



## Guide to the Nevada Hotel and Motel Association Collection

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Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f15p5f>

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## Table of Contents

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Summary Information .....	3
Historical Background .....	3
Scope and Contents Note .....	4
Arrangement .....	4
Administrative Information .....	5
Names and Subjects .....	5
Collection Inventory .....	5

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## Summary Information

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<b>Repository:</b>	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
<b>Creator:</b>	Heffner, Van, 1945-2015
<b>Title:</b>	Nevada Hotel and Motel Association Collection
<b>ID:</b>	MS-00335
<b>Date [inclusive]:</b>	1979-1992
<b>Physical Description:</b>	1.29 Cubic Feet (3 boxes)
<b>Physical Description:</b>	1.25 Linear Feet
<b>Language of the Material:</b>	English
<b>Abstract:</b>	The Nevada Hotel and Motel Association Collection contains items from the hospitality and service industries from 1979 to 1992. The collection consists of trade publications, conference brochures, and industry reports focusing on the service and hospitality industries in Nevada.

### Preferred Citation

Nevada Hotel and Motel Association Collection, 1979-1992. MS-00335. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

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## Historical Background

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In 1979 Van Heffner (1945-2015) founded the Nevada Hotel and Motel Association (NHMA), which became the Nevada Hotel and Lodging Association (NHLA) in the late 1990s. Heffner was an important leader for the expansion of tourism in Nevada. He served as President and CEO of Heffner & Associates, Inc. from 1979 until his retirement in 2012. He also served on a number of government commissions and founded and operated several trade associations. The most notable being the Nevada Restaurant Association, the Nevada Hospitality Foundation, and the Nevada Tourism Alliance in addition to the Nevada Hotel and Motel Association. He was instrumental in transforming the image of Las Vegas from a gaming destination to a family-oriented vacation destination. The mission statement of the Nevada Hotel and Lodging Association is: "To serve the lodging industry by providing representation at the local, state and national levels in industry

affairs; provide comprehensive and robust educational resources and programs; offer valued member benefits; provide industry communications and value-added member based services."

Sources:

"About the Nevada Hotel & Lodging Association," Nevada Restaurant Association, accessed May 30, 2018, <http://www.nvhotels.com/about-the-nevada-hotel-lodging-association/>

"Farwell Van Heffner." The Master Key, last modified September 24, 2015, accessed May 30, 2018, <https://www.nvhotels.com/blog/farewell-van-heffner/>

"Van Heffner, Nevada Hospitality Icon," Nevada Restaurant Association, December 01, 2015, accessed May 30, 2018 <https://lvfnb.com/articles/Nevada-Restaurant-Association-bec9100692ca>

"Van Heffner, Nevada Hospitality Icon Dies at Age 70," Nevada Hotels and Lodging Association, accessed May 30, 2018, <http://www.nvhotels.com/wp-content/uploads/2015/09/Van-Heffner-Obituary-Sept-2015.pdf>

[^ Return to Table of Contents](#)

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## Scope and Contents Note

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The Nevada Hotel and Motel Association Collection spans 1979 to 1992 and focuses primarily on the hospitality industries in Las Vegas, Nevada. The collection contains publications and promotional material pertaining to the hospitality and service industries. The collection includes conference brochures, industry magazines, and reports detailing the activities of the Nevada Hotel and Motel Association and related organizations during the 1980s and 1990s.

[^ Return to Table of Contents](#)

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## Arrangement

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Materials are in alphabetical order.

[^ Return to Table of Contents](#)

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## Administrative Information

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### Access Note

Collection is open for research.

### Publication Rights

Materials in this collection may be protected by copyrights and other rights. See [Reproductions and Use](#) on the UNLV Special Collections website for more information about reproductions and permissions to publish.

### Acquisition Note

Materials were donated in 1993 by Van Heffner; accession number 1993-34.

### Processing Note

Materials were processed by Special Collections staff in 1993. In 2015, as part of a legacy finding aid conversion project, John Grygo revised and enhanced the collection description to bring it into compliance with current professional standards. In 2018, as part of an archival backlog elimination project, Chris Bruce rehoused and arranged the materials, and revised the collection description to bring it into compliance with current professional standards.

[^ Return to Table of Contents](#)

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## Names and Subjects

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- Tourism -- Nevada -- Las Vegas
- Tourism -- Marketing
- Nevada Hotel and Motel Association (NHMA)
- Heffner, Van, 1945-2015
- Nevada Restaurant Association

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## Collection Inventory

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Title/Description	Containers
American Society of Association of Executives, (ASAE), Policies and Procedures in Management brochure, 1991	box 01
America West Airlines Economic Contribution to the State of Nevada report, 1989 January 27	box 01

Association Management magazine, 1985 July	box 01
Chef of the Year promotional magazine, 1985 and 1987	box 01
Convention, Exposition and Culinary Capers brochures, 1988 October	box 01
Correspondence from Michael Ty, Convention Chairman of the Fraternity of Executive Chefs, to Van Heffner, Executive Vice President of Nevada Restaurant Association, 1989	box 01
Dine with the Famous Chefs of Las Vegas receipt book, 1981	box 01
Education Institute Solutions magazine, 1987 Fall	box 01
An Epicurean Affair brochure, undated	box 01
Focus on Success conference program, 1988	box 01
The Food Executive magazine, 1987 Summer and Winter	box 02
The Food Executive Newsletter, 1986-1989 Physical Description: 2 Files	box 02
Glossary of Insurance Terms: American Hotel and Motel Association, 1988	box 01
Hotline, International Food Service Executives Association magazine, 1989 Fall	box 01
IRS letter to Nevada Hotel and Motel Association granting tax-exempt status, 1982 January 22	box 01
International Food Service Executives Association (IFSEA), bulletin, 1988-1989	box 02
Las Vegas Convention and Visitors Authority: Marketing Study on Occupancy Trends, 1986-1987	box 01
Las Vegas International Hotel, Restaurant and Gaming Exhibition, 1992	box 01
Las Vegas Marketing Bulletin: 4th Quarter Summary from the Las Vegas Convention and Visitors Authority, 1991	box 01
LV, the magazine of Las Vegas, 1987 March	box 01
Nevada: Gateway to the Olympics magazine, undated	box 01
Nevada Hospitality Exposition programs, 1987-1991	box 02
Nevada Hospitality magazine, 1983-1992 Physical Description: 6 Files	box 03
Nevada Hotel and Motel Association (NHMA) bulletin, 1989	box 01
Nevada Hotel and Motel Association and the Restaurant Association (NHMARA) 1st Annual Nevada Spring Conference, program, 1987 April	box 01
Nevada Hotel and Motel Association and Nevada Restaurant Association membership directories and buyers' guides and legislative directories, 1985-1992	box 02

Nevada Hotel and Motel Association Student Committee of UNLV Recognition Dinner invite to Van Heffner, 1987 April	box 01
Nevada Lodging newsletter, 1979-1982	box 03
Nevada Restaurant Association member list and application for exhibit space for convention, 1992 September	box 01
The Passport: Exhibit Guide and Convention Program, 1992 September	box 01
The Reno West Coast Wine Competition Conference, pamphlet, 1990	box 01
Riviera restaurant promotional booklet, undated	box 01
Serving Alcohol with Care: A Manual for Service by Van Heffner, 1985	box 01
Southern Nevada: A Half Century of Images, book, 1980	box 01
Southern Regional Conference: International Food Service Executives Association program, 1989 March	box 01
Visions of the 90's: NHMA/NRA, 3rd Annual Spring Conference pamphlet, 1989 May	box 01
We're So Serious About Service, NHMA and NRA promotional pamphlet and menus, 1991 September	box 01
World Series of Gaming and Hospitality, flier, 1992 September	box 01