Lindsay Stevens ’89

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Lindsay Stevens ’89 has spent over three decades in the music and live events industry, combining her production background with a lifelong passion for the environment. In 2011, she founded Rock the Green, a nonprofit and pioneering zero-waste music festival that helped put Milwaukee on the map as a destination for sustainability.

The festival featured national acts like Imagine Dragons and Ben Harper alongside local talent, all powered by pedal and solar energy. Its sustainability measures included biodiesel generators, water refill stations, compostable serviceware, and a food waste reclamation system that transformed scraps into Milorganite fertilizer. With over 60 eco-education exhibitors, Rock the Green was recognized in 2012 by UK-based A Greener Future with an International AGF Award.

In 2020, Lindsay launched Rock the Stream, a virtual concert series created in response to the COVID-19 pandemic and in celebration of the 50th anniversary of Earth Day. The series raised over $30,000 to support both artists and local nonprofits. USM alumna Kelly Baumgartner Fitzsimmons ’89 and her husband, Jeff, played key roles, with Jeff handling the livestream’s technical production.

USM alumni have played a vital role in Rock the Green’s evolution. Interns like Michael Joerres ’12, Kasey DePoy ’17, Jourdan Reinhart ’04, and Greta Weiss ’17 helped coordinate environmental nonprofits, food vendors, bands, and communications. Nick Aster ’92, founder of TriplePundit, collaborated on corporate storytelling, and Will Piper ’96 has served for years as Rock the Green’s blogger.

Rock the Green is also a family affair. Her father, Steve Stevens ’61, and brother, Brooks Stevens ’87, both served on the board, and her brother, Tyler Stevens ’84, assisted annually with on-site festival production. Beyond her nonprofit work, Lindsay joined the board of the Kopmeier Family Fund in 2004 and has served as chair since 2016, working alongside her father, cousin Biff Kummer ’58, and John Kopmeier to allocate strategic grants to more than 60 nonprofits annually.

A lifelong wellness and outdoor enthusiast, Lindsay completed Stanford Medicine’s nutrition science course in 2024 through Stanford Center for Health Education. She is currently working toward certification as a HeartMath® Mentor—a program focused on heart-brain coherence and emotional resilience—and as a single pitch rock climbing instructor through the American Mountain Guides Association. She also served as a ski instructor at Beaver Creek in the early 1990s and is now training to become the first P2-certified female paragliding pilot in Wisconsin. She loves sharing mountain adventures with her children: Owen ’22, Alice ’26, and twins Adele ’32 and Virginia ’32.

“I had the pleasure of helping curate the “Rock the Stream” series with Lindsay, where streaming performances connected local artists and non-profit organizations who were in desperate need of assistance during the pandemic. Lindsay’s creativity, leadership, and welcoming nature make her a great person to work with, and her passion for promoting environmental sustainability is contagious.” *-Will Piper ’96*







“Through Rock the Green, Lindsay created a successful new festival in the city of festivals, which is a massive accomplishment. Her work pioneered how festivals can be more sustainable, creating a new standard for a historically eco-unfriendly industry. She was able to raise awareness not just here, but nationally. Her sense of adventure and willingness to do big things have been an inspiration to me.” *-Kelly Fitzsimmons ’89*