

Did you know that Les Schwab Tire Centers have been a supporter of 4-H for more than 60 years!?

This year is no exception as the South Central Ca. stores will be supporting Kern County Members by purchasing animals at the KC Fair! In addition Les Schwab has compiled a list of helpful hints and reminders for your upcoming show season!

See the article below for all the info!



4-H Animal Auction Tips and Tricks From Les Schwab Tire Centers

By Randy Hecker, South Central California Area Manager

The days are long and the smell of hay is in the air. The squealing, mooing and baaaaaaing can only mean one thing: The Kern County Fair is just around the corner.

4-H members from across the county will participate in the live animal auction, competing to sell their animal to the highest bidder.

For more than 60 years, [Les Schwab Tire Centers](#) has supported 4-H, because it teaches lessons about responsibility, hard work and serving the community—values the company believes in.

This is the first year our South Central California stores have the opportunity to support The Kern County Fair. You'll find more than one Les Schwab store manager bidding at this year's auction. Our planned spending is more than \$10,000 for animals at the fair. Whether it's a hog, steer lamb, or rabbit you're selling, Les Schwab has some simple tips to ensure you raise as much money as possible.

Showmanship matters

Washing and brushing your animal helps it stand out from the crowd. Bidders will spot the animal with the clean coat first, so groom to perfection. Your care and attention should extend to your own attire. Being neat and tidy shows respect. Not only is a well put together pair likely to receive a higher bid, but it shows pride and commitment to keeping your animal healthy and clean.

Show your excitement

Your enthusiasm is contagious, so don't be afraid to show it. Even if your animal isn't getting the most attention, bidders look for the boy or girl who shows a positive attitude. Raising an animal is hard work and you should be proud of what you accomplished.

Write a letter

Don't forget to send local companies a letter about the animal you're selling. A well-written letter should include correct spelling and grammar. More importantly, your letter should articulate your goal as a participant, and tell buyers what you learned from the experience. Stand out from the rest by hand delivering it to your local Les Schwab store manager. This is a powerful way to demonstrate your commitment and pride for the animal you've raised.

Celebrate your success

Don't forget to celebrate the work you've done! We've all heard the saying "hard work pays off." Being a part of 4-H is hard work, but it's also rewarding. Through service and dedication, you've learned a lot, and selling your auction animal positions you to save money for college or participate again next year. The live animal auction is the culmination of this year's project—it's time to have fun! You'll stand-out and receive support no matter what type of animal they're showing.