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DYKSTRA PAUL B
Form 4
January 31, 2003

FORM 4

U.S. SECURITIES AND EXCHANGE COMMISSION
STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

() Check box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

| | | |
|---|---|--|
| 1. Name and Address of Reporting Person | 2. Issuer Name and Ticker or Trading Symbol | 3. IRS or Social Security Number of Reporting Person (Voluntary) |
|---|---|--|

| | |
|---|------------------|
| Dykstra, Paul B. GES Exposition Services, Inc. 950 Grier Drive Las Vegas, Nevada 89119 | Viad Corp VVI |
|---|------------------|

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

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

President & CEO, GES
Exposition Services

7. Individual or Joint/Group Reporting

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) | 3. Transaction Code (Instr. 8) | 4. Securities acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned at End of Month (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) |
|---------------------------------|--------------------------------------|--------------------------------|---|---|---|
| Common Stock | 01-30-2003 | M | 4,000 A | \$13.875 | 60,769 D |
| Common Stock | | | | | 4,815.344 I |

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 | 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. Ownership Form: Direct (D) or Indirect (I) |
|--|--|---------------------|--------------------------------|--|--|---|---|
|--|--|---------------------|--------------------------------|--|--|---|---|

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| | (| Month/ | C | | | Date | Expi- | | Amount | |
|---------------------|----------|--------|---|---|-----|-------|-------|-------|--------------|-------|
| |) | Day/ | O | | | Exer- | ra- | | or | |
| |) | Year | D | | | cis- | tion | | Number | |
| |) | | E | V | (A) | able | Date | Title | of | |
| |) | | | | (D) | | | | Shares | |
| Option-right to buy | \$13.875 | 01-30 | M | | | 4,000 | 08-16 | 08-15 | Common Stock | 4,000 |
| | | -2003 | | | | | -1998 | -2006 | | |
| | | | | | | (a) | | | | |

Explanation of responses:

- a. Granted August, 1996, pursuant to 1992 Stock Incentive Plan.

Signature of Reporting Person:

/s/Carol Kotek, Attorney-in-Fact

 Carol Kotek, Attorney-in-Fact