VIAD CORP Form 4

February 23, 2010

FORM 4

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

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OMB 3235-0287 Number:

OMB APPROVAL

2005

January 31, Expires:

5 Relationship of Reporting Person(s) to

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Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES** Form 4 or Form 5

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

1(b).

Common

Common

Stock

Stock

02/22/2010

(Print or Type Responses)

1. Name and Address of Reporting Person *

INGERSOI	2. Issuer Name and Ticker or Trading Symbol VIAD CORP [VVI]						Issuer (Check all applicable)					
(Last) 1850 N. CE 800	3. Date of Earliest Transaction (Month/Day/Year) 02/22/2010						Director 10% Owner X Officer (give title Other (specify below)					
PHOENIX,	4. If Amendment, Date Original Filed(Month/Day/Year)						6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person					
(City)	(State) (Zip) Table I - Non-Derivative Securities Ac						ities Acq	quired, Disposed of, or Beneficially Owned				
1.Title of Security (Instr. 3)	2. Transaction Dat (Month/Day/Year)	Transaction Date 2A. Deemed Month/Day/Year) Execution Date, if any (Month/Day/Year)			3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or Code V Amount (D) Price				5. Amount of Securities Ownership Indirect Beneficially Form: Direct Beneficial Owned (D) or Ownersh Following Indirect (I) (Instr. 4) Transaction(s) (Instr. 3 and 4)			
Common Stock	02/22/2010			F(1)		1,576	D	\$ 19.12	47,190	D		
Common Stock	02/22/2010			G	V	3,424	D	\$ 0	43,766	D		

V 3,424 A

\$0

40,094

1,978.6233

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

by Family

by 401K

Trust

Plan

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SEC 1474 (9-02)

9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr

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

 Title of 	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Titl	le and	8. Price of	
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	TransactionNumber		Expiration Date		Amou	ınt of	Derivative	
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security	
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	8) Derivativ			Securities (Instr. 3 and 4)		(Instr. 5)	i
	Derivative				Securities						
	Security				Acquired					1	
	•				(A) or						1
					Disposed						,
					of (D)						
					(Instr. 3,						
					4, and 5)						
					.,						
									Amount		
							Expiration	Title Numof	or		
							Date		Number		
							Date		of		
				Code V	(A) (D)				Shares		

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

INGERSOLL ELLEN M 1850 N. CENTRAL AVE., SUITE 800 PHOENIX, AZ 85004

Chief Financial Officer

Signatures

By: Scott E. Sayre For: Ellen

Ingersoll

02/23/2010

**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 surrendered for taxes in connection with vesting of restricted stock granted February 21, 2007.

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.

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