

A KNOCKOUT BUSINESS

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By James Olinger

Lemoore, Calif. – It took Christian Printup and his staff at the Tachi Palace Hotel & Casino just 41 days to create a mixed martial arts group, going from the concept to the first show.

Printup had co-produced and co-promoted World Extreme Cagefighting and was planning to have another WEC event at the Tachi Palace in January of 2007 when Zuffa, the parent company of Ultimate Fighting Championship acquired the company. Printup did not want to leave the Central Valley without quality MMA action, so the Palace Fighting Championship was born.

Printup and his staff set to work on the plan to create [the] PFC. They came up with the name, their advertising agency put together a logo, trademarks were acquired and a ring was secured. The first card was shown on January 18, 2007 at [Tachi] Palace.

Fresno's Casey "The Underdog" Olson knows what it's like to compete in the PFC ring. He snatched his latest victory at last Friday night's PFC show against Tito Jones.

"I expected the outcome, but didn't expect him to be that fast," Olson said after the fight. "I just had to keep working my game plan. Slowly and surely it was going to work."

Manager DeWayne Zinkin of Zinkin Entertainment and Sports Management, located in Fresno, was impressed the way his fighter handled his opponent.

"I thought it was a great fight. I thought it was a smart fight," Zinkin said. "After



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the first round he analyzed it, and he realized what he had to do in the second round. He imposed his will on him, and he got the takedowns for the win."

A 6,000 seat arena is currently being designed for the Tachi Palace grounds. It will be modeled after the Orleans in Las Vegas, and [will] have a horseshoe design and include luxury boxes.

Printup can look back on his days working with the WEC and smile, knowing that [the] PFC might have never been created had the WEC not left.

"It's very satisfying to me personally to be able to see [the fighters] on national TV now and doing shows across the country, knowing I [have] helped them," Printup said.

TOP: Casey "The Underdog" Olson vs. Tito Jones at PFC 9: Step Up!
BOTTOM: Another victory! ~ "The Underdog" with DeWayne Zinkin (Manager), Alan Autry (Mayor of Fresno), Chuck "The Iceman" Liddell, and Jerry Dyer (Police Chief of Fresno)
BELOW: "The Iceman" assists "The Underdog" in cutting off fighter's tape.



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