

Jastrem John F
Form 4
February 25, 2009

FORM 4

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

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(h) of the Investment Company Act of 1940

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person *
Jastrem John F

(Last) (First) (Middle)

EXHIBITGROUP/GILTSPUR, 200
NORTH GARY AVENUE

(Street)

ROSELLE, IL 60172

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol

VIAD CORP [VVI]

3. Date of Earliest Transaction
(Month/Day/Year)

02/23/2009

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title below) ____ Other (specify below)

President & CEO Ex/G Division

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 Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction 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	02/23/2009		A ⁽¹⁾		9,700	A \$ 0	34,010 D
Common Stock	02/23/2009		A ⁽²⁾		13,700	A \$ 0	47,710 D
Common Stock	02/23/2009		A ⁽³⁾		24,422	A \$ 0	72,132 D
Common Stock	02/23/2009		F ⁽⁴⁾		2,694 ⁽⁴⁾	D \$ 15.355	69,438 D
Common Stock						202.66	I by 401K Plan

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

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SEC 1474
(9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction 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 (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Report Transaction (Instr. 6)
				Code	V	(A)	(D)	Amount or Number of Shares	

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Jastrem John F
EXHIBITGROUP/GILTSPUR
200 NORTH GARY AVENUE
ROSELLE, IL 60172

President & CEO Ex/G Division

Signatures

By: Scott E. Sayre For: John F.
Jastrem

02/25/2009

__Signature of Reporting Person

Date

Explanation of Responses:

* 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).

(1) Restricted Stock granted pursuant to 2007 Viad Corp Omnibus Incentive Plan.

(2) Performance-based restricted stock granted pursuant to 2007 Viad Corp Omnibus Incentive Plan.

(3) Stock was granted pursuant to the 2007 Viad Corp Omnibus Incentive Plan for achievement of 2008 performance goals, with two-thirds of the grant being restricted stock vesting one-third on January 1, 2010 and the remainder on January 1, 2011.

(4) Shares were surrendered for payment of taxes in connection with performance-based restricted stock granted February 25, 2008 and restricted stock granted February 23, 2009.

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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