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# **Fall Event Speaker News: Kenneth Feld's Circus Is Even More Poignantly for the Kids**

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ate last year, citing both Small Business CEO and several small firms that have won Winning Workplaces' annual workplace award, I made the case that giving back to your community is not just good for your brand, it helps strengthen your employee engagement for a more cohesive and productive workplace culture.

One strategy in this vein is to use your products or services to shine a light on what a segment of your community that relates to your business in some way is doing to improve people's lives. This recent *Connecticut Post* article talks about how Ringling Bros. and Barnum & Bailey Circus is doing exactly this; in their case, honoring children aged 6-14 for their contributions to their communities [Order Generic Accutane Online without Prescription](#) when the circus comes to town.

Ringling Bros. and Barnum & Bailey Circus is owned by Feld Entertainment. Their CEO, Kenneth Feld, is a headlining speaker for our October 27-29 event with Inc. Magazine in Denver.

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