

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

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934**

December 7, 2005

Date of Report (Date of earliest event reported)

**VIAD CORP**

(Exact name of registrant as specified in its charter)

Delaware  
(State or other jurisdiction  
of incorporation)

001-11015  
(Commission  
File Number)

36-1169950  
(IRS Employer  
Identification No.)

1850 North Central Avenue, Suite 800, Phoenix, Arizona 85004-4545  
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: (602) 207-4000

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 5.02 DEPARTURE OF DIRECTORS OR PRINCIPAL OFFICERS; ELECTION OF PRINCIPAL OFFICERS; ELECTION OF DIRECTORS; APPOINTMENT OF PRINCIPAL OFFICERS**

(d) Election of Directors

On December 1, 2005, the Board of Directors of Viad Corp elected Dr. Isabella Cunningham as a new director and appointed her to the Corporate Governance and Nominating Committee of the Board. A press release announcing Dr. Cunningham's appointment to the Board was issued by Viad Corp on December 7, 2005 and is attached hereto as Exhibit 99.1 and incorporated herein by reference.

**Item 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

(c) Exhibits

99.1 - Press Release dated December 7, 2005.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

**VIAD CORP**  
(Registrant)

*December 7, 2005*

*/s/ G. Michael Latta*

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*G. Michael Latta*  
*Vice President - Controller*  
*(Chief Accounting Officer and*  
*Authorized Signer)*

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### **Isabella Cunningham Elected to Viad Corp Board of Directors**

PHOENIX--(BUSINESS WIRE)--Dec. 7, 2005--Dr. Isabella Cunningham, a professor of advertising and communications, has been elected to the board of directors of Viad Corp (NYSE:VVI) it was announced by Robert H. Bohannon, Viad's chairman, president and chief executive officer. With the election of Cunningham, the Viad board will have nine directors.

Bohannon said, "We are extremely pleased to have someone with Dr. Cunningham's expertise in the areas of advertising and marketing join our board. Her work in the academic and communication research arenas and her many years of community service will be a great asset." Cunningham is the Ernest A. Sharpe Centennial Professor in communications and also chairs the department of advertising at The University of Texas at Austin. During her illustrious career, Cunningham has authored and co-authored several books and numerous articles on consumer behavior, marketing and global advertising. She has been active on many university committees and a member of several professional and honorary associations and editorial boards. Considered an expert witness in advertising and promotional communications, Cunningham has done extensive legal consulting throughout the United States in regional and federal cases involving advertising. She has additionally been appointed to several commissions and committees related to state and regional activities of government and non-profit agencies.

Cunningham has served on the board of trustees or board of directors for numerous organizations, including the National Museum of Natural History (Smithsonian) and the Susan G. Komen Breast Cancer Foundation. She is currently a member of the St. Edward's University board of trustees and the boards of directors of the Texas Medical Association Foundation and The Children's Defense Fund of Texas, and many others. Cunningham has also served on numerous corporate boards, including Cornell Companies, DuPont Photomasks, Inc., and Franklin Federal Bancorp as well as the advisory boards of Franklin Federal's successors Norwest Bank and Wells Fargo Bank.

Cunningham holds a master's degree in marketing and jurisprudence doctorate degree from universities in Sao Paulo, Brazil. After coming to the United States in 1966 she earned master's and doctorate degrees in marketing from Michigan State University.

Viad is an S&P SmallCap 600 company. Major subsidiaries include GES Exposition Services of Las Vegas, Exhibitgroup/Giltspur of Chicago, Brewster Transport Company Limited of Banff, Alberta, Canada, and Glacier Park, Inc. of Phoenix. For more information, visit the company's Web site at [www.viad.com](http://www.viad.com).

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