



Northern Idaho

Bay Shore Systems

2025



Bay Shore Systems, Inc.

Herb Minatre (Owner)

Rathdrum, ID

Started: 1978

bayshoresystems.com



There are few images more iconic than the massive high-tension powerline grid towers that march across today's landscape. If you've ever wondered what holds them steady in all weather, the answer can be found on a quiet industrial street in Rathdrum, Idaho—the home of Bay Shore Systems, Inc.

The towers rest on massive foundations: concrete footings up to 12 feet in diameter and 40 feet deep, drilled into all kinds of substrate. Creating such holes in remote, rugged terrain requires specialized equipment. Bay Shore meets that challenge by manufacturing \$1-million auger drill rigs uniquely designed to perform reliably under the toughest conditions.

Founded in 1978 in California by Herb Minatre and his late wife Paula, Bay Shore Drilling grew from Herb's conviction that there was a market for short-offset auger rigs capable of drilling large-diameter holes under overhanging structures—a highly specialized niche. The early years were difficult, marked by persistent refinement of rig design, manufacturing methods, and customer service.

A decade later, the Loma Prieta earthquake spurred a massive retrofit effort to strengthen damaged freeway bridges. Contractors needed short-offset drilling rigs that could operate beneath existing overpasses, and Bay Shore was ready. Supplying dozens of rigs to the state finally put the company on solid financial footing and cemented its reputation for agile, accessible equipment backed by exceptional support.

Sixteen years ago, Bay Shore moved operations to purpose-built facilities in Rathdrum, where it now produces ever-larger rigs delivering up to 300,000 ft-lbs of torque. Today, with a world-class team of 125, Bay Shore is the premier U.S. manufacturer competing globally in offset drilling rigs.

As the company grew, Herb sought guidance from the Small Business Development Center at North Idaho College. Approaching its 50th anniversary, Bay Shore credits that coaching support with helping build a high-performing team, strong customer loyalty, and sustained profitability.

"Frankly, without the support of the SBDC's Bill Jhung, we wouldn't be where it is today", said Herb in a recent interview. "Bay Shore is innovating to enter new market segments that will unlock next level of growth. SBDC's support has been critical to that effort."

