

VIAD CORP

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 8/9/2005 For Period Ending 8/5/2005

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Sector	Services
Fiscal Year	12/31

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FORM 4

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

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

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	8/5/2005				
(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	8/5/2005		F		3307. (1)	D	\$30.245	33316.	D	
Common Stock	8/5/2005		M		3500.	A	\$19.6504	36816.	D	
Common Stock	8/5/2005		M		949.	A	\$17.5068	37765.	D	
Common Stock	7/31/2005		J	V	31.3462	A	\$0 (2)	1654.6202	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	\$0	8/5/2005		M		949.	8/21/1999	(3)	Common Stock	949.	\$0	0	D	
Option-right to buy	\$0	8/5/2005		M		3500.	11/16/2003	(4)	Common Stock	3500.	\$0	4000.	D	

Explanation of Responses:

- (1) Shares surrendered for payment of exercise price and for payment of taxes.
- (2) The information is current as of this filing date.
- (3) Granted August 20, 1997 pursuant to 1997 Viad Corp Omnibus Incentive Plan. Expires August 20, 2007.
- (4) Granted November 15, 2001 pursuant to 1997 Viad Corp Omnibus Incentive Plan. Expires November 15, 2011.

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****8/9/2005**** 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.

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