ARC Investment Planning & Management, Inc.

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March 31, 2011

Form ADV Part 2B Brochure

This Brochure supplement provides information about the owners and principals of ARC Investment Planning & Management, Inc. ("ARC Investment"):

- Harvey Siegel, Chief Executive Officer
- Edward S. Richter, President
- Richard Seeley, Executive Vice President
- Barry M. Wesson, Secretary and Chief Compliance Officer

This information supplements the ARC Investment Brochure Form ADV Part 2A. You should have received a copy of that Brochure. Please contact Barry M. Wesson, Chief Compliance Officer, if you did not receive the Form ADV Part 2A or if you have any questions about the contents of this supplement.

Additional information about all individuals is available on the SEC's website at www.adviserinfo.sec.gov.

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Harvey Siegel, CPA, Chief Executive Officer

Educational Background and Business Experience

Year of Birth: 1946
Formal Education:
- Graduated Bronx High School of Science, Bronx, NY in 1963
- Graduated City University of New York, NY in 1969 with B.B.A. in Accounting

Business Background:
- *September 1999 to Present* – Chief Executive Officer, ARC Investment Planning and Management Inc., Investment Advisor.
- *November 1987 to Present* – Chairman and Secretary, WS Securities Incorporated, Investment Advisor.
- *July 1990 to June, 1992* – Executive VP, A.L. Herst Associates, Inc, Investment Advisor
- *April 1988 to March 1990* – President, Osherow Siegel Capital Corp., Investment Advisor
- *May 1987 to November, 1987* – Self Employed Consultant
- *January 1981 to May, 1987* – Executive VP, Director, Atalanta/Sosnoff Capital (Del) Investment Advisor
- *February 1982 to May 1987* – Executive VP-Director, Atalanta/Sosnoff Management Investment Advisor, Broker-Dealer
- *April 1986 to May, 1987* – Executive VP-Director, Atalanta/Sosnoff Capital Parent Corp.
- *April 1986 to May, 1987* – Senior VP, Atalanta Capital Corp., Investment Advisor
- *November 1979 to September, 1980* – Harvey Siegel, CPA, Self-employed, Consultant
- *October 1974 to November, 1979* – Controller, Assoc. Director of Operations, Sanford C. Bernstein & Co., Investment Advisor

Professional Designations (see page 8 for description of designation):
- NYS, 1976, Certified Public Accountant (CPA)

Examinations:
- NYSE February 1982, Allied Member
- 12/19/87 General Securities Rep. Exam (S7)
- 1/26/88 Uniform Securities Agent State Law Exam
- 1/19/88 General Securities Principal Exam (S24)
- 3/31/89 Registered Options Principal Exam (S4)
- 4/7/90 Municipal Securities Representative Exam (S52)
- 5/10/90 Municipal Securities Principal Exam (S53)
- 11/04/99 Uniform Investment Advisor Law Exam (S65)

Disciplinary Information

Mr. Siegel does not have any history of disciplinary events.

Other Business Activities

Harvey Siegel is Chief Executive Officer of WS Securities Incorporated, an affiliated investment advisor registered with the Securities and Exchange Commission.

Additional Compensation

Mr. Siegel does not receive any additional compensation from third parties for providing investment advice to its clients and does not compensate anyone for client referrals.

Supervision

Harvey Siegel, Chief Executive Officer is responsible for all supervision and formulation and monitoring of investment advice offered to clients. He can be reached at 800-920-1919 or 413-637-2900.

Edward S. Richter is primarily responsible for the financial planning services provided to clients. He can be reached at 800-920-1919 or 413-637-2900.

Edward S. Richter, CPA, President and Treasurer

Educational Background and Business Experience

Year of Birth: 1956
Formal Education:

- Graduated Lawrence High School, Cedarhurst, NY in 1974
- Graduated Boston University, Boston, MA in 1977 with a B.B.A. in Accounting

Business Background:

- *September 1999 to Present* – President and Treasurer, ARC Investment Planning and Management Inc., Investment Advisor
- *January 2001 to Present* – Executive V.P., WS Securities Incorporated, Investment Advisor
- *August 1991 to December 2006* – Partner, Richter & Company, LLP, CPAs
- *May 1989 to July 1991* – Dir. Finance & Accounting, Canyon Ranch Resort

Professional Designations (see page 8 for description of designations):

- NYS, 1982, Certified Public Accountant (CPA)
- American Institute of CPAs, November 1993, Certified in Personal Financial Planning
- American Institute of CPAs, June 1999, Designated as Personal Financial Specialist (PFS)

Examinations:

- 12/30/99 Uniform Investment Advisor Law Exam (S65)

Disciplinary Information

Mr. Richter does not have any history of disciplinary events.

Other Business Activities

Edward S. Richter is Executive Vice President of WS Securities Incorporated, an affiliated investment advisor registered with the Securities and Exchange Commission.

Additional Compensation

Mr. Richter does not receive any additional compensation from third parties for providing investment advice to its clients and does not compensate anyone for client referrals.

Supervision

Harvey Siegel, Chief Executive Officer is responsible for all supervision and formulation and monitoring of investment advice offered to clients. He can be reached at 800-920-1919 or 413-637-2900.

Edward S. Richter is primarily responsible for the financial planning services provided to clients. He can be reached at 800-920-1919 or 413-637-2900.

Richard A. Seeley, Executive Vice President

Educational Background and Business Experience

Year of Birth: 1962
Formal Education:
- Graduated Portsmouth Abbey High School, Portsmouth, RI, 1980
- Graduated Rensselaer Polytechnic Institute, Troy, NY in 1984 with BS in Engineering
- Graduated University of West Florida, Pensacola, FL in 1990 with MBA

Business Background:
- *December, 2009 to present* – Executive Vice President, ARC Investment Planning & Management Inc., Investment Advisor
- *December, 2009 to present* – Executive Vice President, WS Securities, Incorporated, Investment Advisor
- *November 2001 to November 2009* – Sr. Vice President, Secretary and CFO/Treasurer, American Investment Services, Inc., Investment Advisor
- *July 1997 to October 2001* – Self Employed Consultant
- *April 1991 to June 1997* – Systems Analyst and Manager, Prudential Insurance/IBM Global Services
- *October 1985 to March 1991* – Honorable Discharge as Captain, United States Air Force

Examinations:
- 3/6/2002 Uniform Investment Advisor Law Exam (S65)

Disciplinary Information

Mr. Seeley does not have any history of disciplinary events.

Other Business Activities

Mr. Seeley is Executive Vice President of WS Securities Incorporated, an affiliated investment advisor registered with the Securities and Exchange Commission.

Additional Compensation

Mr. Seeley does not receive any additional compensation from third parties for providing investment advice to its clients and does not compensate anyone for client referrals.

Supervision

Harvey Siegel, Chief Executive Officer is responsible for all supervision and formulation and monitoring of investment advice offered to clients. He can be reached at 800-920-1919 or 413-637-2900.

Edward S. Richter is primarily responsible for the financial planning services provided to clients. He can be reached at 800-920-1919 or 413-637-2900.

Barry M. Wesson, CPA, Secretary and Chief Compliance Officer

Educational Background and Business Experience

Year of Birth: 1946
Formal Education:
- Graduated Forest Hills High School, Forrest Hills, NY in 1963
- Graduated City College of New York, NY in 1968 with a B.B.A in Accounting

Business Background:
- *September 1999 to Present* – Secretary and Chief Compliance Officer ARC Investment Planning and Management, Investment Advisor.
- *November 1987 to Present* – President and Treasurer and Chief Compliance Officer, WS Securities Incorporated, Investment Advisor.
- *July 1990 to June, 1992* – Executive, VP, A.L. Herst Associates, Inc., Investment Advisor.
- *April 1988 to March 1990* – Treasurer- Sr. VP, Osherow Siegel Capital Corp., Investment Advisor.

Professional Designations (see page 8 for description of designation):
- NYS, 1974, Certified Public Accountant (CPA)

Examinations:
- 12/19/1987 General Securities Rep. Exam (S7)
- 1/12/1988 General Securities Principal Exam (S24)
- 1/21/1988 Uniform Securities Agent State Law Exam
- 4/5/1990 Financial Operations Principal Exam (S27)
- 9/27/1999 Uniform Investment Advisor Law Exam (S65)

Disciplinary Information

Mr. Wesson does not have any history of disciplinary events.

Other Business Activities

Barry M. Wesson is President and Treasurer of WS Securities Incorporated, an affiliated investment advisor registered with the Securities and Exchange Commission.

Additional Compensation

Mr. Wesson does not receive any additional compensation from third parties for providing investment advice to its clients and does not compensate anyone for client referrals.

Supervision

Harvey Siegel, Chief Executive Officer is responsible for all supervision and formulation and monitoring of investment advice offered to clients. He can be reached at 800-920-1919 or 413-637-2900.

Edward S. Richter is primarily responsible for the financial planning services provided to clients. He can be reached at 800-920-1919 or 413-637-2900.

Professional Certification Descriptions

CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, unless exempt, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's Code of Professional Conduct within their state accountancy laws or have created their own.

The PFS credential demonstrates that an individual has met the minimum education, experience and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. To attain the PFS credential, a candidate must hold an unrevoked CPA license, fulfill 3,000 hours of personal financial planning business experience, complete 80 hours of personal financial planning CPE credits, pass a comprehensive financial planning exam and be an active member of the AICPA. A PFS credential holder is required to adhere to AICPA's Code of Professional Conduct, and is encouraged to follow AICPA's Statement on Responsibilities in Financial Planning Practice. To maintain their PFS credential, the recipient must complete 60 hours of financial planning CPE credits every three years. The PFS credential is administered through the AICPA.