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## **Battle Creek Battle Jacks Introduce New Front Office and Ballclub Leadership, Move Rapidly to Sign Elite Players and Upgrade Fan and Sponsor Experiences for 2026 Season**

BATTLE CREEK, MI – The Battle Creek Battle Jacks today introduced a sweeping change in leadership, naming a new General Manager, Manager and Head of Baseball Strategy as owner Scott Miles puts his first dramatic stamp on the team he bought at the start of the 2025 season.

“We’re raising the bar with a seasoned, high-energy leadership team, and it’s already paying off,” said Miles. “We’ve hit the ground running, not just with elite early player signings, but also on the business side with identified key opportunities for us to make an immediate impact as a new management group.

“Next season, fans, sponsors, and groups will see a game-day experience that’s been elevated across the board,” added Miles. “I spent most of 2025 observing, listening, and learning; and I took a lot away from that first season. Now it’s time to raise expectations, improve the food, tighten the show, and put a more competitive team on the field.”

Here are the changes as the Battle Jacks build for our 5<sup>th</sup> season:

### **New Staff**

**Sam Connell**, a Michigan native and former collegiate player, has been named **General Manager** of the Battle Creek Battle Jacks. Connell brings more than a decade of front office experience in minor league baseball, including six seasons in the Northwoods League. Most recently, he served as Director of Sales and

Promotions and Assistant General Manager with the Traverse City Pit Spitters, where he played a key role in driving fan engagement and operational success. As GM, Connell will lead the day-to-day business operations and serve as the primary face of the franchise in the Battle Creek community.

**Chris Fletcher**, a seasoned coach and respected baseball mind, will take over as **Manager** of the Battle Jacks. Currently the baseball program founder and head coach at Moberly Area Community College in Missouri, Fletcher brings 12 years of coaching experience, including five years as a collegiate head coach. A former college player himself, Fletcher is known for his ability to develop talent and build high-character teams. He will lead the club on the field, instilling a competitive edge and a strong team identity from Opening Day forward.

**David Walsh Jr.** has been named the team's first-ever **Head of Baseball Strategy**, a front office advisory role focused on long-term player development, recruiting infrastructure, and baseball operations. A former college and independent league player, Walsh has spent over a decade coaching at the high school and collegiate levels, including multiple College World Series appearances in New England. He currently serves as Director of Player Development at Sluggers Academy in Massachusetts. Walsh brings deep ties to elite college programs across the Northeast and will help shape the club's long-term pipeline and competitive roadmap.

### Team Building

Team-building for 2026 has scored some exciting early wins, with Fletcher and Walsh already signing eight players as they put together a competitive roster of talented blue-collar grinders.

These include three pitchers who are signed for the full summer, including one ace for his college team; a power bat; an All-

American shortstop; and a multi-skill player who can play first base or the outfield, as well as DH.

## Ballgame Upgrades

**Food** - Better quality and selection with an upgraded menu and more attention to preparation and guest service.

**Corporate and community groups** - Upgraded hospitality, service and ticket packages that enhances the enjoyment and value of holding an event at MCCU Field at C.O. Brown Stadium.

**Entertainment and music** – Something new for everybody, every game. Thirty-six games of fun at the ballpark.

For media inquiries, please contact Battle Jacks General Manager at [sam@battlejacksbaseball.com](mailto:sam@battlejacksbaseball.com).

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*The Battle Creek Battle Jacks are a member of the finest developmental league for elite college baseball players, the Northwoods League. The Northwoods League is the proven leader in the development of elite college baseball players. Having completed its 32<sup>nd</sup> season, the Northwoods League is the largest organized baseball league in history with 25 teams, drawing significantly more fans, in a friendly ballpark experience, than any league of its kind. A valuable training ground for coaches, umpires, and front office staff, more than 400 Northwoods League players have advanced to Major League Baseball, including three-time All-Star and 2016 Roberto Clemente Award winner Curtis Granderson, three-time Cy Young Award winner and World Series Champion Max Scherzer (TEX), two-time World Series Champions Ben Zobrist and Brandon Crawford and World Series Champion Chris Sale (ATL). As well as 2019 Rookie of the Year and 2019/2021 Home Run Derby Champion Pete Alonso (NYM) and 2023 World Series Champion, MLB All-Star, MLB Gold Glove winner and two-time All-MLB first team shortstop Marcus Semien (TEX).*

*League games are viewable live on Northwoods League+ (at [watch.northwoodsleague.com](https://watch.northwoodsleague.com)) and ESPN+. Learn more and find complete streaming schedules at [watchnwl.com](https://watchnwl.com). For more information, visit [www.battlejacksbaseball.com](https://www.battlejacksbaseball.com) or download the new Northwoods League Mobile App on the Apple App Store or on Google Play and set the Battle Jacks as your favorite team.*

