**VIAD CORP** Form 4 February 26, 2015

## FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

**OMB APPROVAL** OMB 3235-0287

Number:

Expires:

January 31, 2005

0.5

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subject to Section 16. Form 4 or Form 5

if no longer

Check this box

obligations may continue. See Instruction

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

1(b).

Stock

(Print or Type Responses)

1. Name and AdMUNZENR	_, _, _,	2. Issuer Name <b>and</b> Ticker or Trading Symbol VIAD CORP [VVI]					5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)				
	VIAD (										
(Last)	(First) (M	(iddle) 3. Date of	3. Date of Earliest Transaction				(Circ	our un upprouer	<b>-</b> ,		
1050 N. GEN		(Month/D	•				_X_ Director		6 Owner		
1850 N. CEN 1900	JITE 02/24/2	02/24/2015				Officer (giv below)	below)	er (specify			
	(Street)	4. If Ame	4. If Amendment, Date Original				6. Individual or Joint/Group Filing(Check				
		Filed(Mor	Filed(Month/Day/Year)					Applicable Line)			
PHOENIX,	AZ 85004-4565						_X_Form filed by One Reporting PersonForm filed by More than One Reporting Person				
(City)	(State) (2	Zip) Tabl	e I - Non-D	erivative S	Securi	ties Ac	quired, Disposed	of, or Beneficia	lly Owned		
1.Title of	e of 2. Transaction Date 2A. De		3.	4. Securities		5. Amount of	6. Ownership	7. Nature of			
Security	(Month/Day/Year)			onAcquired			Securities	Form: Direct	Indirect		
		any (Month/Day/Voor)	•		Disposed of (D)		Beneficially Owned	(D) or Indirect (I)	Beneficial		
	(Month/Day/Year) (Instr. 8) (Instr. 3, 4 and 5)			3)	Following	(Instr. 4)	Ownership (Instr. 4)				
					(A) or		Reported Transaction(s)	(mstr. 1)	(Instr. 1)		
			Code V	Amount	(D)	Price	(Instr. 3 and 4)				
Common Stock	02/24/2015		A(1)	2,700	A	\$0	25,033	D			

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

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

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1. Title of Derivative	2. Conversion	3. Transaction Date (Month/Day/Year)		4. Transactio	5. Mumber	6. Date Exerc Expiration D		7. Title at Amount of		8. Price of Derivative	9. Nu Deriv
Security (Instr. 3)	or Exercise Price of Derivative Security	(монил дау/ теаг)	any (Month/Day/Year)	Code (Instr. 8)	of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	(Month/Day/		Underlyin Securities (Instr. 3 a	ng s	(Instr. 5)	Secur Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	or Title Nu of	umber		

# **Reporting Owners**

#### Relationships

Reporting Owner Name / Address

10% Director Officer Other Owner

MUNZENRIDER ROBERT E 1850 N. CENTRAL AVE., SUITE 1900 X PHOENIX, AZ 85004-4565

## **Signatures**

By: Deborah J. DePaoli For: Robert E.

Munzenrider

02/26/2015

\*\*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) 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.

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