

VIAD CORP
Form 4
November 06, 2007

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

OMB APPROVAL

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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

(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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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.

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