

**Form ADV Part 2B – Brochure Supplement**

**WILLIAM E. RICHARDS, CFP<sup>®</sup>**

**NORTH STAR INVESTMENT MANAGEMENT  
CORPORATION**

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**Date of Supplement: March 30, 2015**

**This Brochure Supplement provides information about Mr. William E. Richards that supplements North Star Investment Management Corporation's Brochure. You should have received a copy of that Brochure. Please contact the Firm's Chief Compliance Officer at the number provided above if you have not received our Brochure or if you have any questions about the content of this Supplement.**

**Additional information about Mr. Richards is available on the SEC's Web site at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Item 2 – Educational Background and Business Experience

Registered investment advisers are required to disclose in this Item the supervised person's name, year of birth, educational background, and business background. Following is the information responsive to this requirement:

Name of Supervised Person: William Everett Richards

Year of Birth: 1954

Formal Education: Mr. Richards earned his Bachelor of Arts degree from Carroll University in 1979 and his MBA from Keller Graduate School in 1987. Mr. Richards is a member of the Board of the Luminarts Cultural Foundation currently serving as First Vice President, the Chicago Engineers Foundation, Guerin College Prep High School, and the Business Advisory Council at Carroll University in Waukesha, Wisconsin.

Mr. Richards has been a CERTIFIED FINANCIAL PLANNER<sup>TM</sup> professional since 1994. The Certified Financial Planner Board of Standards Inc. licenses certificants. Note that, in general, in order to qualify as a CFP® professional, the candidate must meet all of the following requirements: (1) earn a bachelor's degree (or higher) from an accredited college or university, (2) have three years of full-time personal financial planning experience, and (3) complete a CFP board-registered program. Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

Business Experience: Mr. Richards joined North Star Investment Management Corporation ("NSIMC") in October of 2014 and is an investment adviser representative. Mr. Richards has over 35 years of experience in the financial services industry, including experience in trust, estate and financial planning services. He began his career as a trust officer in 1979 and was later the head of Personal Trust at LaSalle Bank, where he worked from March of 1984 through March of 1989. He worked at Continental Illinois National Bank and Trust Company of Chicago from March of 1989 through November of 1991, serving as the Senior Trust Relationship Manager. He worked for American National Bank and Trust Company of Chicago from November of 1991 through October of 2013, serving as the head of all Personal Trust and Fiduciary Services. Mr. Richards was a founder of BNR Partners, LLC, which was established in 2003, and served as the Managing Director of BNR Partners from 2003 through October 2014.

## Item 3 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that may be material to your evaluation of each supervised person providing investment advice. There is no information applicable to this requirement.

## Item 4 – Other Business Activities

Mr. Richards devotes substantially all of his professional time to NSIMC. Mr. Richards is not registered, nor does he have an application for registration pending as a registered person of a securities broker/dealer. Mr.

Richards is not actively engaged in any other noninvestment-related business or occupation that represents a substantial source of his income or involves a substantial amount of his time.

#### **Item 5 – Additional Compensation**

Mr. Richards does not receive any compensation or additional economic benefits from any other third party for providing advisory services through NSIMC.

#### **Item 6 – Supervision**

Mr. Richards reports directly to the President, Mr. Gottlieb. Mr. Gottlieb's telephone number is (312) 580-0900. Mr. Gottlieb performs certain supervisory duties in connection with the advisory accounts and the individuals providing investment advice to clients. Questions related to the operation of the Firm and the supervision of Mr. Richards should be directed to Mr. Gottlieb.