



DANA AND DAVID PUMP AND ACADEMY AWARD
WINNER DENZEL WASHINGTON

POWERBROKERS

*The Pump Brothers Continue to
Influence Friends and Raise Awareness*

WORDS BY MICHAEL A. MILLER PHOTOS BY TIFFANY ROSE

“It’s all about relationships.” That’s the motto imprinted on the business cards of Dana and David Pump who, in case you didn’t already know, are identical twins. One glance confirms this: The same red frizzled hair (obviously cut by the same stylist), piercing blue eyes, freckles and stocky build. Thank goodness they’re both married now and so have finally started to dress differently (and with more panache)

or no one could tell them apart.

But it would be hard for anyone to forget their first close encounter with either Double Pump: While he’s shaking your hand, he’s using his other to speak or text message through his cell phone with someone more important than you. And don’t correct whichever Pump you’re talking to if Dana or David introduces you to himself as “Coach.” As in, “How’s it going, Coach?” Or



TENNIS STAR SERENA WILLIAMS



SNOOP DOGG, CEDRIC THE ENTERTAINER, DANA PUMP, JAMIE FOXX,
DAVID PUMP, DENZEL WASHINGTON, MORGAN FREEMAN



DANA PUMP



MORGAN FREEMAN



SNOOP DOGG



BASEBALL LEGENDS HANK AARON AND FRANK ROBINSON



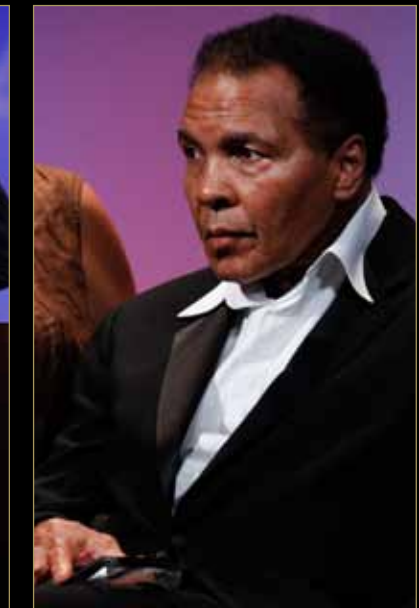
CEDRIC THE ENTERTAINER



DR. J-JULIUS IRVING



JAMIE FOXX



THE GREATEST-MUHAMMAD ALI

“Coach, what can I get for you?” Or “Coach, I need you to do something for me. Give me money.” Or “Coach, can you refill my ice tea?” That always startles the waiters at their favorite deli...

It's a holdover from when they started out at age 17 organizing AAU basketball club tourneys. They met so many college, NBA (in those days, you didn't have to wander around a college for a year before passing go and collecting \$200), high school and AAU coaches that they decided to use “Coach” as a default for everyone they met...but they also got everyone's business card, e-mail address and cell phone number. And a list of the 100 best friends of everyone they met (along with their contact info as well). These guys know how to cook.

From there, it was a quick dash to organizing all AAU events for addidas, sponsoring numerous AAU club teams of their own and staging the Collegiate Business Conference where young coaches could come free of charge to hear John Wooden, Bobby Knight, Pat Summit and Mike Krzyzewski talk about college, Chuck Daly, Kevin Eastman, Alvin Gentry and Mike Dunleavy talk about the NBA, Jerry West, Bill Russell, Magic Johnson and Isaiah Thomas talk about whatever they wanted, or David Falk and other scary people talk about the important stuff.

If you want to know the secret of their success, it's on their business cards: It's all about relationships. That was just one of many lessons they learned from their father, Harold Pump. And when they saw their father dying from cancer but refusing to go out without a fight, they did what any good Jewish boys would do, they talked to their mother, Carole, and then they decided to carry on that fight by establishing The Harold Pump Foundation which has now raised nearly \$5 million to fight cancer. Money used to establish the Northridge Hospital Department of Radiation Oncology and provide breast cancer screenings for over 1,400 women without health insurance.

Some people think it's a mystery how they've raised all that money. Others think it's a conspiracy. It is a conspiracy: A conspiracy of like-minded people who also want to fight cancer, peo-

ple Dana and David Pump have met through doing business. Here are some of the conspirators working in secret with The Harold Pump Foundation to fight cancer:

- | | |
|------------------------|--------------------|
| Denzel Washington | Artis Gilmore |
| Jerry Rice | Warren Moon |
| Deion Sanders | Jeffrey Osborne |
| Dave Winfield | Jaleel White |
| Snoop Dog | Marques Johnson |
| Jamie Foxx | Rafer Johnson |
| Sugar Ray Leonard | Rollie Fingers |
| Eric Dickerson | Willie McGinnest |
| Oscar De La Hoya | Warren Sapp |
| Julius Erving | Gary Carter |
| Michael Irvin | Marshall Faulk |
| Rick Fox | Dave Justice |
| Marcus Allen | Ernie Banks |
| Cedric the Entertainer | Sam Jones |
| Mark Spitz | Frank Robinson |
| Joe Montana | Serena Williams |
| Lisa Leslie | Anthony Munoz |
| Ozzie Smith | Ali Fedotowsky |
| Eddie Murray | Mike Clarke Duncan |
| Morgan Freeman | George Lopez |
| Paul Pierce | Brian McKnight |
| Lala Vasquez | Laila Ali |
| Jim Harrick | Elisha Dushku |
| Omarosa | Kevin Sorbo |
| Kevin Eastman | Jonathan Goldsmith |

Jonathan who? You might know him better as “The Most Interesting Man in the World.” Kevin Sorbo played Hercules. And Elisha Dushku was the only vampire slayer to not only kick Buffy's butt but sleep with two of her boyfriends as well (only on the TV show).



DEION SANDERS

RICK FOX AND
ELIZA DUSHKU

MICHAEL STRAHAN

So what brought The Most Interesting Man in the World, the strongest man in the world and at worst the second best vampire slayer in the world together with all those other folks (plus 1,600 more) to the Hyatt Regency Century Plaza Hotel this past August for the 10th Annual Awards Banquet for The Harold Pump Foundation?

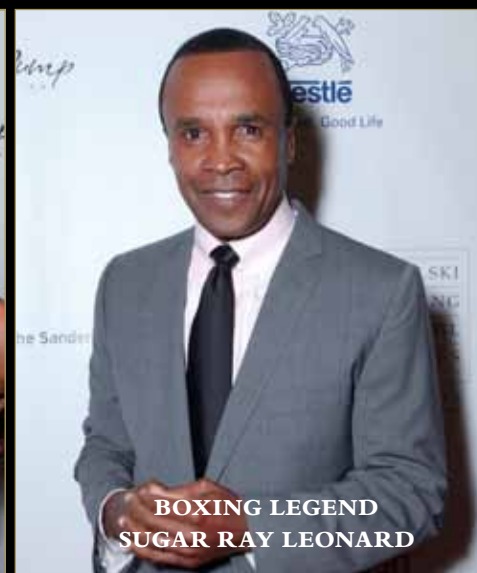
It might've been the honorees, who included Muhammed Ali, Hank Aaron and Denzel Washington (no wonder Denzel attended! You can see now how diabolical the Pumps are in executing their master plan).

It could've been just a group of people brought together by a common cause. Like Julius Erving, who lost his sister to cancer. Or Greg Anthony, who lost his mother to cancer (as did this writer). Or Paul Pierce, who explained on the red carpet: "When I was at Inglewood High, I got a chance to gain exposure through their program. This is my way of giving back." Or Dave Winfield: "They're pretty persuasive. They persuaded all of us celebrities to use our fame to help out with cancer."

The secret of their success? Maybe it's because Dana and

David Pump are, according to various media sources, "among the top power brokers of sports," "some of the most influential people in all athletics" or, as the Kansas City Star put it, "the two most powerful people in college basketball recruiting" don't actually coach or recruit college basketball players; maybe the newspaper got them mixed them up with John Calipari and Mike Krzyzewski (funny, I never thought John and Mike bore any resemblance to each other whatsoever). Maybe it's because they live in Hollywood and know that every athlete really wants to get into the movies and every movie star really wishes he had 42-inch hops. Maybe it's the 4,700 phone numbers David Pump has on his cell phone ("I have 4,700, he only has 4,692," sniffed Dana upon hearing that intel; their mother could only shake her head as the boys quarreled for 5 seconds before they forgot what they were arguing about and started calling more people to raise money).

Or maybe it really is all about relationships...and communication...and getting the good work done. ■

HALL OF FAMER
JERRY RICEALI FEDITOWSKY AND
ROBERTO MARTINEZBOXING LEGEND
SUGAR RAY LEONARD