LATTA GLENN MICHAEL

Form 4

February 24, 2011

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB APPROVAL OMB

Number:

3235-0287

Expires:

January 31, 2005

0.5

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Check this box

Form 5 obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * LATTA GLENN MICHAEL			Symbol		Ticker or Trading	5. Relationship of Reporting Person(s) to Issuer				
			VIAD C	ORP [VV	T]	(Cl	heck all applicabl	e)		
(Last)	(First)	(Middle)	3. Date of	Earliest Tra	nsaction	`	11	,		
			(Month/Da	ay/Year)		Director	109	% Owner		
1850 N. CEN	NTRAL AVE.	, SUITE	02/22/20	11			give titleOth	ner (specify		
800						below) Vice	below) e President-Contro	oller		
	(Stugat)		4 TC A	1 . D.	0::1					
	(Street)			dment, Date	e Originai	b. Individual of	r Joint/Group Fili	ng(Check		
			Filed(Mont	h/Day/Year)		Applicable Line) _X_ Form filed b) by One Reporting P	'erson		
PHOENIX,	AZ 85004-454	15				Form filed b Person	by More than One R	eporting		
(City)	(State)	(Zip)	Table	I - Non-De	erivative Securities Ac	equired, Disposed	d of, or Beneficia	ally Owne		
1.Title of	2. Transaction I	Date 2A. Deen	ned	3.	4. Securities	5. Amount of	6. Ownership	7. Natur		
~ .	0 f 1 m 157	\ T	D			α	E D: .	T 11		

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1.Title of	itle of 2. Transaction Date 2A. Deemed			4. Securities			5. Amount of	6. Ownership	7. Nature of
Security	(Month/Day/Year)	Transactio	onAcquired	l (A) o	r	Securities	Form: Direct	Indirect	
(Instr. 3)		any	Code	Disposed	of (D)	Beneficially	(D) or	Beneficial
		(Month/Day/Year)	(Instr. 8)	(Instr. 3,	4 and	5)	Owned	Indirect (I)	Ownership
							Following	(Instr. 4)	(Instr. 4)
							Reported		
					(A)		Transaction(s)		
					or		(Instr. 3 and 4)		
			Code V	Amount	(D)	Price	(======================================		
Common	02/22/2011		$A_{(1)}^{(1)}$	2 200	٨	Φ Λ	10 274	D	
Stock	02/22/2011		A <u>(1)</u>	2,300	A	\$ 0	18,274	D	
Common Stock							1,898.1695	I	by 401K Plan

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

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

1. Title of	2.	3. Transaction Date		4. T	5.	6. Date Exer		7. Titl		8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if		ionNumber	Expiration D		Amou		Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day	(Year)	Under	, ,	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivativ	e		Securi	ities	(Instr. 5)	Bene
	Derivative				Securities	3		(Instr.	3 and 4)		Owne
	Security				Acquired						Follo
	•				(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						(211512
					4, and 5)						
					4, and 3)						
									Amount		
						.	.		or		
						Date	Expiration	Title	Number		
						Exercisable	Date		of		
				Code V	(A) (D)				Shares		

Reporting Owners

Relationships Reporting Owner Name / Address

> 10% Owner Officer Other Director

LATTA GLENN MICHAEL 1850 N. CENTRAL AVE., SUITE 800 PHOENIX, AZ 85004-4545

Vice President-Controller

Signatures

By: Scott E. Sayre For: Glenn M.

Latta 02/24/2011

> **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).
- Restricted Stock granted pursuant to 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. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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