Edgar Filing: VIAD CORP - Form 4

| VIAD CORF |) | | | | | | | | | | |
|---|--------------------------------------|-------------------------------------|--|---|--------------------|---|---------------------------------|---|---------------------|------------------------|--|
| Form 4 | | | | | | | | | | | |
| March 01, 20 |)16 | | | | | | | | | | |
| FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION | | | | | | | | OMB AF OMB | PROVAL | | |
| | UNITED | | SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 | | | | | | 3235-0287 | | |
| Check thi if no long | er | | | | | | | | | | |
| subject to | MENT O | F CHANGES IN BENEFICIAL OWNERSHIP O | | | | | | Estimated average | | | |
| Section 1 Form 4 or | SECURITIES | | | | | | burden hours per response 0. | | | | |
| Form 5 Filed pursuant to Section 16(a | | | | | e Securit | response | 0.5 | | | | |
| obligation may cont | ns Section 17 | | | | | | U | 1935 or Section | n | | |
| See Instru 1(b). | | 30(h) | of the In | vestment | Compar | iy Ac | t of 194 | 0 | | | |
| (Print or Type F | Responses) | | | | | | | | | | |
| 1. Name and A | 2. Issuer Name and Ticker or Trading | | | | | 5. Relationship of Reporting Person(s) to | | | | | |
| Kuczynski 7 | Symbol | | | | | Issuer | | | | | |
| | VIAD CORP [VVI] | | | | | (Check all applicable) | | | | | |
| (Last) | (First) | (Middle) | 3. Date of Earliest Transaction | | | | | | | | |
| | | | | (Month/Day/Year) | | | | Director 10% Owner X Officer (give title Other (specify below) below) Chief Corp Dev & Strat Officer | | | |
| 1900 N. CLI | 03/01/2016 | | | | | | | | | | |
| | (Street) | | 4 10 4 | | | 1 | | | | | |
| | | ndment, Da hth/Day/Year | - | .1 | | 6. Individual or Joint/Group Filing(Check Applicable Line) | | | | | |
| 1 | | | | lui Duy, i cui | , | | | _X_ Form filed by One Reporting Person | | | |
| PHOENIX, | AZ 85004-4565 | | | | | | | Form filed by M Person | lore than One Re | porting | |
| (City) | (State) | (Zip) | Tabl | e I - Non-E |) erivative | Secur | ities Acq | uired, Disposed of | , or Beneficial | ly Owned | |
| 1.Title of | 2. Transaction Dat | | med | 3. | 4. Securi | | | 5. Amount of | 6. Ownership | | |
| Security (Instr. 3) | (Month/Day/Year) |) Executio any | on Date, if | Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) | | | | | Form: Direct (D) or | Indirect Beneficial | |
| (IIIsu. <i>5)</i> | | - | Day/Year) | | | | 5) | Owned | | Ownership | |
| | | | | | | | | Following Reported | (Instr. 4) | (Instr. 4) | |
| | | | | | | (A) | | Transaction(s) | | | |
| | | | | Code V | Amount | or (D) | Price | (Instr. 3 and 4) | | | |
| Common | 03/01/2016 | | | F(1) | 1,019 | D | \$ | 24,430 | D | | |
| Stock | | | | | | | 27.56 | | | | |
| Common | | | | | | | | 3,667.0493 | Ι | by 401K | |
| Stock | | | | | | | | | | Plan | |

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

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.

Edgar Filing: VIAD CORP - Form 4

 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. Transacti Code (Instr. 8) | 5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | | Date | 7. Titl Amou Under Secur (Instr. | int of rlying | 8. Price of Derivative Security (Instr. 5) | 9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr |
|---|---|---|---|---------------------------------------|---|---------------------|--------------------|--|--|---|---|
| | | | | Code V | (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | | | |
|--|---------------|-----------|--------------------------------|-------|--|--|--|--|
| | Director | 10% Owner | Officer | Other | | | | |
| Kuczynski Thomas M 1850 N. CENTRAL AVE., SUITE 1900 PHOENIX, AZ 85004-4565 | | | Chief Corp Dev & Strat Officer | | | | | |
| Signatures | | | | | | | | |
| By: Deborah J. DePaoli For: Thomas M. Kuczynski | | 03/01/ | /2016 | | | | | |
| **Signature of Reporting Person | | Dat | e | | | | | |
| Explanation of Respons | ses: | | | | | | | |

* 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) Shares were surrendered for taxes in connection with vesting of restricted stock granted February 26, 2013.

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.