

## **FOR IMMEDIATE RELEASE**

**Contact:** Dennis Bastien  
**Phone:** 618-559-1343  
**Email:** drb@playballjackson.com



### **Play Ball Jackson Names Steve DeSalvo as General Manager/Vice President**



Jackson (TN) February 23, 2022 – In The Big Inning, (operating as Play Ball Jackson until a team name is selected) today announced Steve DeSalvo as the General Manager/Vice President of the 2023 Jackson Prospect League team. Steve joins Dennis and Lisa Bastien in the operation of both the newest Prospect League team for the 2023 PL season and the West Tennessee Baseball Stadium.

DeSalvo brings 36 years of minor league baseball experience to the plate. He spent 31 years working for the Atlanta Braves as the General Manager of their AA team in the Southern League. As a distinguished minor league executive, he was recognized as an Executive of the Year four times. As a valuable community partner, DeSalvo received numerous local awards in the communities where he served. He has overseen hundreds of special events, festivals, and concerts with the organizations he has managed. He will lead the day-to-day operations and sales force of the Play Ball Jackson operation.

"I have known Steve for over 30 years and highly respect and admire his accomplishments and career. Steve brings a treasure trove of background and experience to Jackson, and we could not be more pleased to have him on board. He will hit the ground running and be a vital cog in the stadium operation and our new 2023 Jackson team, working with sponsors, events, and partnerships. Steve is a home run!" announced Dennis Bastien, President and CEO of the team and In The Big Inning, LLC.

"I couldn't be more excited to join Dennis and Lisa Bastien with this fantastic opportunity to bring this new baseball franchise to Jackson Tennessee. Throughout my entire baseball career, I have been proud to focus on bringing fun and family-friendly entertainment to local fans. I have always been driven to provide exciting promotions and special events, over-the-top fan and customer service, and extreme community involvement. We look forward to providing the same to the West Tennessee community and to getting personally involved with the Jackson community. Our goal would be to make the stadium in Jackson, Tennessee the premiere entertainment and baseball facility in the southeast," noted DeSalvo.

In the Big Inning, LLC (operating as Play Ball Jackson until a team name is selected) will launch a Name Your Team Contest for the Prospect League team in early March.

*Play Ball Jackson is a proud member of the elite summer collegiate Prospect League and will begin play for the 2023 season. In The Big Inning is building family fun opportunities and working to make the West Tennessee Baseball Stadium an entertainment destination location for all.*

**See Below for DeSalvo's complete baseball resume and experience:**

Steve DeSalvo graduated from St. John's University in Queens, NY, with a degree in Sports Management in 1981. After completing two internships, one with the Major League Baseball Commissioner's Office at their offices in Rockefeller Center in NY City (Manhattan) and the other with the Daytona Beach Astros of the Florida State League, at the age of 22, DeSalvo accepted the job of General Manager of the newly formed Auburn Astros in Auburn, NY. At the time, DeSalvo was the youngest General Manager in professional baseball. Other than a brief 3-month stint as Asst. GM of the Tucson Toros in Tucson, AZ, DeSalvo was a General Manager in professional baseball for the rest of his career: 1982, 83 – Auburn Astros, 1984 – Florence Blue Jays, 1985, 86 – Ft. Myers Royals, 1987-2004 – Greenville Braves, 2005-2018 – Mississippi Braves. In addition, he was Vice President of the Southern League for 18 years, and in 2011, DeSalvo served as Interim Southern League President after the retirement of SL President Don Mincher.

During his time in professional baseball, DeSalvo's teams captured four championships and hosted four All-Star games. He has also overseen hundreds of special events, festivals, and concerts with the organizations he has managed.

During his 36 years in professional baseball, DeSalvo received numerous awards, including four executive of the year awards and numerous community service honors. Always being personally involved and sitting on many boards of directors of non-profits and civic organizations such as The ALS Association, March of Dimes, The Salvation Army, The Leukemia & Lymphoma Society, Rotary, and Kiwanis, DeSalvo was elected to the Greater Greenville (SC) Baseball Hall of Fame's Class of 2013.