

BRAD MARTELL

*Board Member since 2017
Fundraising Committee Member*

Brad Martell admits there's a great perk to being CEO of YMCA of the Iowa Mississippi Valley. "I pretty much don't have an excuse. I could really work out every day," says Martell. "I just have to walk up or down a flight of stairs, depending on where I'm working, and I have access to the Y's equipment." Staying active is something Martell and his wife have passed on to their kids, as well. "Fitness in our family has always been important." In fact, he's regularly built family vacations around destinations like the Grand Canyon and Yellowstone, where the entire family hikes or paddles at least 3-4 miles a day. "We have one rule when being active outdoors," Martell explains. "No phones. That means we have to talk to each other. It has really brought our family closer." Laying the groundwork for healthy habits and future wellbeing is where Martell sees the importance of QCHI's work too. "I think that's a necessary role of QCHI—to keep educating the public. I'm not convinced everyone knows the basics of staying healthy [such as moving more and eating right]." Martell says it can get frustrating to see local data that indicates a majority of Quad Citizens still have large strides to take in terms of bettering health, but opportunities for growth can be where QCHI continues to plug in. "Wouldn't it be great if produce was at the checkout counter instead of candy and gum? QCHI can keep ringing the alarm bell on these type of issues," insists Martell. The father of two says there's little else more important than his family's focus on their overall health. He wants the community to take up that priority, as well.

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