

Tim Hunter

President, Wolf Star Technologies
Member since February 2017

A mechanical engineer who knows the load measurement will make all the right decisions up front and drastically reduce the time and expense of product design/build/test cycles. There was no reliable way to determine that force until Tim Hunter looked at it from a different angle.

Tim created a first-to-market load reconstruction software called True-Load, which uses tiny, inexpensive strain gauges to measure the load on virtually any device—from augmented reality glasses to earth-moving equipment.

“Engineers have been trying to solve this forever. I just looked at the problem sideways,” said Tim, who has a mechanical engineering degree from Marquette University. “Figuring out the last bit of mathematics—with a little help from a professor— got the program working and gave birth to True-Load and eventually my own business.”



Tim, Ceal, daughter Annie and husband Alan at Tum Water Falls, WA

After college, Tim landed a job with KOHLER Engines followed by a 22-year stint at Harley Davidson as a structural engineering analyst. In 2010, he left Harley and launched Wolf Star Technologies and began marketing True-Load software to clients that include Honda, the U.S. Army, John Deere, Mercury, Ariens and Case New Holland. He consults with customers all over the globe and continues to develop his software and conceive new ways to use it. The self-professed nerd clearly enjoys his work.



Tim, Ceal in Arizona

“I love solving problems for companies that have no way of solving them. I love meeting people from all over the world. And I love working with my team, especially my daughter Annie [Senior Software Developer], who I talk to a couple times a week about big-brain concepts. I have so much fun with my business and my only regret is not starting it five years earlier.”

These days, Tim is focusing on increasing his staff and software sales, noting that his five-person company has the potential to be 50 times larger than its current size. He also contemplates the future of Wolf Star after he retires in a few years. When that day comes, he has plenty of interests and passions to keep him busy.

He and his wife of 38 years, Cecilia (Ceal), a special needs teacher at Tamarack Waldorf School, raised Annie and eldest daughter Sheila on Milwaukee’s East Side. Avid backpack campers, the empty-nesters recently purchased a small pop-up camper, rigged it out, and use it to explore the country during the summer months. Tim enjoys walking with his sidekick Lilo, a Chihuahua-lab mix, bicycling, skiing, reading sci-fi novels and hiking. This fall, he hopes to get back into dance, a lifelong pursuit that was interrupted by the pandemic.

Growing up in Gurnee, Illinois, Tim worked at Great America playing costumed characters like Daffy Duck, Porky Pig, Foghorn Leghorn and Pepé Le Pew. He was called upon to fill in for absent dancers in the Bugs Bunny musical show.

“We did dance warmups before the show and I was hooked. I started taking jazz and modern dance lessons.”

Tim continued studying dance at Marquette, taking three credit hours of dance each semester. He even persuaded the engineering school to count three credits of dance as his humanities requirement. The fact that his daughter Sheila is named after his college dance teacher speaks volumes for his love of the art form.

“I became a very good dancer. After I graduated, I could have become a dancer, but I like to eat. I could have become a Jesuit, but I fell in love with my soon-to-be wife. So, I became an engineer.”

Tim earned his master’s degree and later juggled a full-time job, a young family and nighttime studying to earn his doctorate.

“Those three extra letters, Ph.D., don’t provide a lot of financial reward, but they do offer technical clout.”

Tim hopes to gain some financial reward and valuable exposure as a participant in the Wisconsin Governor’s Business Plan Contest, an annual program that encourages entrepreneurs in the state. He qualified for the semi-finals and is fairly confident he will make it through to the finals. If he wins, he aspires to increase his staff and software sales.

When he’s not turning ordinary household gadgets into load transducers, Tim is deeply committed to Rotary. He serves on the Johnson Park Committee, the World Community Service Committee, the Scholarship Committee and is a mentee. He participated in the most recent water project trip to Guatemala and volunteers at nearly every Done-in-a-Day outreach.

“Rotary has rounded out my life very nicely. I love the Tuesday programming with topics and speakers I wouldn’t get to hear in any other way. I get to meet all sorts of interesting, thoughtful people. As a global citizen, I’m inspired to do good in the world and impact the greater community. Rotary is the perfect mechanism to do this.”



Tim and family hiking with Lilo in Washington State

Editor’s Note: *Rotary People of Action is a bi-monthly series written by a group of Rotarians. This feature was written by Mary Bolich.*