

VIAD CORP  
Form 4  
November 06, 2007

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
PEARL SUZANNE

2. Issuer Name and Ticker or Trading Symbol  
VIAD CORP [VVI]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
VIAD CORP, 1850 N. CENTRAL AVE., STE 800  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
11/02/2007

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
VP-Human Resources / Viad Corp

PHOENIX, AZ 85004-4545

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	(A) or (D)	Price	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock	11/02/2007		M		V	\$ 19.6504	23,350	D	
Common Stock	11/02/2007		S			\$ 34.29	22,350	D	
Common Stock	11/02/2007		S			\$ 34.32	21,650	D	
Common Stock	11/02/2007		S			\$ 34.33	20,550	D	
Common Stock	11/02/2007		S			\$ 34.35	20,050	D	

Edgar Filing: VIAD CORP - Form 4

Common Stock	11/02/2007	S	200	D	\$ 34.36	19,850	D	
Common Stock	11/02/2007	S	500	D	\$ 34.37	19,350	D	
Common Stock	11/02/2007	S	500	D	\$ 34.38	18,850	D	
Common Stock	11/02/2007	S	1,000	D	\$ 34.39	17,850	D	
Common Stock	11/02/2007	S	200	D	\$ 34.42	17,650	D	
Common Stock	11/02/2007	S	400	D	\$ 34.43	17,250	D	
Common Stock	11/02/2007	S	100	D	\$ 34.44	17,150	D	
Common Stock	11/02/2007	S	200	D	\$ 34.45	16,950	D	
Common Stock	11/02/2007	S	100	D	\$ 34.46	16,850	D	
Common Stock	11/02/2007	S	200	D	\$ 34.47	16,650	D	
Common Stock	11/02/2007	S	200	D	\$ 34.51	16,450	D	
Common Stock	11/02/2007	S	350	D	\$ 34.52	16,100	D	
Common Stock	11/02/2007	J V	95.3917	A	\$ 0	1,586.7777	I	401(k) Plan
Common Stock	11/05/2007	I	1,200	D	\$ 0	386.7777 <sup>(1)</sup>	I	401(k) Plan
Common Stock	11/02/2007	S	100	D	\$ 34.1	14,880	I	Family Trust
Common Stock	11/02/2007	S	700	D	\$ 34.11	14,180	I	Family Trust
Common Stock	11/02/2007	S	100	D	\$ 34.13	14,080	I	Family Trust
Common Stock	11/02/2007	S	300	D	\$ 34.16	13,780	I	Family Trust
Common Stock	11/02/2007	S	100	D	\$ 34.17	13,680	I	Family Trust
Common Stock	11/02/2007	S	200	D	\$ 34.2	13,480	I	Family Trust
	11/02/2007	S	520	D	\$ 34.21	12,960	I	

Edgar Filing: VIAD CORP - Form 4

Common Stock								Family Trust
Common Stock	11/02/2007	S	100	D	\$ 34.22	12,860	I	Family Trust
Common Stock	11/02/2007	S	400	D	\$ 34.25	12,460	I	Family Trust
Common Stock	11/02/2007	S	500	D	\$ 34.29	11,960	I	Family Trust

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
Option-right to buy	\$ 19.6504	11/02/2007		M	7,250	11/16/2003 11/15/2011	Common Stock 7,250

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
PEARL SUZANNE VIAD CORP 1850 N. CENTRAL AVE., STE 800 PHOENIX, AZ 85004-4545			VP-Human Resources	Viad Corp

## Signatures

Scott E. Sayre,  
Attorney-in-Fact 11/06/2007

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) The information is current as of this filing date.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.