensive review and approval process.

Established in 2006, the CPT's *Being a Difference* award honors four individuals annually for their exceptional contributions to ethical leadership in their business and community. Recipients are selected by a national committee focused on identifying individuals who go beyond their expected professional and personal responsibilities to be a positive influence.

In his nomination, Mr. Ziegler was described as “the personification of making a difference in the community in terms of encouraging ethical business behavior.” And, attendees of the ceremony agreed by giving Ziegler credit for the enduring legacy he’s built through his work with the RABEF organization.

For more information about the *Being a Difference* award, please contact:

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About the NASBA Center for the Public Trust (CPT)

The NASBA Center for the Public Trust (CPT) is a non-profit organization whose mission is to champion the public trust by advancing ethical leadership in business, institutions and organizations. www.thecpt.org

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