

VIAD CORP

Form 4

November 06, 2007

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
PEARL SUZANNE

(Last) (First) (Middle)

VIAD CORP, 1850 N. CENTRAL
AVE., STE 800

(Street)

PHOENIX, AZ 85004-4545

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol

VIAD CORP [VVI]

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

11/02/2007

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title below) ____ Other (specify below)

VP-Human Resources / Viad Corp

6. Individual or Joint/Group Filing(Check
Applicable Line)

__X__ Form filed by One Reporting Person
____ Form filed by More than One Reporting
Person

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)	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)
			Code	V	Amount	(A) or (D)	Price
Common Stock	11/02/2007		M		7,250	A	\$ 19.6504
Common Stock	11/02/2007		S		1,000	D	\$ 34.29
Common Stock	11/02/2007		S		700	D	\$ 34.32
Common Stock	11/02/2007		S		1,100	D	\$ 34.33
Common Stock	11/02/2007		S		500	D	\$ 34.35

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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 ⁽¹⁾	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	

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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.

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(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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
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
PEARL SUZANNE VIAD CORP 1850 N. CENTRAL AVE., STE 800 PHOENIX, AZ 85004-4545	Director 10% Owner Officer 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.

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