

VIAD CORP

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 8/23/2004 For Period Ending 8/19/2004

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Industry	Business Services
Sector	Services
Fiscal Year	12/31

FORM 4

[] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

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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(f) of the
Investment Company Act of 1940

1. Name and Address of Reporting Person *		2. Issuer Name and Ticker or Trading Symbol		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)	
DYKSTRA PAUL B		VIAD CORP [VVI]		<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) President & CEO, GES / Exposition Services	
(Last) (First) (Middle)	3. Date of Earliest Transaction (MM/DD/YYYY)				
GES EXPOSITION SERVICES, INC., 950 GRIER DRIVE	8/19/2004				
(Street)	4. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line)		
LAS VEGAS, NV 89119			<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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	8/19/2004		M		1000.	A	\$13.2416 (1)	26402.	D	
Common Stock	8/19/2004		F (2)		585.	D	\$22.6288	25817. (3)	D	
Common Stock	8/19/2004		J		79,6401 (4)	A	\$0.00	1378.6721	I	401k Plan

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Option-right to buy	\$13.2416 (1)	8/19/2004		M		1000. (1)	8/16/1998	8/15/2006	Common Stock	1000.	\$0.00	0.	D	

Explanation of Responses:

- Option granted August 1996 pursuant to the 1992 Stock Incentive Plan. This Option was originally reported as covering 8,000 shares
- (1) priced at \$13.875 (4,000 shares were exercised in January 2003), but number of shares and exercise price were adjusted to reflect the spin-off of MoneyGram International, Inc. on 6-30-2004, and the 1-for-4 reverse stock split on 7-1-2004.
 - (2) Delivered 585 shares in partial payment of exercise of 1,000 shares, and, in addition, delivered \$3.75 cash.
 - (3) Shares of Viad Corp common stock were reverse split 1-for-4 on 7-01-2004.
 - (4) The information reported is as of August 20, 2004. Also, shares of Viad Corp common stock were reverse split 1-for-4 on 7-1-2004.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
DYKSTRA PAUL B GES EXPOSITION SERVICES, INC. 950 GRIER DRIVE LAS VEGAS, NV 89119			President & CEO, GES	Exposition Services

Signatures

**Scott E. Sayre,
Attorney-in-Fact**

8/23/2004

** Signature of Reporting
Person

Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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.

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