MOSTER STEVEN W
Form 3
November 03, 2010

FORM 3

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

OMB APPROVAL

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INITIAL STATEMENT OF 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(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
Â MOSTER STEVEN W
(Last) (First) (Middle)

1850 N. CENTRAL AVE., SUITE 800
(Street)

PHOENIX,Â AZÂ 85004-4545
(City) (State) (Zip)

2. Date of Event Requiring Statement (Month/Day/Year)
11/01/2010

3. Issuer Name **and** Ticker or Trading Symbol
VIAD CORP [VVI]

4. Relationship of Reporting Person(s) to Issuer
(Check all applicable)

_____ Director
_____ 10% Owner
__X__ Officer (give title below)
_____ Other (specify below)
President of GES

5. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ Form filed by One Reporting Person
___ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1.Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	13,200 (1)	D	Â
Common Stock	950 (2)	I	by Spouse

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

SEC 1473 (7-02)

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of	5. Ownership Form of Derivative	6. Nature of Indirect Beneficial Ownership (Instr. 5)

Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Derivative Security	Security: Direct (D) or Indirect (I) (Instr. 5)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MOSTER STEVEN W 1850 N. CENTRAL AVE., SUITE 800 PHOENIX,Â AZÂ 85004-4545	Â	Â	Â President of GES	Â

Signatures

By: Scott E. Sayre For: Steven W. Moster	11/03/2010
**Signature of Reporting Person	Date

Explanation of Responses:

***** If the form is filed by more than one reporting person, *see* Instruction 5(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) Includes 600 shares of Restricted Stock granted on 2/21/07 pursuant to the 1997 Viad Corp Omnibus Incentive Plan; and 1,000 shares of Restricted Stock granted on 2/25/08, 4,200 shares of Restricted Stock granted on 2/23/09 and 7,400 shares of Restricted Stock granted on 11/1/10, pursuant to the 2007 Viad Corp Omnibus Incentive Plan.

(2) Includes 350 shares of Restricted Stock granted on 2/21/07 to Spouse pursuant to the 1997 Viad Corp Omnibus Incentive Plan; and 600 shares of Restricted Stock granted on 2/25/08 to Spouse pursuant to the 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.
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