

Welcome to Russ Reid's eighth biweekly e-newsletter,

## Mark on Earmarks!

By: Mark McIntyre

"I never won the Tour in July. I won it in December."

—Lance Armstrong, 7-time winner and current competitor, Tour de France

"It's not the will to win, but the will to prepare to win that makes the difference."

—Paul "Bear" Bryant, former football coach, University of Alabama

These quotes inspire us at Russ Reid. They speak to the fundamental role of preparation in the success of any venture.

Preparation is the key to success in pursuing line-item earmarks. While we help our clients make their formal earmark requests on Capitol Hill in the January-February timeframe, we begin our work to prepare those requests during the previous summer and fall.

Even now, as we work through the FY 2011 appropriations process with clients to turn their funding requests into actual dollars, we are also working with them to develop funding requests and strategies for the FY 2012 cycle.

(As a senior congressional staffer once told me, "You never get penalized for being early. You almost always get penalized for being late.")

Specifically, we're identifying new funding priorities... researching legislative precedents... identifying potential congressional champions for next year since the November elections will change the composition of the Congress... and preparing initial legislative strategies to secure funding.

We are performing similar work with new clients to ensure that, together, we hit the ground running when the Congress reconvenes in early January.

To paraphrase Lance Armstrong, "Earmarks are secured in July and August... not in January and February."

**Next e-newsletter (July 27): Commonly derided as pork, I'll examine what earmark requests are actually proposing to fund this year.**

If you have a question about the appropriations process that you would like me to address in a future newsletter, or if you would like to learn more about how Russ Reid can help your organization secure significant federal funding through the appropriations process, please contact me via phone or e-mail at 202-912-8622 or [mark.mcintyre@russreid.com](mailto:mark.mcintyre@russreid.com).

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