



Tricia Perkins, SPHR, SHRM-SP
Senior Strategic HR Advisor
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EXPERIENCE

Tricia has been part of the Lake Effect HR & Law team since its opening day, in 2018. Lake Effect HR & Law's clients benefit from Tricia's 25 plus years of diverse experience in the Human Resources profession. Prior to joining Lake Effect, she worked with most of the Lake Effect team, in the same capacity, at Clark & Gotzler, Attorneys at Law and has held HR consultancy roles, including at her own consulting firm, advising leadership of start-ups, small and large business and non-profits. Prior to consulting, Tricia held various in-house human resources positions in the hospitality, property management and financial industries.

Tricia is frequently retained by clients to align HR processes with the organization's culture, navigate difficult employee situations, conduct sensitive workplace investigations based on harassment and discrimination, facilitate mediations to improve workplace relationships and train staff on management development and compliance topics, such as interviewing, performance management, professionalism, and anti-harassment. Tricia is a certified trainer in DiSC.

Key Accomplishments

- Strategic HR consultant advising senior leaders on employee-related issues, employment law compliance and HR policies aligned with best practices and the strategic direction of the organization
- Customer service focused, senior level HR professional with expertise in employee relations, policy writing, training, investigations, HR assessments, performance management, interview, and I-9 compliance
- Energetic, interactive presenter identifying training solutions, creating content and facilitating supervisory and compliance-related workshops to develop a strong leadership team



- Thorough interviewer conducting sensitive workplace investigations in response to harassment or discrimination allegations

Professional Affiliations

- Society for Human Resource Management (SHRM)
- Fox Valley Society for Human Resources (FVSHRM)

Education

- University of Wisconsin Stout, Menomonie, WI -- BS Hospitality and Tourism Management

Certifications & Licenses

- Senior Professional in Human Resources (SPHR), 2004
- SHRM Senior Certified Professional (SHRM-SCP), 2015
- DiSC
- Myers-Briggs Type Indicator (MBTI)

Personal

Tricia is always ready for the next adventure, whether it a muddy mountain bike race or jumping from a plane. She looks forward to her next fun experience with friends and is always game for a bike ride, hike, paddle or cross-country ski.

Community Involvement

Tricia shares her knowledge and volunteers within the biking, Green Lake, and Fox Valley communities. She is a Wisconsin Bike Fed Council of Advocate for Green Lake County, an active member of the City of Green Lake Parks & Recreation/Tree Board and Green Lake Area Chamber of Commerce, and supports other non-profits with short-term projects aligned with her values and personal interests.

Speaking Engagements

Tricia has been presenting to clients and partners for many years. As a certified DiSC trainer, she regularly presents on management development, HR compliance, and strategic organizational culture alignment related topics and issues. Tricia has also been sharing her knowledge and experience with local SHRM Chapters and Associations since 2013. Following are her most recent speaking engagements:

“Lasting Impact of COVID in the Workplace”

- WI Child Welfare Professional Development System (August 2022)

“COVID’s Impact on the Workplace”

- Destinations WI (May 2022)

“Strengthening Your Leadership Style Using Empathic Leadership and Everything DiSC®”

- Non-Profit Leadership Institute – Virtual (January 2022)

“Human Resources Module” – Two-day Training for NFP Leaders

- Non-Profit Leadership Institute – Virtual (November 2021)

“HR Issues that Keep You Up at Night

- Green Lake Area Chamber of Commerce – Virtual (May 2021)

“How to Manage Performance During a Crisis & Employment Law Update

- Nonprofit Leadership Initiative – Virtual (January/February 2021)

“State of the Workplace”

- Numbers 4 Nonprofits – Virtual (January 2021)

“Sustaining Workplace Culture and Engagement in a Virtual World”

- Community Shares of Wisconsin – Virtual (December 2020)

“Helping Employees When S@!T Goes Down”

- Ogden Glazer + Schaefer's Hosted Bar – Podcast (December 2020)

“Strengthen Your Workplace Culture by Creating Strategic Goals Aligned with Your Mission”

- Fox Valley SHRM - Virtual (September 2020)

“COVID-19: Paid Leaves of Absence”

- Destinations Wisconsin – Virtual (August 2020)

“COVID-19: Preparing Your Workforce for the New Normal”

- St. Norbert College Non-profit Leadership Forum - Virtual (June 2020)

"Sustaining Workplace Culture in a Virtual World"

- Doyenne Group Iso-Learning Series - Virtual (April 2020)

"COVID-19: The Impact on the Workplace and Navigating Staffing Decisions"

- Destinations Wisconsin - Virtual (March 2020)

"Life Lessons Learned: Leading A Team"

- Professional Women's Connection – Oshkosh Chapter, Oshkosh, WI (February, 2020)

"Tough Conversations with Staff, Board and Volunteers"

- Nonprofit Leadership Initiative, Appleton, WI (January, 2020)

"Creating a Workplace Destination"

- Destinations Wisconsin – CEO Forum, Neenah, WI (January, 2020)

"Life Lessons Learned: Leading A Team"

- Professional Women's Connection – Fox Valley Chapter, Appleton, WI (November, 2019)

"83.15 Administrator Course - Human Resources Management"

- Wisconsin Assisted Living Association
Brookfield, WI (October, 2019) / Virtual (May, 2020) / Virtual (October, 2020)

"Human Resources Issues that Keep You Up at Night"

- Executive Director Forum, Oshkosh, WI (October, 2019)

"Eat, Sleep & Breathe Culture: How to Recruit, Onboard, and Coach to Your Organization's Culture"

- Wisconsin Assisted Living Association 2019 Fall Conference, Pewaukee, WI (September, 2019)

"Preventive Anti-Harassment Strategies for Employers"

- Stateline SHRM, McHenry, IL (September, 2019)

"Attracting Diverse Employees and Retaining Them Through Inclusion"

- Forward Festival, Madison, WI (August, 2019)

"Live Your Mission: Aligning HR with Your Mission"

- Community Foundation for the Fox Valley Region's Nonprofit Leadership Initiative, Appleton, WI (January, 2019)



“Live Your Mission: Strengthen Your Workplace Culture by Creating Strategic Goals Aligned with Your Mission”

- Numbers 4 Nonprofits, Madison, WI (January, 2019)

“Develop Your Employees and Grow Your Business”

- Tri-State Human Resources Association, Dubuque, WI (January, 2019)

“The Difficult Employee”

- StartingBlock Madison, Madison, WI (November, 2018)

“Higher Quality Hiring: How to Grow Your Workforce with Intention”

- Forward Festival, Madison, WI (August, 2018)



JANE D. CLARK, J.D.
CEO & Managing Partner
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Madison, WI 53703

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EXPERIENCE

Jane Clark is the Founder, CEO and Managing Partner of Lake Effect HR & Law, a firm devoted exclusively to representing and advising employers on all facets of HR and Employment Law. She has more than 20 years of human resources, labor, payroll and benefits experience as a law firm attorney, Director of HR at a multi-site Wisconsin company, and as Chief Operating Officer at a statewide comprehensive HR company. She has advised on employment law matters and human resources, payroll and benefits administration on behalf of for-profit and not-for-profit clients throughout Wisconsin and the U.S.

Jane has deep employment law, HR, payroll, and benefits experience, and is a frequent speaker on a variety of HR and employment law topics, including workplace culture, hybrid workplaces, anti-harassment, wage and hour, independent contractor compliance, social media, employee coaching, management, and performance, and much more. Over the years, she has partnered with established and start-up companies and non-profit organizations in various industries to provide employment law services and stand-alone human resources services, as well as integrated human resources, payroll and benefits administration services.

Between 2008 and 2020, Jane served as a Dane County (Wisconsin) Court Commissioner, a position to which she was appointed by Dane County Circuit Court Judge William Hanrahan. Previously, Jane was an attorney with Wisconsin based law



firms Clark & Gotzler (Madison), Chernov, Stern & Burbach (Milwaukee) and Balisle & Roberson (Madison). She has extensive legal experience in diverse areas, including employment, family, real estate, appellate, and corporate law. During her career, Jane has advised clients on wide-ranging employment matters, from COBRA, ADA, ACA, and FMLA guidance to harassment and discrimination claims, from labor relations to wage and hour compliance.

Professional Affiliations

- State Bar of Wisconsin, Labor & Employment Section
- Society for Human Resources Management (SHRM)

Bar & Court Admissions

- Wisconsin (1995)
- U.S. District Court, Federal District of Wisconsin (1995)

Education

- University of Wisconsin Law School (J.D., 1995)
 - Recipient of the Shaw Fellowship
- Amherst College, Amherst, MA, cum laude (B.A., 1992)
 - Recipient of the Friends of Amherst Athletics Award
 - Women's Tennis, Captain

Honors & Recognition

- Greater Madison "40 Under 40" recipient
- Brookfield Academy Athletic Hall of Fame two-time inductee

Community Involvement

Jane is actively involved with the following:

- Park Bank Board of Directors
- Placon Corporation Board of Directors
- Destination Madison Board of Directors
- Edgewood High School Board of Directors
- Stanford University Parent & Family Partners Committee

Past board and volunteer involvements include the following organizations:

- Taliesin Preservation Inc. (Madison)
- Blessed Sacrament School Education Advisory Commission (Madison)
- Clean Lakes Alliance Founders Council (Madison)
- Edgewood Athletic Association (Madison)
- Doyenne Group (Madison)
- Madison Area Sports Commission (Madison)
- YMCA of Dane County (Madison)
- Associated Bank Regional Advisory Board (Madison)
- Wisconsin Women's Council (Madison)
- WPS Insurance Company Subscriber Advisory Council (Madison)
- TEMPO Madison Membership Committee (Madison)
- Blessed Sacrament School Endowment Committee (Madison)
- Henry Vilas Zoo Auxiliary Board (Madison)
- Legal Association of Women (Madison)
- American Heart Association (Madison)
- Camp Randall Rowing Club (Madison)
- Preschool for the Arts (Madison)
- Planned Parenthood of Wisconsin (Statewide)
- Dane County Bar Association Family Law Clinic (Madison)
- Madison Children's Museum (Madison)
- Family Services of Milwaukee (Milwaukee)
- Task Force of Family Violence (Milwaukee)
- WI AIDs Fund (Milwaukee)
- Council for the Spanish Speaking (Milwaukee)
- Association of Women Lawyers (Milwaukee)

Personal

Jane lives with her husband, three sons, and adorable dog. Her husband is the Head Coach of the University of Wisconsin Men's Rowing Team. In her spare time, Jane enjoys playing tennis, cooking, reading, spinning, doing yoga, going on long walks, and watching her sons' sports.

SPEAKING ENGAGEMENTS

"Lasting Impact of COVID in the Workplace"

- WI Child Welfare Professional Development System (August 2022)

"COVID's Impact on the Workplace"

- Destinations WI (May 2022)

"COVID's Impact on Employment Law and the Workplace"

- University of Wisconsin Law School – Employment Law Class (April 2022)

“Strengthening Your Leadership Style Using Empathic Leadership and Everything DiSC®”

- Non-Profit Leadership Institute – Virtual (January 2022)

“Human Resources Module” – Two-day Training for NFP Leaders

- Non-Profit Leadership Institute – Virtual (November 2021)

“Hiring, Firing, & Retiring: Managing a Hybrid Workplace”

- WI Bar Association – Solo & Small Firm Conference – Virtual (October 2021)

“HR Issues for Start-ups”

- University of WI Law School – Law & Entrepreneurship Clinic (July 2021)

“HR Issues that Keep You Up at Night

- Green Lake Area Chamber of Commerce – Virtual (May 2021)

“The #Vaccines Are Here! Should/Can Employers Require Employees to Get Vaccinated?”

- JC Rose - Pathways Podcast (April 2021)

“How to Manage Performance During a Crisis & Employment Law Update”

- Nonprofit Leadership Initiative – Virtual (January/February 2021)

“State of the Workplace”

- Numbers 4 Nonprofits – Virtual (January 2021)

“Sustaining Workplace Culture and Engagement in a Virtual World”

- Community Shares of Wisconsin – Virtual (December 2020)

“What Makes Lake Effect Unique”

- State Bank of Cross Plains – Wealthways Podcast (December 2020)

“Helping Employees When S@!T Goes Down”

- Ogden Glazer + Schaefer's Hosted Bar – Podcast (December 2020)

“Strengthen Your Workplace Culture by Creating Strategic Goals Aligned with Your Mission”

- Fox Valley SHRM (September 2020)

“COVID-19: Paid Leaves of Absence”

- Destinations Wisconsin (August 2020)

“NO Shoes, NO Shirt, NO Mask, NO Service? The Legal and HR Intricacies of Adding Layers of Safety in the Workplace for Employees and Customers”

- JC Rose Pathways Podcast (July 2020)

"COVID-19: Preparing Your Workforce for the New Normal"

- St. Norbert College Non-profit Leadership Forum (June 2020)

"Sustaining Workplace Culture in a Virtual World"

- Doyenne Group Iso-Learning Series (April 2020)

"COVID-19: The Impact on the Workplace and Navigating Staffing Decisions"

- Destinations Wisconsin - Virtual (March 2020)

"Life Lessons Learned: Leading A Team"

- Professional Women's Connection – Oshkosh Chapter, Oshkosh, WI (February 2020)
- Professional Women's Connection – Fox Valley Chapter, Appleton, WI (November 2019)

"Tough Conversations with Staff, Board and Volunteers"

- Nonprofit Leadership Initiative, Appleton, WI (January 2020)

"Creating a Workplace Destination"

- Destinations Wisconsin – CEO Forum, Neenah, WI (January 2020)

"Preventive Anti-Harassment Strategies for Employers"

- Stateline SHRM, McHenry, IL (September 2019)

"Attracting Diverse Employees and Retaining Them Through Inclusion"

- Forward Festival, Madison, WI (August 2019)

"Best Practices to Prevent Workplace Sexual Harassment"

- Wisconsin Department of Justice, Madison, WI (July 2019)

"Live Your Mission: Aligning HR with Your Mission"

- Community Foundation for the Fox Valley Region's Nonprofit Leadership Initiative, Appleton, WI (January 2019)

"Live Your Mission: Strengthen Your Workplace Culture by Creating Strategic Goals Aligned with Your Mission"

- Numbers 4 Nonprofits, Madison, WI (January 2019)

"Develop Your Employees and Grow Your Business"

- Tri-State Human Resources Association, Dubuque, WI (January 2019)

"Deciding Whom to Hire and When: Employees vs Independent Contractors"

- Starting Block Madison's Talent Maximizer Workshop (October 2018)

"Higher Quality Hiring: How to Grow Your Workforce with Intention"

- Forward Tech Fest, Madison, WI (August 2018)

"Is the Gig Up? Independent Contractor Compliance"

- State Bar of Wisconsin, Madison, WI (May 2018)

"Best HR Practices for Non-Profits: Independent Contractors, Anti-Harassment, and Managing Employee Turnover"

- Wegner CPAs HR Roundtable, Milwaukee, WI (February 2018)

"Live Your Mission: Align HR With Strategy "

- Community Foundation for the Fox Valley Region's Non-profit Leadership Initiative, Appleton, WI, seminar (January 2018)

"Organizations Dedicated to Supporting Women"

- Launch Wisconsin Conference, Green Bay, WI, panel (October 2017)

"Wage & Hour Review, Update and Projections"

- Tricom Industry Insider Webinar Series, webinar (October 2017)
- Greater Madison Chapter of the American Payroll Association, Madison, WI seminar (August 2017)

"FMLA Master Class: FMLA Eligibility, Managing Serious Health Conditions, Meeting Deadlines, Mastering Tough FMLA Issues, and Coordinating FMLA, ADA and Workers Compensation"

- BLR FMLA Master Class, seminar (September 2017)

"Workplace Investigations in the Staffing Industry"

- WI Association of Staffing Services, webinar (June 2017)

"A Review of the DOL's NEW Overtime Final Rule and Its Potential Impact on the Staffing Industry"

- Tricom Industry Insider Webinar Series, webinar (May 2016)

"The New FLSA Exemption Rule – Impact on Non-Profit Employers"

- Kollath & Associates, CPA, LLC, and Numbers for Nonprofits Breakfast With Benefits Series, Madison, WI (June 2016)

"The DOL's NEW Overtime Final Rule and Its Impact on Your Organization"

- Women President's Organization, Milwaukee, WI (June 2016)
- "Legal Aspects of Workplace Investigations"
- Metro Milwaukee SHRM and ASIS Investigations Conference, Milwaukee, WI (May 2016)

“Affordable Care Act Primer: What Employers Need to Know”

- Wisconsin Manufacturing Extension Partnership, Milwaukee, Madison, and Appleton, WI (May 2012)
- Wisconsin Manufacturing Extension Partnership, Milwaukee, Madison, and Appleton, WI (May 2013)
- CK Accounting Client Seminars, Madison, WI (December 2012)
- North American Association of Inventory Services, Milwaukee, WI (May 2013)
- Greater Madison Area Society for Human Resources Management, Madison, WI (May 2013)
- QTI Human Resources Education Series, Madison, WI (June 2013)

“Affordable Care Act Impact on Small Businesses”

- Greater Madison Chamber of Commerce, Madison, WI (September 2014)
- University Research Park, Madison, WI (September 2014)

“Social Media in the Workplace: Dos and Don'ts”

- Wisconsin Bankers Association, Wisconsin Dells, WI (May 2011)
- BioForward, Madison, WI (June 2011)
- Community Bankers Association, Lake Geneva, WI (September 2011)
- Greater Madison Area Society for Human Resources Management, Madison, WI (May 2012)
- Sun Prairie Chamber of Commerce, Sun Prairie, WI (July 2013)
- Wausau Chamber of Commerce, Wausau, WI (August 2013)

“Supervisory Skills 101: Dos and Don'ts”

- BioForward, Madison, WI (June, 2011).
- Sauk County Society for Human Resources Management, Baraboo, WI (October 2011).
- Portage, WI Chamber of Commerce, Portage, WI (May 2012).
- Wisconsin Dental Association, Annual Conference, Madison, WI (May 2012).

“How to Manage Difficult Employees and Situations”

- CK Accounting Client Seminars, Madison, WI (December 2012).
- Wisconsin Dental Association, Annual Conference, Wisconsin Dells, WI (May 2013).
- Wisconsin Association of Legal Administration (WALA), Madison, WI (March 2013).

“HR Basics: Employee Files, Handbooks, and FLSA Classifications”

- Schenck Client Education Series, Milwaukee, Oshkosh, and Fond du Lac, WI (March 2013).

- Wisconsin Dental Association, Annual Conference, Milwaukee, WI (November 2014).

“Employee Coaching and Professional Counseling to Minimize Liability”

- Racine Department of Workforce Development, Racine, WI (October 2012).
- Racine Department of Workforce Development, Racine, WI (September 2013).
- Racine Department of Workforce Development, Racine, WI (February 2014).
- Schenck Client Education Series, Milwaukee, Oshkosh, and Fond du Lac, WI (March 2013).

“Emerging HR Needs for Start-ups”

- SCORE, Madison WI (May 2012).
- Madison Media Institute, Madison, WI (February 2013).

“Managing the HR Side of a Dental Practice”

- Marquette Dental School, Milwaukee, WI (September 2012).
- Washington and Ozaukee Dental Society, Mequon, WI (October 2012).

“HR Support for Non-Profits”

- Madison College (MATC), Non-Profit Management Course, Madison, WI (March 2012).
- Madison College (MATC), Non-Profit Management Course, Madison, WI (March 2013).
- Madison College (MATC), Non-Profit Management Course, Madison, WI (March 2014).

“Supervisory Development for Women Leaders”

- YWCA of Dane County, Y Women Lead Program, Madison, WI (May 2016).
- YWCA of Dane County, Y Women Lead Program, Madison, WI (May 2015).

“Common HR Issues and Problems”

- Schenck Client Education Series, Milwaukee, Oshkosh, and Fond du Lac, WI (March 2013).

“HR Partnership Options for Organizations”

- Affiliated Staffing Groups National Conference, Madison, WI (May 2014).

“Non-Profit Economic Impact on Madison”

- Association of Fundraising Professionals, Madison, WI (September 2014).

“Effective Employee Engagement”



- Wisconsin Manufacturing Extension Partnership (WMEP) Manufacturing Matters, Milwaukee, WI (May 2012).

“Non-Profit Leadership Succession and Transitions”

- Marquette University and QTI Group Client Education, Milwaukee, WI (May 2012).

“Doing More with Less: Effective Human Resources for Your Non-Profit in a Down Economy”

- Forward Community Investments, Madison, WI (October 2011).

“Supervisory Lessons Learned”

- Numbers 4 Nonprofits Client Seminars, Madison, WI (September 2015).