

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

## Mark on Earmarks!

By: Mark McIntyre

Hairpin turns!

Zero-gravity descents!

Spectacular heights!

As you might have guessed, these are descriptions of roller coaster rides. As for me, I avoid roller coasters — at least those at amusement parks. However, this is my 25th year of riding the roller coaster that is the federal appropriations process — a process punctuated with unexpected ups and downs, heart-stopping twists and turns.

What makes roller coasters so popular is that they're really scary, yet safe. The same is true of federal appropriations. Typically, the only people who get hurt are the ones who jump off early. To secure actual dollars, you need to hold on (even with white knuckles) until the appropriations roller coaster reaches its proper destination — the President's desk for signature.

The appropriations calendar itself — the pace at which the Congress works — builds suspense. Each year, the appropriations bills move gradually (up...up... up... the roller coaster climbs), then suddenly (whoosh!).

The congressional calendar itself builds suspense:

- Preparing appropriations requests (anticipation!)
- Making your funding requests to Members of Congress (butterflies in your stomach!)
- Seeing whether the Member(s) make your request to the Appropriations Committee (high anxiety!)
- Securing an earmark in legislation (exhilaration!)
- Having the President sign the bill with your earmark into law (elation!)
- Drawing down your funding from the federal agency granting your dollars (Wow, let's ride this roller coaster again next year!)

The appropriations process can be both fun and terrifying, like a roller coaster. And, what I've always liked about the wild ride of appropriations is that there are significant federal dollars at the end!

**Next e-newsletter (July 13): From rollercoaster rides to the Tour de France — why preparation is the key to success.**

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).

To view prior e-newsletters, go to: [www.russreid.com](http://www.russreid.com)

Copyright 2010 Russ Reid. All Rights Reserved.