

\$328M Bloomer Fedenia Team Joins Ameriprise Employee Channel

By **Joyce Blay**

FINANCIAL ADVISORS JON BLOOMER AND ROSS Fedenia have joined the employee channel of Ameriprise Financial, the company announced today in a news release.

Bloomer and Fedenia, operating as the Bloomer Fedenia Group, were formerly with UBS Financial Services, Inc., in Madison, Wisc., where the team, including client service associate Stephanie Noskowiak, managed \$328 million in assets for multi-generational clients.

Bloomer, a 31-year industry veteran, said in the news release that transparency and integrity were key components to the way his practice did business, and what he and Fedenia were looking for in a new firm.

“Amid the pandemic we saw an opportunity to align ourselves with the strong reputation Ameriprise has in the industry — and its culture of putting clients first,” he said. “We appreciate how the firm’s technology allows us to involve clients in the planning process, ultimately creating a richer experience in the way we serve them.”

Fedenia said in the news release that it was empowering for him and his team to be able to answer client questions anywhere, anytime, in just a few taps on their phones.

“We don’t compromise on what’s best for clients, and we wanted a firm that shares the same focus,” Fedenia said.

The Bloomer Fedenia Group is currently working out of an office Ameriprise opened earlier this year in Middleton, Wisc. They are supported locally by Ameriprise Branch Manager Paul Jackson.



“We don’t compromise on what’s best for clients, and we wanted a firm that shares the same focus. That’s why we chose Ameriprise.”

Ross Fedenia, CFP®
The Bloomer Fedenia Group
Middleton, WI

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