

What is Next Generation UPAF?

Next Generation UPAF, presented by Johnson Controls, is a group of leaders dedicated to making our community a better place to live, work and play. Members represent the “next generation” who support, advocate for and promote the performing arts.

Membership is open to donors in their 20s, 30s and 40s with a gift of \$350 or more.

Next Generation UPAF Member Benefits

Invitations to exclusive events like Next Gen Night out – featuring discounted Member performances and networking receptions – and speaker series events featuring area CEOs and dynamic panel discussions.

Volunteer leadership opportunities with UPAF & UPAF Members.

Resonate! Shape unique and interactive arts events with a gift to Next Generation UPAF. A portion of each gift will be dedicated to Resonate, a Next Generation UPAF member-directed fund supporting innovative and collaborative UPAF Member projects aimed at drawing new audiences to the arts.



With a gift of \$1,200 or more, you may also designate a portion of your gift to one of UPAF’s Community Impact Programs — UPAF Bright Minds, UPAF Connect or Kasey’s Fund.

Grow Your Career Through Volunteer Leadership



“I joined Next Gen as I was interested in helping to introduce a younger crowd to the incredible performing arts scene in Milwaukee. To me, this included both philanthropy and performance attendance. This has been a great experience and helped to educate me on the many programs available in our community thanks to UPAF.” -Becca Schlagenhauf, Next Generation UPAF Council Member

Next Generation UPAF Council

The Next Generation UPAF Council is a group of leaders committed to cultivating awareness of, promoting philanthropy for and encouraging engagement in the local performing arts scene among new audiences. Council members serve as the review panel for *Resonate* awards.

Want to get involved and share your skills? Contact us at nextgeneration@upaf.org.

Next Generation UPAF Council Members – 2023

Lindsey Ashenden, ManpowerGroup
Margaret Edmunds, Baird
Caryn Esten, Froedtert Health
Karen Gamroth, Marcus Corporation
Mike King, Zilber, Ltd.
Natalie LaCrosse, Johnson Controls

Erica Lythjohan, BMO Harris Bank
Becca Schlagenhauf, Northwestern Mutual Capital
Emily Shircel, Quarles & Brady LLP
Tim Stewart, De Witt LLP
Craig Williams, We Energies
Zachary Wolff, Associated Bank