

CSM PRODUCTION THROUGH THE YEARS

1987

The first chapter of the CSM Production story was written in Founder & CEO Jay Howard's basement, based on a dream of "Dog & Pony" success. Jay Howard Events was born.

1988

Jay Howard events built our inaugural project for our first client; the Coca-Cola 600 at Lowe's Motor Speedway in Charlotte.

1989

The first spectacle of what is known as the All-Star Race Driver Introductions

1993

Jay Howard Events was placed in charge of game operations for the Charlotte Checkers of Minor League Hockey, working 40 nights a year in what was then known as Independence Arena.

1996

JHE began managing the 600 Festival Association, producing the annual "Speed Street" event

JHE named pre-game and halftime producer for the NFL's Carolina Panthers

JHE moves from Jay's basement into its first office on Morehead Road in Concord, N.C.

1999

JHE was named producers of the opening ceremonies of "The Great American Race," the Daytona 500.

2001

Chose by the Indy Racing League as producers of the opening ceremonies for the IndyCar season.

2002

Jay Howard Events becomes JHE Production Group, and moves into its first purpose-built facility in Concord, N.C.

2003

Produced the 100th Anniversary of Flight, a six-day event at the Wright Brothers National Memorial in Kitty Hawk, N.C. for the National Park Service and State of North Carolina.

2004

Executed a 38-week tour featuring live SPEED Network programming from NASCAR venues around the country.

Ushered in a new era of the NEXTEL All-Star Race opening ceremony production with national television exposure.

2006

JHE Production Group designed, promoted and produced the inaugural NASCAR Pit Crew Challenge, the sport's version of the MLB Home Run Derby or NBA Slam Dunk Contest. The event would go on to sell out attendance in 2011 and 2012.

2007

JHE Production Group moved into its second, and current, purpose-built facility in Harrisburg, N.C., just in time to accommodate the expansion brought on by the NEXTEL Experience, a second 38-week tour activated on the NASCAR midway.

2008

JHE Production Group produced our first major live event for the new title sponsor of NASCAR's premier racing series, the Sprint Cup Series All-Star Race, held at nearby Charlotte Motor Speedway.

2010

Designer and producer of “The Ultimate Driver Tell All” in Las Vegas, a live stage show featuring the top drivers from NASCAR’s Sprint Cup Series.

The inaugural year of JHE Production’s golf charity event, benefitting a cause close to the JHE Family.

2013

Designer, producer and promoter of a top-tier automobile showcase, the Pinehurst Concours d’Elegance, at the Home of American Golf in Pinehurst, N.C.

Managed a 16-week college football tour promoting the launch of FOX Sports 1.

2014

JHE acquired Total Event Production, which launched the company’s corporate event production department.

2015

JHE Production Group began working with Wake Forest University on a number of major events, across the campus and beyond, helping Wake Forest exceed their fundraising campaign goals.

2016

JHE Production Group was acquired by CSM, a global leader in sport and entertainment, and was renamed CSM Production.

With that acquisition came the opportunity to partner with sister company, JMI, to manage a mobile hospitality program at every Verizon IndyCar Event, known as the Paddock Club.

2018

As the impact of the CSM family continued to grow, we welcomed new and diverse opportunities with some great partners including the USTA, USOC, USGA, World Wrestling Entertainment, Coca-Cola, and Barstool Sports.

2022

CSM Production further strengthened our relationship with NASCAR by winning the business for production of the annual NASCAR Hall of Fame Induction Ceremony, held in early 2022.