

Bruce Richards

Investment Advisor

Bruce graduated from Ball State University in 1970. He was active in sports while in school and earned his bachelors degree with a major in Industrial Education. After graduation he pursued a career in teaching for four years.



It was during this time teaching that he also earned a Master's degree in education from Butler University in 1974. He left teaching in 1976 to pursue a career in sales with the printing industry, working for HPS Printing Products. He became the number one sales person of more than one hundred other salespeople with the company. He remained the top salesman for over six years.

He served as president of the Craftsman Club in 1980. He still remains active in printing product sales to this day on a part time basis, forming his own company.

In 1998 Bruce began to study the stock market. He took many classes, attended seminars and read extensively about financial markets. He has traded stocks and options in his own account since 1998 with significant success.

In 2009 Bruce successfully passed his series 65 exam to become a Registered Investment Advisor and he joined the Feddern Financial Consulting Group in June. He will be the primary advisor for the Indianapolis area, with a focus on the "Ultimate 401-K" program.

Bruce is married to Brenda and they share a passion for traveling, skiing and golf.