



Connect with us: [bakertilly.com](http://bakertilly.com)



Finance and Commerce.  
Minnesota's only business daily.  
Since 1887.

[SUBSCRIBE](#) | [NEWSSTAND](#)

News Archives | Classifieds | Public Notices | Events | Photos | E-mail Alerts

SEARCH : Keyword



# FINANCE AND COMMERCE

[LOGIN](#)

Print | E-mail to a friend | Digg | Del.icio.us

July 20, 2009 2:37 PM CDT

## White Bear Technologies develops GPS pet locator

by [Scott Carlson](#) Staff Writer



Mark Mitchell (white shirt) and Boyd Palsgrove (black shirt) founded White Bear Technologies in 2004 with the company's first product to market it GPS pet locator systems. Pictured with the two men is Palsgrove's golden retriever, Cody. (Staff photo: Bill Klotz)

If it weren't for one annoying trait, Boyd Palsgrove says, the golden Labrador retriever would be the perfect dog. They're smart, they're loyal, they're good with children – and they have a tendency, as a hunting breed, to wander off.

"We spent countless hours looking for those dogs," says Palsgrove, who's owned a couple of golden retrievers and, as a boy, had a mixed-breed shepherd collie that was notorious for running.

But that won't be an issue for Palsgrove any longer. He and business partner Mark Mitchell, also a dog owner, have formed White Bear Technologies, a company that designs and makes pet tracking systems using global positioning satellite (GPS) technology.

Apparently, a lot of people share their affection for dogs, and their fears of the dogs wandering away. New Brighton-based White Bear Technologies is experiencing explosive growth with its RoamEO pet locator systems. The company is forecasting sales of \$2 million this year, 10 times its revenue in 2007, Palsgrove said.

The two veteran high-tech entrepreneurs also believe White Bear Technologies is primed for a lot more growth. The company is projecting sales of about \$8 million for 2010.

Palsgrove noted that there are about 75 million dogs in the United States; more than 35 million American households own one or more dogs.

### FACTS:

**White Bear Technologies' RoamEO system** uses state-of-the-art global positioning system (GPS) technology, which the U.S Defense Department established in the 1990s.

GPS requires **signal reception from three satellites** in order to determine a latitude and longitude position, known as a 2D fix.

White Bear's RoamEO system includes a **portable handheld receiver** that displays concise, easy to read information on a LCD screen, enabling pet owners to locate their animal.

### Related Links

#### Other Tech and Energy

- [Audit says Energy Department buildings could save energy](#)
- [China promises solar subsidies to boost industry](#)
- [Companies weight proceeding with S.D. coal-fired power plant](#)
- [Climate change needs government push, global investors say in poll](#)
- [ATK Space Systems to lay off 450 engineers, others](#)
- [Best Buy tests Internet contract model for laptop sales](#)
- [Minnesota high-tech job board launched](#)
- [Forget references! Show us your Twitter followers](#)
- [Google adds 3-D atlas of moon to mapping software](#)
- [Campaigners say EU carbon trading is flawed](#)



**BeInformed.  
BeSuccessful.**

Subscribe Now  
**1.800.451.9998**

*Up Coming*  
**events**

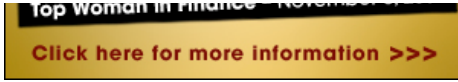
**Top Projects - July 16, 2009**

**Unsung Legal Heroes - September 17, 2009**

**Women in Finance - November 5, 2009**

"It is a very large market we are playing in," Palsgrove said.

White Bear Technologies' promising future comes as organizers of the Minnesota Cup last month named the company one of 10 semifinalists in their high-tech business division for the 2009 entrepreneurs' competition. The statewide contest is designed to seek out, support, celebrate and promote Minnesota's newest and most innovative business ideas.



Advertisement

The 2009 Cup competition began with more than 1,000 applicants and has been narrowed to 49 semifinalists spanning six categories. The field gets further cut to three finalists in each division by mid-August with an overall grand champion to be named in September.

Palsgrove was honored by his company's selection: "It is a positive acknowledgement of what we are doing," he said.

A handful of other companies produce pet-location products. Palsgrove says White Bear Technologies is differentiating itself from the pack because its systems run independently of cell phone technology and its units are less expensive.

While some competitors' systems sell for \$550 to \$650, the RoamEO classic system sells for about \$400, Palsgrove said. It includes a portable, handheld receiver, a GPS dog collar and a rechargeable battery. The company's RoamEO Pup model sells for about \$270. Extra GPS collars for both models sell for about \$130 to \$160.

White Bear Technologies' RoamEO Classic can monitor up to three dogs at a time, Palsgrove said The Pup model can monitor up to two dogs, he said.

Besides serving pets, White Bear Technologies has other potential markets for its location technology including helping to keep tabs on people who have diseases – say, autism or Alzheimer's – that might lead them into danger if unattended, Palsgrove said.

Both Palsgrove and Mitchell have extensive careers in the high-tech industry. Palsgrove's dossier includes stints at ADC Telecommunications, IBM and Honeywell; Mitchell's resume includes Avnet-Memec Electronics, Reptron Electronics and Unique Technologies.

Currently, White Bear Technologies' pet locator systems are for sale online and in the catalog of Cabella's while the company is in talks to get its products into REI and Fleet Farm stores, Palsgrove said.

Earlier this year, Minneapolis-based Target Corp. sold White Bear Technologies' pet locators in some of its California discount stores, in a test program, said Palsgrove, 53.

"Before we do a further rollout, we need to have more capital," he said.

Meanwhile, White Bear Technologies' pet-locator systems are garnering rave reviews from customers, Palsgrove said.

**Comments**

No comments posted yet.

**Send Us A Comment**

Name:   
Email:   
Comments:



Please type in the text from the above image:

Add my comments

**Be Informed.  
Be Successful.**



Subscribe Now

**1.800.451.9998**

[Manage My Account](#) • [Advertising](#) • [About Us](#) • [Subscriber Services](#) • [Contact Us](#) • [Privacy Policy](#) • [Terms and Conditions](#)



Finance and Commerce, U.S. Trust Building Suite 100, 730 Second Ave. S., Minneapolis, MN 55402 (612) 333-4244