

# 3d Lacrosse develops lacrosse scene in Denver

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By Jason Blevins – The Denver Post

Suddenly, Denver is a lacrosse boom town.

The University of Denver Pioneers are perennial contenders, selling out national contests in hours. The Colorado Mammoth and Denver Outlaws draw sellout crowds. Next summer, Dick's Sporting Goods Park will host the World Lacrosse Championships.

Packed into a crowded office in south Denver, a veteran lacrosse coach and an entrepreneur are grooming the next generation of lacrosse players who will further establish Denver as the western capital of lacrosse, challenging the longtime reign of the lacrosse-dominant East Coast.

3d Lacrosse has seen revenues grow more than 700 percent from 2009 through 2012. The company, which hosts high-profile lacrosse events and offers training programs in five states for players from grade school through high school, has grown from three employees in a one-room office to more than 30 in the past three years, with offices in Boston, San Diego and San Francisco, as well as Denver.

“No one does all the different things we do,” said Jamie Munro, a former coach of the University of Denver lacrosse team for 11 seasons who founded 3d Lacrosse with his wife, Sara, as an events-and-coaching operation four years ago.

Two and a half years ago, the Munros joined with entrepreneur Greg Waldbaum, who spent six years developing Denver's Firehouse Animal Health Centers before selling in 2010. The business has ballooned under Waldbaum's direction, with exponential growth in 3d's events, training and consulting programs.

“It's just snowballed,” Waldbaum said. “We have an advantage, I think, because of our two skill sets.”

Lacrosse clubs in the West have always tinkered separately in the shadow of the massive East Coast lacrosse machine. Waldbaum's expansion has seen 3d Lacrosse buying smaller lacrosse operations and installing a uniform training-and-events program across the country with most every step funded from revenue.

“Our competitors are very dispersed and fragmented right now. There aren't many stout competitors right now, and that puts us in a unique position to dominate,” Waldbaum said.

But the success is anchored in Jamie Munro's coaching philosophy, honed at DU. His training program applies uniform terminology, drills and consistency across a national platform used by hundreds of contract coaches.

“The opportunities are everywhere because there is a scarcity of top-level, great coaching,” Munro said. “Pretty much my life's mission has been to figure out the ultimate way to teach lacrosse.”



Photo illustration, Jupiter Images)

Munro's relationships from a 20-year career in lacrosse and his proven program have grown his 3d Spring Break training camps in Florida from hundreds of athletes to several thousand, each paying \$850 or more. His Denver Shootout — started eight years ago — last year drew recruiters from more than 40 colleges and 2,500 players.



3d Lacrosse officials Greg Waldbaum, left, and Jamie Munro at their warehouse in Denver. (Andy Cross, The Denver Post)

With an eye toward helping clients access the East Coast scene, the company is mulling a push into travel management, helping the thousands of players and their families arrange vacations and lodging around lacrosse training camps and competitions.

“We have more business opportunities than we ever dreamed about,” said Waldbaum, who expects 3d Lacrosse to have offices in six to 10 major cities in the next two years. “It's a high-class problem to have.”

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