

# ARC17 - Frequently Asked Questions

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## What is ARC17?

ARC17 is an unofficial annual reunion fund for the GSB Class of 2017. You pay once upfront to reunite with our classmates each year in different locations annually. Think of it like your favorite wedding reception, ever, happening annually in a new and cool city with all of your GSB friends. We developed the idea from the legendary Class of 1968 (the one with the C building on campus) who started Stanco, an annual reunion group that they have kept running for over 60 years!

The idea is simple: get broadspread buy-in from the class, grow the investment, and fund reunions in the years Stanford does not organize a reunion (year 2, 3, 4, 6, etc). This model has been proven by several GSB classes, and we're drawing on best practices from the Class of 1968, the Class of 2006, and the Class of 2011, to ensure ARC17 is a success.

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## Why join ARC17?

We love each other, we want to maintain these relationships, and, ideally, we'll do business together. ARC17 is a mechanism to give continuity to our GSB experience. We spent two years building relationships with classmates, and without regular upkeep, these friendships will fade away. Facebook is passive. Five year reunions are too far apart (and God forbid you miss one, then you wait an entire decade before seeing the class together again).

Annual reunions are opportunities to have meaningful interactions that will lead to even more frequent touch-points with old and new friends throughout the year. ARC17 facilitates this. Not convinced? Here's what the Class of 1968 has to say:

*"Stanco has been great for our class. It has been the single best catalyst in keeping classmates in active touch with each other after the GSB. It was great in year five and year ten and as we approach year fifty, it's still terrific." - Reece Duca, GSB 1968*

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## What do reunions look like?

ARC17 reunions will be hosted in different cities each year by a different classmate (or group of classmates). Reunions are designed to be fun and to encourage meaningful interactions between classmates. Reunions will include guest speakers, fun activities (games), sharing-focused activities (Talk17, View from the Bottom/Middle, topic-focused meetings, speeches, etc.), and ample opportunities to casually hang out. In addition to old friends, a major objective of the reunions is to kindle new friendships by promoting conversations between people who, for whatever reason, never had the chance to get to talk while in school.

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## **Does this conflict with the Class Gift?**

No! We think ARC17 and the Class of 2017 Gift complement and enhance one another. The goal of the Class of 2017 Gift is for 100% participation in pledging to give back to the GSB for the next four years. The goal of ARC17 is to raise a fund large enough to continue our GSB experience through the course of our lifetimes by organizing annual reunions. We believe ARC17 will enhance our GSB experience and make contributing to the Class Gift an even more worthy cause.

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## **What is covered by ARC17?**

ARC17 will cover all official events at the reunion, including our venues, speakers, and catering. Accommodations, transportation, and any other social events will not be covered. Each event will have a budget allocated by the Investment Committee and approved by the Governance Committee that will take into account the local price index and the schedule of events proposed by the host(s).

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## **How do I buy-in?**

Please see the ARC website ([www.arc17.com](http://www.arc17.com)) for the current instructions on what the rate is, and how to join.

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## **Is ARC17 really for everyone in the Class of 2017?**

Yes! In fact, the model works better by having wider buy-in from across the class. If you like the idea of ARC17 but are unsure if your friends want to join, talk to them about it. The ideal combination is for you and your friends to join as well as people you don't know. Over time, cross-pollination of ideas and interests—personally, professionally, and (when we're older) philanthropically—will happen naturally between classmates, leading to friendships and perhaps business interests that were never realized while in school.

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## **What about SOs and children?**

The more the merrier! Our events will be open to all SOs and children. We might ask for an additional contribution to cover their costs for specific events, on an event-by-event basis. This will be announced each year when we share the reunion details.

If your SO is in the GSB Class of 2017, they must pay the full membership fee (not the SO fee) to attend.

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## **What about international students?**

International classmates make up the majority of participants in previous classes. In the Class of 2006, the international students were the strongest proponents and view their annual events as their one-time of year they know they can count on seeing their classmates. As a result, they've planned their international business travel to coordinate with their annual reunions.

Truly, ARC17 is for all classmates and SOs. Given that most of our class will be in North America following graduation, most of our events will be in North America. We will hold reunions in major hub cities (NY, LA, London), smaller cities (e.g. Austin, Seattle) and aim to hold one in every 4 events internationally (Europe, Asia, LatAm, etc.). Further, we'll schedule these two and three years between our GSB sponsored five-year reunions to bring together our classmates all over the world as many times as possible.

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## **Why have other classes not had 100% participation?**

We wondered about this too. One reason is that this is expensive. When we originally launched ARC, we added multiple options to stagger payments to allow as many of us as possible to join.

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## **Why hasn't every GSB graduating class done this?**

The Class of 1968 was the first to start an annual reunion fund; both the second and third reunion funds were founded by children of the Class of 1968. When we ask friends from other GSB classes about this, it seems the other classes didn't know about this being an option.

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## **Are there any downsides?**

They're all administrative and borne by the rotating Executive Team. Taxes and organizational legal standing are a big administrative headache. Finding hosts and planning events annually is a heavy-lifting task. And managing membership will be a test of detail orientation. But there are no downsides for the rest of the class!

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## **How did you decide on the cost?**

We get the membership cost is expensive. In 2017, the original payment model was tiered where classmates could pay a deposit then and pay the rest later. This option ended in early 2018, and now you either have to pay the full amount now (listed on the ARC website). If you are a deposit payer (\$400) but are joining now, you can reduce the current membership rate by \$400. Email the team at [gsb@arc17.com](mailto:gsb@arc17.com) with any questions.

The size of the contribution amount was decided by a group of GSBers, with a model to determine the required size of a fund to support an annual reunion through 2070. Assumptions include 2% inflation, 25% tax rate, and 7% annual returns, with annual event costs at \$100 per person (in 2018 dollars). Let us know if you want to see the entire model -- in an effort for transparency, we're trying to make everything available to members of our class. Email us at [gsb@arc17.com](mailto:gsb@arc17.com).

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## **Where does the money go?**

Each participating classmate will contribute an amount to the ARC17 Fund (email the team for the current rate), an endowment for the GSB Class of 2017 that can be used only and explicitly for the purposes of the annual reunions.

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## **What if there's a recession?**

Recessions will happen and we'll adjust for that. In past years with recessions classes have cut down on the programming, found a more local event, and relied on a classmate as a host for the venue. We'll get creative, and with the leadership of our Investment Committee, we'll aim to make up for any losses.

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## **How is the fund managed?**

ARC17 assets are placed in a fund and managed by the ARC17 Investment Committee. The Investment Committee will have access to allocate funds only with the approval of the Governance Committee.

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## **How is leadership structured and determined?**

Tentative governance structure is as follows. ARC17 will be led by two co-presidents and have four standing committees, comprised entirely of members of the GSB Class of 2017:

1. the Investment Committee,
2. the Events Committee,
3. the Membership Committee,
4. and the Governance Committee.

Each committee will serve four-year terms and be approved by the members of ARC17 on alternating, staggered years to ensure continuity amongst leadership. The co-presidents are tasked with managing and coordinating committees.

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## **What if I don't join now?**

All classmates are able to (and encouraged to) join at any time in the future. Buying in at a later date comes at a higher cost, to make up for potential returns and to encourage early buy-in.

We've also been asked about joining one-off events. The upfront and all-in buy-in to ARC17 is important for two reasons: first, we use the returns to fund the events. Second, it's a strong commitment mechanism. For these reasons, ARC17 is a membership model rather than a one-off event based model.

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## **What if people want their money back?**

The purpose of this fund is to foster lifelong friendships and cultivate business partnerships. Once contributed, money will be part of the ARC17 fund and cannot be withdrawn. But for your contribution, you get to attend every annual reunion in the future!