

DYKSTRA PAUL B  
Form 4  
December 03, 2010

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

OMB APPROVAL

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**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 \*  
DYKSTRA PAUL B

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)  
1850 N. CENTRAL AVE., SUITE 800  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
12/01/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman, President & CEO

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)	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	12/01/2010		M <sup>(1)</sup>		4,133	A	\$ 24.05	139,777	D	
Common Stock	12/01/2010		S <sup>(1)</sup>		4,133	D	\$ 24.5	135,644	D	
Common Stock	12/01/2010		M <sup>(1)</sup>		2,520	A	\$ 24.2168	138,164	D	
Common Stock	12/01/2010		S <sup>(1)</sup>		2,520	D	\$ 24.72	135,644	D	
Common Stock	12/01/2010		M <sup>(1)</sup>		992	A	\$ 24.05	136,636	D	

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Common Stock	12/01/2010	S <sup>(1)</sup>	992	D	\$ 24.5	135,644	D	
Common Stock	12/01/2010	M <sup>(1)</sup>	2,955	A	\$ 24.2168	138,599	D	
Common Stock	12/01/2010	S <sup>(1)</sup>	2,955	D	\$ 24.72	135,644	D	
Common Stock						3,587.1132	I	by 401K Plan

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)	Amount or Number of Shares
Incentive Stock Option (right to buy)	\$ 24.05	12/01/2010		M <sup>(1)</sup>	992	<sup>(2)</sup> 02/15/2011	Common Stock	992
Incentive Stock Option (right to buy)	\$ 24.2168	12/01/2010		M <sup>(1)</sup>	2,955	<sup>(2)</sup> 02/18/2011	Common Stock	2,955
Non-Qualified Stock Option (right to buy)	\$ 24.05	12/01/2010		M <sup>(1)</sup>	4,133	<sup>(2)</sup> 02/15/2011	Common Stock	4,133
Non-Qualified Stock Option (right to buy)	\$ 24.2168	12/01/2010		M <sup>(1)</sup>	2,520	<sup>(2)</sup> 02/18/2011	Common Stock	2,520

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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	Director	10% Owner	Officer	Other
DYKSTRA PAUL B 1850 N. CENTRAL AVE., SUITE 800 PHOENIX, AZ 85004-4545	X		Chairman, President & CEO	

## Signatures

By: Scott E. Sayre For: Paul B.  
Dykstra

12/03/2010

\_\_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) Shares were exercised and sold pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on 8/15/2010.
  - (2) This option is fully vested and exercisable.

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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