

# VIAD CORP

## FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 10/2/2003 For Period Ending 9/30/2003

|             |   |
|-------------|---|
| Address     | 1850 NORTH CENTRAL AVE SUITE 800<br>PHOENIX, Arizona 85004-4545 |
| Telephone   | (602) 207-4000  |
| CIK         | 0000884219  |
| 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)   |  |
| <b>KIERNAN DONALD E</b>                   |  | <b>VIAD CORP [ VVI ]</b>                          |  | <input checked="" type="checkbox"/> Director<br><input type="checkbox"/> 10% Owner<br><input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)<br><b>Director</b> |  |
| (Last) (First) (Middle)                   |  | 3. Date of Earliest Transaction (MM/DD/YYYY)      |  |   |  |
| <b>11643 ELM RIDGE RD.</b>                |  | <b>9/30/2003</b>                                  |  |   |  |
| (Street)                                  |  | 4. If Amendment, Date Original Filed (MM/DD/YYYY) |  | 6. Individual or Joint/Group Filing (Check Applicable Line)   |  |
| <b>SAN ANTONIO, TX 78230</b>              |  |   |  | <input checked="" type="checkbox"/> Form filed by One Reporting Person<br><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 |   |  |   |

**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. |
|--|--|----------------|-----------------------------------|-----------|
| Cash Only Stock Units                    | \$0.00 (I)   | 9/30/2003      |                                   |           |
|  |  |                | A                                 |           |
|  |  |                | 827.4                             |           |
|  |  |                | (I)                               |           |
|  |  |                | (I)                               |           |
|  |  |                | Common Stock                      |           |
|  |  |                | 827.4                             |           |
|  |  |                | \$0.00                            |           |
|  |  |                | 5117.51                           |           |
|  |  |                | D                                 |           |

|                              |                                     |           |                                     |       |
|------------------------------|-------------------------------------|-----------|-------------------------------------|-------|
|                              | Director                            | 10% Owner | Officer                             | Other |
| <b>KIERNAN DONALD E</b>      | <input checked="" type="checkbox"/> |           | <input checked="" type="checkbox"/> |       |
| <b>11643 ELM RIDGE RD.</b>   |                                     |           | <b>Director</b>                     |       |
| <b>SAN ANTONIO, TX 78230</b> |                                     |           |                                     |       |

**Signatures**

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

**10/2/2003**

\*\* 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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**End of Filing**

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