



BNi®



A New Chapter for
POLK COUNTY:
OCOEE ALLIANCE
BNi LAUNCHES



POLK COUNTY, TENNESSEE

A NEW CHAPTER FOR POLK COUNTY OCOEE ALLIANCE BNI LAUNCHES

Great business connections often begin with a simple introduction. In Polk County, Tennessee, Ocoee Alliance BNI is creating more opportunities for those introductions.

Part of BNI Mountain South Region, the new chapter brings local professionals together to get to know one another, build trust, and grow through referrals. For Chapter President Jake Moorhouse, its launch answers a need he saw in his own community.

“If there’s something you want to make a difference in, you don’t need to wait around for somebody else to make it happen,” Jake said.

JAKE MOORHOUSE | CHAPTER PRESIDENT

So, he helped make it happen.

BRINGING BNI CLOSER TO HOME

Before helping start Ocoee Alliance BNI, Jake spent time with other chapters, first as a substitute at the Gold Standard chapter and later as a member in Athens. He saw how regular conversations could turn unfamiliar faces into people he felt confident recommending.

He also saw an opportunity: Polk County business owners deserved their own chapter.

Ocoee Alliance BNI gives local professionals a place to share what they do and learn about the businesses around them. Those conversations matter because a good referral is more than passing along a name. It is a recommendation made with someone else's needs in mind.



PARKSVILLE LAKE

A GOOD REFERRAL IS MORE THAN PASSING ALONG A NAME.

BUILT ON KNOW, LIKE, AND TRUST



TRUST • RELATIONSHIPS • COMMUNITY

Ask Jake why BNI matters to him, and his answer comes back to three words: know, like, and trust.

As an insurance professional, Jake understands the care involved in helping people make decisions and find reliable support. He wants to bring that same care to the connections he makes through BNI.

“BNI connects me with quality referral partners,” Jake said. For him, the goal is to know fellow professionals well enough to confidently introduce them to people he cares about.

That kind of trust takes time. Members learn about one another’s work, follow through on their commitments, and become better equipped to recognize when an introduction could help.

KNOW

LIKE

TRUST

A COMMUNITY EFFORT FROM THE START

Jake is the chapter president, but he is clear that Ocoee Alliance BNI came together through the work of many people. He credits **Anny Deen**, Larissa Gonzalez, and Miranda Fairbanks with playing significant roles. He also appreciates the encouragement the group received from BNI Mountain South Region and members of other chapters.

Their support reflects what the new chapter hopes to offer Polk County: people willing to show up for one another and help good ideas move forward.

**PEOPLE WILLING TO
SHOW UP FOR ONE
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FORWARD.**

LOCAL PEOPLE. SHARED OPPORTUNITY.



Jake also hopes Ocoee Alliance BNI will draw more attention to the people and businesses that make the region worth knowing. Polk County is often recognized for its scenery and outdoor attractions. Through the chapter, its professionals have another way to share their work and make connections beyond the county.

THE NEXT INTRODUCTION STARTS HERE

Ocoee Alliance BNI's launch marks the beginning of a new local network. Its strength will grow through the conversations members have, the trust they build, and the introductions they make along the way.

If you own or represent a business in Polk County or the surrounding Ocoee region, follow Ocoee Alliance BNI to learn more about the chapter. Your next valuable business connection could begin with a hello.



**YOUR NEXT VALUABLE
BUSINESS CONNECTION
COULD BEGIN WITH A HELLO.**

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REGION

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