



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 is loading up bikes to explore Wisconsin, packing up a backpack to explore a new trail, or jumping in the car for a road trip. She is always game for new experiences or getting together with friends on local trails.

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, Green Lake Greenways Board President, an active member of the 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:

"Human Resources Module" – Two-day Training for NFP Leaders

- Nonprofit Leadership Initiative – (November 2022, 2023, 2024, and 2025)

"Everything DiSC"

- Private employer – In Person (November 2025)

"Everything DiSC"

- Private employer – In Person (October 2025)

"Everything DiSC"

- Private employer – In Person (September 2025)

"Leadership Forum: Human Resources 101"

- Nonprofit Leadership Initiative – In Person (June 2025)

"Respectful Workplace"

- Private employer – Virtual (May 2025)

"Everything DiSC"

- Private employer – In Person (March 2025)

"Navigating Difficult Conversations"

- Private employer – In Person (January 2025)

"Fair Labor Standards Act (FLSA) Changes for 2025"

- Nonprofit Leadership Initiative – Virtual (November 2024)

"Coaching for Leaders"

- Private employer – In Person (August 2024)

"Navigating Difficult Conversations & Situations"

- Private employer – In Person and Virtual (July 2024)

"Navigating Difficult Conversations & Situations"

- Numbers 4 Nonprofits – Virtual (May 2024)

"Leadership Forum: Cultivating a Thriving Workplace"

- Nonprofit Leadership Initiative – (February 2024)

"What You Need to Know About the New 2023 Form I-9"

- Lake Effect HR & Law – Virtual (October 2023)

"SHRM Certification Study Group Facilitator: Structure of the HR Function, Organizational Effectiveness & Development, and Workforce Management"

- Fox Valley SHRM Chapter – Virtual (April 2023)

"Leadership Forum: Coaching & Development"

- Nonprofit Leadership Initiative (February 2023)

"How COVID Changed the Workplace: The Need for Empathic Leadership"

- UW E-Business Consortium – Virtual (December 2022)

"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®"

- Nonprofit Leadership Initiative – Virtual (January 2022)

"Human Resources Module" – Two-day Training for NFP Leaders

- Nonprofit Leadership Initiative – 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"

- 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)