VIAD CORP Form 3 April 17, 2014 UNITED STATES SECURITIES AND EXCHANGE COMMISSION OMB APPROVAL FORM 3 Washington, D.C. 20549 OMB 3235-0104 Number: January 31, **INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF** Expires: 2005 **SECURITIES** Estimated average burden hours per Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, response... 0.5 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 <u>*</u> STRIEDEL LESLIE S		3. Issuer Name and Ticker or Trading Symbol VIAD CORP [VVI]		
(Last) (First) (Middle) 1850 N. CENTRAL AVE., SUITE 1900	Person(ionship of Reporting s) to Issuer Check all applicable)	5. If Amendment, Date Original Filed(Month/Day/Year)	
(Street) PHOENIX, AZ 85004-4565	D XC (give titl	irector 10% Owne	 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-De	rivative Securities B	eneficially Owned	
1.Title of Security (Instr. 4)	2. Amount of Securiti Beneficially Owned (Instr. 4)	Ownership Own	lature of Indirect Beneficial nership tr. 5)	
Common Stock	1,000 (1)	D Â		
Reminder: Report on a separate line for ea owned directly or indirectly.	ach class of securities beneficially	SEC 1473 (7-02)		
	pond to the collection of ained in this form are not			

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.

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
		Title	Derivative Security	Security: Direct (D)	

Edgar Filing: VIAD CORP - Form 3

Date	Expiration	Amount or	or Indirect
Exer	cisable Date	Number of	(I)
		Shares	(Instr. 5)

Reporting Owners

Reporting Owner Name / Address	Relationships				
	Director	10% Owner	Officer	Other	
STRIEDEL LESLIE S 1850 N. CENTRAL AVE., SUITE 1900 PHOENIX, AZ 85004-4565	Â	Â	Chief Accounting Officer	Â	
Signatures					
By: Deborah J. DePaoli For: Leslie S. Striedel	04/17	//2014			
**Signature of Reporting Person	D	ate			
Explanation of Response	S:				

* If the form is filed by more than one reporting person, *see* Instruction 5(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) Restricted stock granted pursuant to 2007 Viad Corp Omnibus Incentive Plan.

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.