

VIAD CORP  
Form DEF 14A  
April 04, 2013  
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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities

Exchange Act of 1934 (Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

**Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to §240.14a-12

VIAD CORP

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

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(4) Date Filed:

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**Viad Corp**

1850 North Central Avenue, Suite 1900  
Phoenix, Arizona 85004-4565

April 4, 2013

Dear Fellow Viad Corp Shareholder:

We look forward to your attendance in person or by proxy at the 2013 Annual Meeting of Shareholders of Viad Corp. We will hold the meeting on Tuesday, May 21, 2013, at 9:00 a.m., Mountain Standard Time, at The Ritz-Carlton, 2401 East Camelback Road, Phoenix, Arizona 85016. The formal notice of the meeting and proxy statement are attached and provide information about the matters to be acted upon by shareholders.

Directors and officers will be available at the meeting to speak with you. There will be an opportunity during the meeting for your questions regarding the affairs of the Company and for a discussion of the business to be considered at the meeting, as explained in the notice and proxy statement. The agenda for this year's annual meeting includes the following items:

**Agenda Item**

**Board Recommendation**

Election of Directors	<b>FOR</b>
Ratification of Deloitte & Touche LLP as our independent public accountants for 2013	<b>FOR</b>
Advisory approval of named executive officer compensation	<b>FOR</b>

Your vote is important, and we urge you to cast your vote promptly. Whether you plan to attend the meeting or not, please sign, date and return the enclosed proxy card in the envelope provided, or you may vote your shares by telephone or the Internet as described on your proxy card. If you plan to attend the meeting, you may vote in person.

Thank you for your continued support of Viad Corp.

Sincerely,

Paul B. Dykstra

Chairman, President and Chief Executive Officer

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**Viad Corp**  
1850 North Central Avenue, Suite 1900  
Phoenix, Arizona 85004-4565

**NOTICE OF 2013 ANNUAL MEETING OF SHAREHOLDERS**

**Tuesday, May 21, 2013**

**9:00 a.m.**

**The Ritz-Carlton, 2401 East Camelback Road, Phoenix, Arizona 85016**

The 2013 Annual Meeting of Shareholders of Viad Corp, a Delaware corporation, will be held at The Ritz-Carlton, 2401 East Camelback Road, Phoenix, Arizona 85016, on Tuesday, May 21, 2013, at 9:00 a.m., Mountain Standard Time. No admission tickets or other credentials will be required for attendance at the meeting. You may use the hotel's free valet parking. The purposes of the meeting are to:

1. Elect two directors to Viad's Board of Directors, each for a three-year term;
2. Ratify the appointment of Deloitte & Touche LLP as our independent public accountants for 2013;
3. Approve, in an advisory vote, the 2012 compensation of Viad's named executive officers; and

4. Consider any other matters which may properly come before the meeting and any adjournments.

The foregoing items of business are more fully described in the proxy statement accompanying this notice. Our 2012 Annual Report, including financial statements, is included with your proxy materials. Only shareholders of record of common stock at the close of business on March 27, 2013, are entitled to receive this notice and to vote at the meeting. A list of shareholders entitled to vote will be available at the meeting for examination by any shareholder for any proper purpose. The list will also be available on the same basis for 10 days prior to the meeting at Viad's principal executive office at the address listed above. To assure your representation at the meeting, please vote your shares by telephone, the Internet or by signing, dating and returning the enclosed proxy card at your earliest convenience. The Internet and automated telephone voting features are described on the proxy card. We have enclosed a return envelope, which requires no postage if mailed in the United States, if you choose to mail your proxy. Your proxy is being solicited by the Board of Directors.

By Order of the Board of Directors

DEBORAH J. DEPAOLI

General Counsel and Secretary

April 4, 2013

**Important Notice Regarding the Availability of Proxy Materials**

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The 2013 Proxy Statement and 2012 Annual Report are available at [viad.investorroom.com/proxy\\_notices](http://viad.investorroom.com/proxy_notices)

(or go to [www.viad.com](http://www.viad.com) and then click onto the link **2013 Annual Meeting Proxy Materials** ).

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**PROXY STATEMENT SUMMARY**

<b>Viad Corp 2013</b>	Tuesday, May 21, 2013	The Ritz-Carlton
<b>Annual Meeting</b>	9:00 a.m., Mountain Standard Time	2401 East Camelback Road  Phoenix, Arizona 85016
<b>Agenda</b>	<ol style="list-style-type: none"><li>1. Elect two directors.</li><li>2. Ratify the appointment of Deloitte &amp; Touche LLP as our independent public accountants (also referred to as independent auditors ) for 2013.</li><li>3. Hold an advisory vote to approve the 2012 compensation of Viad's named executive officers.</li><li>4. Any other proper business.</li></ol>	
<b>Proxies Solicited By</b>	Board of Directors of Viad Corp.	
<b>First Mailing Date</b>	We anticipate mailing the proxy statement on April 4, 2013.	
<b>Record Date</b>	March 27, 2013. On the record date, we had 20,327,702 shares of our common stock outstanding.	
<b>Voting</b>	If you were a holder of common stock on the record date, you may vote at the meeting. Each share held by you is entitled to one vote. You can vote in person at the meeting, by the Internet, by automated telephone voting or by proxy.	
<b>Proxies</b>	We will vote signed returned proxies FOR the Board's director nominees, FOR the ratification of the appointment of Deloitte & Touche LLP as our independent public accountants for 2013 and FOR the approval of the compensation of Viad's named executive officers, unless you vote differently on the proxy card. The proxy holders will use their discretion on other matters. If a nominee cannot or will not serve as a director, proxy holders will vote for a person whom they believe will carry on our present policies.	
<b>Revoking Your Proxy</b>	You may revoke your proxy before it is voted at the meeting. To revoke your proxy, follow the procedures listed under the Voting Procedures and Revoking Your Proxy section of this proxy statement.	
<b>Your Comments</b>	Your comments about any aspect of our business are welcome. Although we may not respond on an individual basis, your comments receive consideration and help us measure your satisfaction. <b>Prompt return of your proxy will help reduce the costs of resolicitation.</b>	



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**PROPOSAL 1: ELECTION OF DIRECTORS**

**INTRODUCTION**

Upon the recommendation of the Corporate Governance and Nominating Committee, the Board of Directors (the Board of Directors or the Board) of Viad Corp ( Viad, we or the Company ) has nominated the two persons listed below to serve as directors. Each of the director nominees proposed for election at this year s annual meeting are independent directors within the meaning of the New York Stock Exchange ( NYSE ) listing standards, applicable Securities and Exchange Commission ( SEC ) regulations and Viad s Corporate Governance Guidelines.

**MAJORITY VOTE STANDARD FOR ELECTION OF DIRECTORS**

Viad s Bylaws (the Bylaws ) provide that the vote standard is a majority of votes cast for uncontested elections of directors, which means that the number of shares voted for a director nominee must exceed the number of votes cast against that director nominee. The Bylaws further provide that if a nominee who already serves as a director is not elected by a majority vote, then the director will be obligated to tender his or her resignation to the Board. The Corporate Governance and Nominating Committee of the Board will make a recommendation to the Board on whether to accept or reject the resignation, or whether other action should be taken. The Board will be required to publicly disclose its decision and the rationale behind it within 90 days of the certification of the election results. The director who tenders his or her resignation will not participate in the Board s decision. In contested elections where the number of nominees exceeds the number of directors to be elected, the Bylaws provide for a plurality vote standard. If a nominee who was not already serving as a director is not elected at the annual meeting, the Bylaws provide that the nominee would not become a director.

**SKILLS, QUALIFICATIONS AND EXPERIENCE OF VIAD S DIRECTORS**

While Viad s directors have many individual qualifications, our Board believes that certain specific qualifications are common to all of Viad s directors, and these qualifications (as well as others) led the Board to conclude that each director listed below under the Director Nominees and Directors Continuing in Office sections should serve on the Board. These qualifications include:

- Highest ethical standards and integrity
- Willingness to act on and be accountable for Board decisions
- Ability to provide informed and thoughtful counsel to top management on a range of issues
- History of achievement that reflects superior standards for himself/herself and others
- Loyalty and commitment to driving the success of Viad
- Willingness to ask questions and pursue answers
- Ability to take tough positions, while at the same time work as a team player
- Willingness to devote sufficient time to carrying out his/her duties and responsibilities effectively as a Board member, and commitment to serve on the Board for an extended period of time
- Adequate time to spend learning the businesses of Viad
- Individual background that provides a portfolio of experience, knowledge and personal attributes commensurate with Viad s needs

**BOARD STRUCTURE**

Our Board currently consists of nine persons divided into three classes or groups. The term of one class of directors expires at each annual meeting, and nominees are elected to that class for a term of three years. Two directors are proposed for election at this year s annual meeting, which will result in an eight member Board following the announced retirement of Mr. Jess Hay, whose term expires on the date of the 2013 Annual Meeting of Shareholders.





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**DIRECTOR NOMINEES**

Our Board of Directors has nominated Isabella Cunningham and Albert M. Teplin for election at the 2013 Annual Meeting of Shareholders. These nominees are currently members of the Board of Directors and, if elected, have agreed to serve another term, which will expire in 2016. Information about the director nominees is presented below.

Isabella Cunningham Dr. Cunningham is an Ernest A. Sharpe Centennial Professor in Communication at The University of Texas at Austin, where she has worked since 1983. She has been the Chair of the Department of Advertising and a Professor of Advertising at the university since 2002 and 1981, respectively, and serves as a member of many university and community organizations. Dr. Cunningham has extensive knowledge and expertise regarding the marketing industry, including the face-to-face marketing space in which Viad competes, and has been published extensively in the area of business and marketing. She has broad international business exposure and holds a Doctor of Jurisprudence degree and a Masters in Business Administration degree from two Brazilian universities. Dr. Cunningham acquired executive management and governance experience during her service on the boards of directors of Cornell Companies, Inc. from 2005 to 2006, Dupont Photomasks, Inc. from 2001 to 2005 and other for-profit companies and non-profit organizations. Age 70. Director since 2005.

Albert M. Teplin Dr. Teplin is a retired Senior Economist for the Board of Governors of the Federal Reserve System, where he served in that position from 2001 to October 2002 and as Chief, Flow of Funds Section from 1989 to 2001. Dr. Teplin has broad experience analyzing economic trends and their application to business practices and government policies and has a doctorate in economics from the Johns Hopkins University in Baltimore, Maryland. His background also provides him with an ability to understand and evaluate technical financial matters pertaining to mergers, acquisitions and other significant business decisions. He currently heads Teplin Financial Planning LLC. He was previously a director from 2004 to 2010 and Audit Committee Chair from 2008 to 2010 of MoneyGram International, Inc. Age 67. Director since 2003.

**Recommendation of the Board**

The Board of Directors recommends that you vote **FOR** these director nominees.

**DIRECTORS CONTINUING IN OFFICE**

Information about the six directors continuing in office until expiration of their designated terms is presented below.

*For Terms Expiring at the 2014 Annual Meeting:*

Paul B. Dykstra Mr. Dykstra has served as Chairman, President and Chief Executive Officer of Viad since April 1, 2008, President and Chief Executive Officer of Viad since April 1, 2006 and Chief Operating Officer of Viad since January 1, 2006. Prior to 2006, Mr. Dykstra was President and Chief Executive Officer of Global Experience Specialists, Inc. ( GES ), a subsidiary of Viad, since 2000 and Executive Vice President-International and Corporate Development of GES since 1999. He served as Executive Vice President-General Manager and in other similar executive positions with Travelers Express Company, Inc., a former subsidiary of Viad, from 1994 to 1999. Through his many executive management positions held with Viad's businesses, Mr. Dykstra has developed substantial experience in corporate strategy, operations, commercial development and sales, accounting and finance. Age 51. Director since 2006.



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Edward E. Mace

Mr. Mace has been President of Mace Pacific Holding Company, LLC, a private investment company working with investors and developers in the acquisition and repositioning of branded and independent luxury hotels and resorts, since 2006. During that time, he also served as President, Chief Executive Officer and Managing Partner of Ascent Resort Partners, a developer and operator of hotels and resorts, from 2009 to 2011 and was a member of the Concessions Management Advisory Board of the U.S. National Park Service from 2010 to 2012. Mr. Mace was President of Vail Resorts Lodging Company and Rock Resorts International LLC, both subsidiaries of Vail Resorts, Inc., an owner, manager and developer of ski resorts and related lodging, from 2001 to 2006. Prior to that position, Mr. Mace served on the management team of Fairmont Hotels & Resorts, Inc., where he served as Vice Chairman from 2000 to 2001, President and Chief Executive Officer from 1998 to 2000, and Executive Vice President from 1996 to 1998. From 1994 to 1996, Mr. Mace was a partner in KPMG LLP's hospitality and real estate consulting practice. He also served as a director of BRE Properties, Inc., a publicly-traded real estate investment trust, from 1998 to 2010. Mr. Mace has extensive public company experience in the travel and leisure sector, both as an executive officer and as a director, as well as finance and accounting experience. Age 61. Director since 2012.

Margaret E. Pederson

Ms. Pederson has served as the President of Amirexx LLC, a consulting firm focused on exhibitions, conferences, events and media, since 2008, and Managing Director, Golden Seeds Fund LP, an investment group that is dedicated to investing in early and growth stage companies founded and/or led by women, since 2010. Ms. Pederson served as Chairman of the Board, International Association of Exhibitions and Events, an international association representing those who plan, produce and service exhibitions, conferences and proprietary corporate events, from 2008 to 2009. She also served as President, Penton Exhibitions group of Penton Media, Inc., an exhibition and conference organizer, from 1999 to 2008. Ms. Pederson has extensive industry experience and knowledge concerning the industries in which Viad's Marketing & Events Group competes. She also has substantial experience in international business. Age 58. Director since 2011.

*For Terms Expiring at the 2015 Annual Meeting:*

Daniel Boggan Jr.

Mr. Boggan is a retired Senior Vice President and Chief Operating Officer of the National Collegiate Athletic Association (NCAA), a voluntary organization which governs college and university athletic programs, from 1996 through his retirement in August 2003. He was Chief of Staff, Office of the Mayor, Oakland, California from January 2007 to August 2007 and Vice President-Business Development for Siebert Brandford Shank & Co., L.L.C., a municipal finance firm which provides investment banking, sales and trading and financial advisory services, from October 2005 until March 2006. From 2003 to 2005, Mr. Boggan served as a consultant for Siebert Brandford Shank & Co., L.L.C. Mr. Boggan is also a trustee of The California Endowment, and formerly served as Chair of the Investment and Finance Committee from 2010 to 2012 and as Chairman of the Board from 2008 to 2010. He served as a trustee of Albion College from 1993 to 2011. He also served on the Board of Alameda County Medical Center as President and Chair of the Executive Committee from 2010 to 2013, as a member of the Human Resources Committee and Quality Professional Services Committee from 2008 to 2013 and as Vice Chair from 2008 to 2010. He was a director of Collective Brands, Inc. from 1997 to 2012 and is currently a director of The Clorox Company. Mr. Boggan has specific knowledge regarding the marketing industry, sales and the industries specific to Viad. Age 67. Director since 2005.





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Richard H. Dozer

Mr. Dozer was Chairman-Phoenix Office of GenSpring Family Offices, a wealth management firm for ultra high net worth families, a position he held from 2008 to February 2013. He also serves as Treasurer of the Greater Phoenix Convention and Visitors Bureau. Mr. Dozer was co-founder and a managing partner of CDK Partners, a real estate development and investment company, from 2006 to 2008. Mr. Dozer was President of the Arizona Diamondbacks, a Major League Baseball franchise, from the team's inception in 1995 until 2006, and was the Vice President and Chief Operating Officer of the Phoenix Suns, an NBA professional basketball franchise, from 1987 to 1995, as well as President of the US Airways Center arena (formerly America West Arena) from 1989 to 1995. Mr. Dozer's leadership positions with the Arizona Diamondbacks, Phoenix Suns and US Airways Center provided him with skills and experience related to operations, sales and other areas related to Viad's specific industries, including marketing, corporate events and branded events. Mr. Dozer also has financial experience, which he acquired from his audit manager position and other positions he held with Arthur Andersen from 1979 to 1987, during which time he held a CPA license. Mr. Dozer is a director and Audit Committee Chairman of Swift Transportation Company, a public company, a director and Audit Committee Chairman of Blue Cross Blue Shield of Arizona, as well as a member of the Executive Committee and Compensation Committee of that company, and a director and Audit Committee member of Apollo Group, Inc., a public company. He previously served as a director of Stratford American Corporation from 1998 to 2006. Age 56. Director since 2008.

Robert E. Munzenrider

Mr. Munzenrider is Founder or Co-Founder of several e-commerce businesses, and is a retired President of Harmon AutoGlass, a subsidiary of Apogee Enterprises, Inc., a national chain of retail automotive services and insurance claims processor, a position he held from 2000 to 2002. In 1999, Mr. Munzenrider served as Vice President and Chief Financial Officer of the Glass Services Segment of Apogee Enterprises. He also served during part of 1999 as Executive Vice President and Chief Financial Officer of Eliance Corp., an e-commerce transaction processor. From 1997 to 1998, Mr. Munzenrider served as Vice President and Chief Financial Officer of St. Jude Medical, Inc., an international medical device manufacturing and marketing company. Mr. Munzenrider has a strong finance and accounting background, holding his CPA license since 1971 and serving in the position of Chief Financial Officer for a majority of his professional career. In addition, he has a historical familiarity with Viad operations, as he was the Chief Financial Officer of three of Viad's former operating companies from 1982 to 1997. Mr. Munzenrider is a director of MGC Diagnostics Corporation (formerly Angeion Corporation). He is also Lead Director, Chair of the Audit and Governance & Nominating Committees and a member of the Compensation Committee of Kips Bay Medical, Inc. He previously served as a director of Criticare Systems, Inc., ATS Medical, Inc. and CABG Medical, Inc. Age 68. Director since 2004.

On December 13, 2012, the Company announced the decision of Mr. Jess Hay, Lead Independent Director, to retire from the Board. Mr. Hay, who has served as a director of Viad since 1981 and as Lead Independent Director since 2005, is not standing for re-election at the Company's 2013 Annual Meeting of Shareholders. Mr. Hay's retirement will bring to a close more than 30 years of remarkable and dedicated service to the Company. During his distinguished tenure, Mr. Hay has provided leadership and insight that has been instrumental to the Company's successful implementation of many growth and change initiatives, as well as the achievement of ongoing financial strength.

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**BOARD OF DIRECTORS AND CORPORATE GOVERNANCE**

**CORPORATE GOVERNANCE POLICIES AND PRACTICES**

In accordance with applicable laws and the Bylaws, the business and affairs of Viad are governed under the direction of the Board of Directors. The system of governance practices the Company follows is set forth in its Corporate Governance Guidelines (the "Corporate Governance Guidelines") and in the charters of each of the committees of the Board of Directors. The Corporate Governance Guidelines set forth the practices our Board will follow with respect to its duties, operations, committee matters, director qualifications and selection process, director compensation, director independence, director orientation and continuing education, chief executive officer evaluation, management succession and annual Board and committee evaluation. The Corporate Governance Guidelines and committee charters are reviewed periodically to ensure the effective and efficient governance of Viad and compliance in a timely manner with all laws and the listing standards of the NYSE that are applicable to corporate governance.

The Corporate Governance Guidelines and committee charters, as well as the Code of Ethics applicable to Viad's directors, officers and employees, may be viewed on Viad's web site at <http://viad.investorroom.com>. They are also available in print upon request to the Corporate Secretary of Viad at the address listed in the notice of meeting attached to this proxy statement.

**CORPORATE GOVERNANCE HIGHLIGHTS**

We are proud of our corporate governance program. Highlights of recent changes to our corporate governance standards are provided below:

The Company's rights agreement (i.e., poison pill) was terminated as of February 28, 2013

Adopted a company policy prohibiting our directors, executive officers and employees from engaging in hedging transactions with respect to Viad securities, as well as a policy prohibiting directors and executive officers (including the named executive officers in this proxy statement) from pledging, or using as collateral, Viad securities in order to secure personal loans or other obligations. The policy was adopted as good corporate governance and was not in response to any transaction by a director, executive officer or employee.

Implemented a holding period (i.e., no selling) on vested restricted stock of the Company's executive officers (including the named executive officers in this proxy statement), if he/she has not met the Company's stock ownership guidelines (applicable for 2013 grants and thereafter)

Highlights of other corporate governance standards of our Company are provided below:

All directors are independent outside directors, except the Chairman

The Board has a Lead Independent Director

The Company has a majority voting requirement for the election of directors in uncontested elections and mandatory resignation for incumbent directors who do not receive a majority of the votes

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All standing committees of the Board are comprised 100% of independent outside directors

Two directors with extensive expertise in Viad's industries were recently elected to the Board, namely Mr. Mace (November 2012) and Ms. Pederson (August 2011)

Forfeiture (or clawback) provisions apply to short-term and long-term incentive compensation

Policy on insider trading generally permits directors and executive officers (including the named executive officers in this proxy statement) to engage in transactions involving the Company's common stock and other securities only (a) during a trading window of limited duration, and (b) after seeking pre-clearance to avoid trading while in possession of material, non-public information

A culture of compliance and ethical behavior reinforced through our Always Honest® Compliance & Ethics Program, which we instituted nearly 20 years ago

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Our Board maintains three standing committees to assist in fulfilling its responsibilities: the Audit Committee, the Corporate Governance and Nominating Committee and the Human Resources Committee. Our Board also maintains one ad hoc committee: the Innovation & Marketing Strategy Committee. Each committee meets periodically during the year, reports regularly to the full Board and annually evaluates its performance. The table below provides current membership and meeting information for each committee. In addition, the table identifies the independent directors, as determined by our Board in February 2013, within the meaning of the NYSE listing standards, applicable SEC regulations and Viad's Corporate Governance Guidelines. The Corporate Governance Guidelines include categorical standards for independence that meet or exceed the NYSE listing standards.

<b>Name</b>	<b>Audit</b>	<b>Corporate Governance and Nominating</b>	<b>Human Resources</b>	<b>Innovation &amp; Marketing Strategy Committee<sup>3</sup></b>	<b>Independent Director</b>
<b>Mr. Boggan</b>		Member	Member		Yes
<b>Dr. Cunningham</b>		Member	Member	Member	Yes
<b>Mr. Dozer</b>	Member		Chair <sup>2</sup>		Yes
<b>Mr. Dykstra</b>				Member	No
<b>Mr. Hay<sup>1</sup></b>	Member		Member		Yes
<b>Mr. Mace</b>	Member				Yes
<b>Mr. Munzenrider</b>	Chair <sup>2</sup>	Member			Yes
<b>Ms. Pederson</b>		Member	Member		