

Gini L. Hendrickson

Madison, WI

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SENIOR COUNSEL

Overview

Gini is a seasoned attorney with over 20 years of experience. She focuses primarily on estate planning, probate and trust administration, tax planning, real estate, and succession planning for individuals, families, business owners, and nonprofit organizations.

She works closely with her clients to establish plans to transfer assets to the next generation of owners and transferring individual assets upon disability or death. She advises employers on their benefits plans, whether an executive compensation plan or retirement plan, to strategically reduce tax burdens. She also helps her clients resolve tax issues before the IRS, Department of Revenue, and local tax authorities. She is admitted to the U.S. Tax Court.

In litigation matters, Gini handles issues regarding fiduciary duties, competency matters, contested wills and trusts, and beneficiary responsibilities. She assists with resolving complex trust and estate conflicts through negotiation, mediation, and trial – when necessary – with a focus on protecting clients' rights and preserving assets both in federal and state courts.

Gini also has deep and broad experience working with nonprofit organizations. In addition to her direct experience working on behalf of a global charity in Australia as well as locally in the U.S. on fundraising and development, donor relation and community engagement, strategic planning, and nonprofit governance skills, she aids in the creation of nonprofit entities such as 501(c)3 organizations as well as corporate and family foundations. She has many years of experience serving her community on nonprofit organization boards and committees.

Experience

Successful Audit Defense Against State Department of Revenue

SERVICES

Fiduciary, Trust & Probate Litigation

Nonprofit Institutions & Tax-Exempt Organizations

Tax

Trusts, Estates & Succession Planning

EDUCATION

Pace University, J.D., 2002

University of Wisconsin – Oshkosh, Honors: University Scholar Distinction, B.A., 1998

ADMISSIONS

Wisconsin

IRS Tax Liability Reduction and Innocent Spouse Relief

Securing and Defending Nonprofit Tax-Exempt Status

Membership & Involvement

- Member: American Inns of Court; Forum for Women Estate Counselors; Wisconsin Planned Giving Council; American Bar Association Nonprofit & Charitable Organizations Committee; Milwaukee Estate Forum Engagement & Development Committee
- Board Member: Dane County Benefits Council, University of Wisconsin Oshkosh Alumni Foundation; Madison Community Foundation: A Fund for Women Board; Clear Hits Radio
- Madison Estate Council: President; Board Member
- Volunteer Center of East Central Wisconsin: Past President; Fundraising Committee
- Women's Fund for the Fox Valley Region: Scholarship Committee; Fundraising Committee
- Volunteer: Wills for Heroes; Salvation Army; Milwaukee Area Warming Shelter; COTS: Ending Homelessness; Winnebago County Teen Court

Honors

- City of Milwaukee Ethics Board
- Selected to *The Best Lawyers in America*® in Trusts and Estates: 2024, 2025, 2026
- Fellows of the Wisconsin Law Foundation: 2018
- Outstanding Adjunct Instructor: 2008

Firm News

130 Amundsen Davis Attorneys Recognized by Best Lawyers® in 2026 in America Firm News, August 21, 2025

Gini L. Hendrickson Appointed to City of Milwaukee Ethics Board Firm News, October 1, 2024

93 Amundsen Davis Attorneys Recognized by Best Lawyers® in 2025 in America Firm News, August 15, 2024

77 Amundsen Davis Attorneys Recognized by Best Lawyers® in 2024 in America Firm News, August 17, 2023

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Alerts

Employers - 100% COBRA (or State Continuation) Premium Payment Required as of April 1, 2021

New Employer Notification Requirement to Employees of Unemployment Benefit Rights

CARES Act: Robust Tax Benefits for Businesses

President Trump Signs Relief Package for Employers: Families First Coronavirus Response Act

Speaking Engagements

Defending Discrimination Claims Filed with the Equal Employment Opportunity Commission and the Wisconsin Equal Rights Division
Event, Seminar; Green Bay, WI, September 21, 2022

Labor and Employment Laws and Regulations in 2022
Event, Seminar; DePere, WI, January 26, 2022

Labor and Employment Legal Update
Event, Webcast, October 13, 2020

It's Time To Thrive – Getting Your Business Back On Track in 2020
Speaking Engagement, BizTimes Media's Family & Closely Held Business Summit 2020, Webcast, July 22, 2020

Navigating Mental Health in the Workplace – Avoiding Legal and Practical Pitfalls
Event, Green Bay, WI, May 7, 2019

Before the Job Offer: Pre-Hire Pitfalls
Event, Green Bay, WI, February 26, 2019

Do You Discriminate If You Don't Accommodate?
Event, Green Bay, WI, November 13, 2018

Your Workforce: Trump Administration Employment Law - Year Two
Event, Green Bay, WI, March 6, 2018

Anatomy of an ERD Hearing
Event, Green Bay, WI, November 7, 2017

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