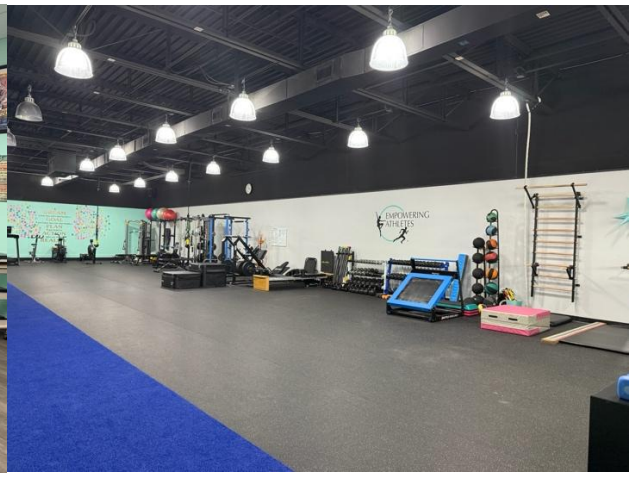
HANOVER CHAMBER OF COMMERCE

Get to know our Anchor Sponsor!

EMPOWERING ATHLETES®
Sports Medicine & Performance

Empowering Athletes LLC 228 Columbia Rd Hanover!

www.empoweringathletesllc.com



How long have you been in business?

Empowering Athletes was established in 2017, and we are excited to be entering our 9th year of operation, with our 2nd year serving the Hanover community.

Our owner, Jaimie Doherty, has a rich background that enhances our mission. Prior to founding Empowering Athletes, Jaimie toured with Broadway shows, where she provided medical coverage for the athletes and crew, including iconic productions featuring the Radio City Rockettes and "Lord of the Dance." Additionally, she has over a decade of experience working with varsity cheer and dance. Jaimie also taught at Bridgewater State University and Dean College for a brief time before fully dedicating herself to Empowering Athletes. This extensive experience allows us to deliver exceptional support and training for athletes of all levels.

How many locations do you have in the area?

Our business model is centered around providing comprehensive support to young athletes through a single, accessible location and targeted outreach to local sports communities. Our state of the arts 5,000 sq facility is conveniently located on Route 53, directly across from Prevites, making it easy for athletes and their families to access our services. In addition to our main location, we proudly serve the athletes of Norwell High School by providing them with an Athletic

Trainer across all sports and seasons, ensuring that they receive the specialized care they need. Furthermore, we extend our reach by traveling to various facilities, clubs, and studios, offering tailored support at the athletes' training locations to enhance their performance and well-being.

How many employees?

Our dedicated Athletic Trainer, Steph, is currently providing her expertise at both Norwell High School and our clinic. But that's not all! We're thrilled to announce that we'll be welcoming another Athletic Trainer to our team this June, which means even more support for our athletes and clients!

In addition, our owner, Jaimie, is hard at work seeing clients, organizing fantastic events, and managing the day-to-day operations that keep our business running smoothly.

Stay tuned for more updates as we continue to grow and serve our community!

What's your ideal customer?

Our ideal client at Empowering Athletes is a motivated young athlete aged 8 to 60 who seeks a fun and supportive environment to enhance their performance. They value individualized care that addresses their unique physical, mental, and nutritional needs, recognizing that a holistic approach is key to their success. This client is eager to break through performance plateaus and is open to guidance from empathetic coaches who understand their challenges. Ultimately, they are looking for a community where they can thrive both as athletes and individuals.

Jaimie is passionate about working with clients in the performing arts, gymnastics, and soccer, as these sports have been a significant part of her life since childhood. Her main mission is to help individuals who experience pain find solutions that she struggled to discover when she was younger. With nearly 20 years of experience as an athletic trainer, Jaimie has a well-rounded background in various sports, including Division 1 field hockey, baseball, lacrosse, football, and track and field. She has also collaborated with a variety of clubs and high school sports programs, allowing her to bring a wealth of knowledge and expertise to her clients across all athletic disciplines. Jaimie's dedication to helping others overcome challenges in their sports journey is truly inspiring!

What about Hanover attracted you and your business here?

Hanover's strong sense of community and its convenient location, providing easy access to nearby towns, were key attractions for my business. The welcoming atmosphere has been incredibly supportive of Empowering Athletes, allowing us to connect with local athletes and organizations. I'm excited to be part of such a dynamic and encouraging environment!

What are your plans for the next year? Next five years?

I aim to establish a holistic clinic focused on the overall health of athletes, offering certified dietitian and mental health support. My dream is that the clinic will feature a dietitian who creates personalized nutritional education and conducts educational workshops on optimal fueling for performance. We will also have a mental health professional providing counseling and group sessions to help athletes manage stress, anxiety and mental performance. This integrated approach ensures that each athlete receives tailored care for both their physical and mental well-being. Our goal is to create a supportive environment that promotes health and success in their athletic pursuits.

If you know someone that would love this role please pass along!

What do you do when you're not working?

When I'm not working, you can often find me enjoying some candlepin bowling or exploring the great outdoors by foot or bike. I have a strong passion for staying active and appreciating nature. Looking ahead to 2026, one of my personal goals is to get back into running and biking more consistently. I envision participating in a road race in the near future, which I'm really excited about! Balancing work with these activities is important to me, and I can't wait to see where my fitness journey takes me.

What's one place in the world you'd love to visit?

One place in the world that I would love to visit is Australia. Although I've had the opportunity to travel to all 50 states, either for fun or work, Australia has always fascinated me with its unique landscapes, diverse wildlife, and vibrant culture. I dream of exploring its stunning beaches, the Great Barrier Reef, and perhaps even experiencing the outback. It's definitely on my travel bucket list!