

= David Morrow (sports) =

David K. Morrow is an entrepreneur , businessman , and former lacrosse defenseman . He starred as a member of the Princeton Tigers men 's lacrosse team from 1990 through 1993 . He was a three @-@ time United States Intercollegiate Lacrosse Association (USILA) All @-@ American (two @-@ time first team) . He is a co @-@ founder of the Major League Lacrosse (MLL) and an innovator of the titanium lacrosse stick and hockey stick .

He is the most recent defenseman to earn the NCAA Lacrosse player of the year award and a two @-@ time NCAA Lacrosse defenseman of the year . He was a three @-@ time first team All @-@ Ivy League selection . In his four @-@ year college career , Princeton won the school 's first NCAA tournament Championship , two Ivy League Championships and earned the school 's first four NCAA Men 's Lacrosse Championship tournament invitations . Following college , he represented Team USA in the 1994 and 1998 World Lacrosse Championships and was named to the 1998 All @-@ World Team .

His equipment company , Warrior Sports , is a leading equipment provider to professional , collegiate and interscholastic teams and players . It provides a variety of equipment and has propagated the interest in titanium material for use in lacrosse and ice hockey equipment . He has expanded professional lacrosse from box lacrosse to field lacrosse by co @-@ founding the MLL .

= = Background = =

Morrow was raised in Troy , Michigan , a suburb of Detroit , where his father operated a tubing shop . He was a defenseman in both lacrosse and hockey . He attended Brother Rice High School in the nearby Bloomfield Township in Oakland County .

= = College career = =

In his first year at Princeton , he nearly quit the lacrosse team when he realized that , because of his background , he was behind the other players in his understanding of the game . He felt he might be better off focusing on ice hockey . Princeton head coach Bill Tierney convinced him to use his speed to run with the offensive players and to keep his stick in front of them , which encouraged him to adapt his natural speed to the sport . He earned his first start as a sophomore in 1991 .

In one season , Morrow broke or bent 25 aluminum lacrosse sticks . After tinkering with the lacrosse stick design at his father 's shop , Morrow introduced a titanium version of the stick in the 1992 NCAA Division I Men 's Lacrosse Championship tournament . Morrow scored two goals in the 16 ? 14 semifinals victory over North Carolina in the first game using the titanium stick . Princeton went on to win the tournament , its first NCAA national championship . During the 1993 NCAA Division I Men 's Lacrosse Championship tournament , Morrow shut down Loyola 's Kevin Beach , who had 6 goals in the first round game . He was selected to the All @-@ tournament team that year . During his four years , Princeton earned its first four berths in the NCAA Men 's Lacrosse Championship . The 1992 and 1993 teams were undefeated 6 ? 0 outright Ivy League champions .

Morrow was a first team USILA All @-@ American Team selection in 1992 and 1993 and a third team selection in 1991 . He was a three @-@ time first team All @-@ Ivy League selection (1991 , 1992 and 1993) . Morrow is one of only two and the most recent defenseman to earn the Lt. Raymond Enners Award as the NCAA Lacrosse player of the year award . He twice earned the Schmeisser Award (1992 , 1993) as the NCAA Lacrosse defenseman of the year . Morrow was selected to the NCAA Lacrosse Silver Anniversary team in 1995 . Morrow was drafted by the Philadelphia Wings during the 1994 National Lacrosse League Entry Draft . He won gold medals at the 1994 and 1998 World Lacrosse Championships and was named to the 1998 World Lacrosse Championship All @-@ World team .

= = Professional career = =

In 1991 , one of his father 's customers was attempting to modernize the snowshoe with experimental materials such as titanium . At the time , lacrosse sticks were made of aluminum that could get bent during the game . Morrow was breaking and bending sticks at a rapid rate . Morrow noticed titanium was lighter and more durable than aluminum . Thus , at his father 's suggestion , he incorporated it into the lacrosse stick the following year . A year later , he began his own business , selling his first sticks in February 1993 . In 1993 , he was affiliated with the Philadelphia Wings but became a free agent . Morrow was selected for Team USA that would compete at the 1994 World Lacrosse Championship . After being named to the 1998 All World team following the 1998 World Lacrosse Championship , he retired from competitive lacrosse to focus on the business .

Today , lacrosse sticks by all manufacturers use titanium , and players at all levels use titanium sticks . Morrow 's idea led to his own business venture , Warrior Lacrosse , which is named after the Brother Rice High School Warriors whom he played for in high school . Morrow sold controlling interest of his company to New Balance in January 2004 but continues to be the President and CEO of Warrior Sports . As of 2001 , Warrior and its 50 employees were the official equipment supplier of the U.S. Men 's National Teams program and the MLL . As of 2007 , Warrior Sports held a 40 % market share in the lacrosse industry . The company had several divisions including Warrior Lacrosse , Brine Sports , and Warrior Sports Canada . In 2005 Warrior sports acquired Innovative Hockey and As of 2007 , it had 600 employees and over 150 National Hockey League players using their composite hockey sticks . Warrior sports sponsors over 200 youth programs , tournaments , and camps each year . It also sponsors professional and intercollegiate teams . In addition , the company puts on clinics and demonstrations around the world .

Morrow founded the MLL along with Jake Steinfeld , Timothy Robertson and Jim Davis . He originally served on the prospective league 's advisory committee . In 2001 , Morrow 's newly opened six @-@ team MLL opened as a professional field lacrosse complement to the box lacrosse National Lacrosse League . It opened on June 7 at Homewood Field in Baltimore near the National Lacrosse Hall of Fame . The league has been successful and has been televised on ESPN2 since 2003 . It is under contract to be televised on the network until 2016 .

= = Personal = =

As of March 2007 , he and his wife Christine , who is also a Princeton alumna , had three young children : three @-@ year @-@ old Samantha , two @-@ year @-@ old Kevin and newborn Jessica . Christine Schluter , a member of Princeton 's Class of 1992 , was a geochemist in Boulder , Colorado when she moved to Detroit to work for Morrow .