



39th Annual Challenger Event Honoring Steve “Homer” True Monday, September 26, 2022

Life Navigators is excited to celebrate Steve “Homer” True as this year’s Challenger Honoree. Homer is a great friend of Life Navigators, and we are so pleased to recognize him for his dedication to our community.



Homer pictured with Matt, our Consumer of the Year, at our Honoree Photo Shoot.

Steve “Homer” True is a top sportscaster in the community. He attended the University of Wisconsin-Madison, where he lettered in tennis. He later returned to his hometown of South Bend, Indiana to finish his accounting degree at the Indiana University South Bend. While in Indiana, he was a prominent coach of some of the local boys tennis teams. After attending Midwestern Broadcast College, in Chicago, Illinois, he began his career in radio.

Steve True has been an on-air personality with several radio stations including WIXK, WIBA, WTDY, and WISN. He started his career in Milwaukee in 1989, at WISN. He began as the morning sports anchor and a few years later hosted The World's Greatest Sports Talk Show. His career took off at WISN, which is also where he received his nickname “Homer”. He won an Emmy for his work in 1996. He also hosted "Pack Attack", a live weekly show that featured Packers players after every game. In 2005 he joined Good Karma Broadcasting as the host of the afternoon sports talk show on WAUK 540. In addition to hosting a top-ranked sports show, True has been the play-by-play voice for Marquette University's Men's Basketball team since 1993.

Committed to philanthropy and volunteerism, Homer emcee’s numerous charitable events throughout the year. He is involved in the MACC Fund, religious charities associated with Marquette University and other religious schools and programs. Homer has been Life Navigators’ energetic Challenger Event auctioneer since 2013. Due to his longstanding commitment, he has helped raise significant funds that support services impacting kids and adults with disabilities.

Homer and his wife Nancy have been blessed with three wonderful children, Ben, Alison, and Nate, and two beautiful grandchildren, Mia and Ryan. Homer has always had a special connection with Life Navigators because of his younger brother Greg, his wife Anne, and their adopted daughter with Down Syndrome, Hayley.

The Challenger Event Impact. This year’s event will positively impact Matt and many others. Matt is our 2022 Consumer of the Year and is a member of our Care Management Unit. He stays active by participating in chorus and Special Olympics. He and his dad enjoy bowling in local leagues, and Matt volunteers regularly in the community. He especially loves volunteering at our Challenger Event. Many of our golfer guests recognize him as our enthusiastic raffle salesman greeting guests at registration and on the course. As they begin to create a plan for the future, Matt and his dad are so thankful for Life Navigators' future planning services to provide peace of mind.