

JANE D. CLARK, J.D.

CEO & Managing Partner

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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 nearly 25 years of human resources, employment law, 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 is a frequent speaker on a variety of HR and employment law topics, including workplace culture, employee engagement, hybrid work environments, anti-harassment, wage and hour, independent contractor compliance, employee coaching and performance management, and much more. 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 reductions in force to wage and hour compliance. In her work, 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 and benefits administration services. She is also an author of the State Bar of Wisconsin's *A Guide for Wisconsin Nonprofit Organizations*, Chapter 5 "Employment Law Considerations."

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). Her HR and employment law work capped off in 2018 when Jane and her business partner Sheila Conroy launched Lake Effect HR & Law, LLC.

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 and Executive Committee
- Destination Madison Foundation Board of Trustees
- East Winds Beach Club Board of Directors and Executive Committee

Past board and volunteer involvements include the following organizations:

- Edgewood High School Board of Directors (Madison)
- Taliesin Preservation Inc. (Madison)
- Stanford University Parent & Family Partners Committee (Palo Alto, CA)
- Vanderbilt Parent Ambassador (Nashville, TN)
- 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 has three sons, one running an AI-payments start-up in San Francisco, one applying to law school and working with her older son, and the youngest is a high school senior playing football and basketball. Her husband is newly retired as the University of Wisconsin Director of Rowing. Jane loves watching their sons' sports, visiting their out-of-state sons, traveling, having friends and family over for big dinners, taking long walks and hikes wherever she is, and puttering around their home and yard.

SPEAKING ENGAGEMENTS

"HR Issues That Keep You Up at Night"
- Oshkosh Chamber – In Person (October 2026)

"Essential Human Resources Practices"
- Goodman Nonprofit Fellowship – In person (March 2026)

"Leadership Forum: How to Maximize Your Employee's Potential and Engagement with Low-Cost and High-Return Strategies"
- Nonprofit Leadership Initiative – In Person (February 2026)

"Update on Current State of EEOC and Policy Impacts"
- University of Wisconsin Business School - Strategic Talent Management Class (February 2026)

"Human Resources Module" – Two-day Training for NFP Leaders
- Nonprofit Leadership Initiative – (November 2022, 2023, 2024, and 2025)

"Leadership Forum: Human Resources 101"
- Nonprofit Leadership Initiative – In Person (June 2025)

Women's Entrepreneurship Day Speaker Panel
- Park Bank – In Person (November 2024)

"Fair Labor Standards Act (FLSA) Changes for 2025"
- Nonprofit Leadership Initiative – Virtual (November 2024)

"Navigating Difficult Conversations & Situations"
- Private employer – In Person and Virtual (July 2024)

"Cultivating a Thriving Workplace"
"Informal and Formal Coaching"
"Managing Up or Out"
- Mt. Horeb Chamber of Commerce - (April, May, and June 2024)

"Navigating Difficult Conversations & Situations"
- Numbers 4 Nonprofits – Virtual (May 2024)

"Leadership Forum: Cultivating a Thriving Workplace"
- Nonprofit Leadership Initiative – (February 2024)

"How We Work Now: The Need for Empathetic Leadership"
- Park Bank Client Webinar Series (December 2023)

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

- Numbers for Non-Profits – Virtual (November 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)

"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®"
- Nonprofit Leadership Initiative – Virtual (January 2022)

"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 Nonprofit 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).