

Adonis “Sporty” Jeralds, CVE

Adonis “Sporty” Jeralds is a native of Fayetteville, North Carolina. Jeralds attended Guilford College and graduated with a degree in Criminal Justice. He has a master’s degree in Sports Management from the University of Massachusetts and a second master’s degree in Public Administration from UNC Chapel Hill.

Jeralds started a career in public assembly facilities management at the Hampton Virginia Coliseum in 1983. In 1988, he accepted a position at the Charlotte Coliseum as assistant manager. In 1990, he became manager of the Charlotte Coliseum, a position he held for 15 years. As manager of the Charlotte Coliseum, Jeralds was responsible for the day-to-day operations of the venue, which included overseeing a \$12 million budget and a staff of more than 60 full-time and 600 part-time employees. He is a certified facilities executive—one of only 300 in the world. In his career, he has coordinated such internationally recognized events as the Men’s and Women’s Final Four, the NBA All-Star Game, and visits by Mother Teresa and the Rolling Stones. He is a full-time clinical instructor at the University of South Carolina and also works with the Charlotte Hornets in their Community Relations department.

Jeralds is the author of three highly successful books, *The Champion In You*, *Let Your Light Shine*, and *Follow the Bouncing Ball*. In 2006, he was awarded the Harold J. VanderZwaag Distinguished Alumnus Award from the Sports Management Department at the University of Massachusetts Amherst. In 2006, he also visited Asia, teaching sports marketing to the Taiwan Society for Sport Management.

Jeralds is active in his community and attends Our Lady of Consolation Catholic Church. He and his wife, Teresa, are the proud parents of Jazmine and Jacob. He enjoys golf, racquetball and reading.

