

2026 WACA WINTER WORKSHOP

MEET THE PRESENTERS



RONI SASAKI, PARALYMPIC GOLD MEDALIST, ENTREPRENEUR, AND INSPIRATIONAL SPEAKER

Roni Sasaki, born with only one leg, has embraced her differences and discovered her inner strength. Driven to become an Olympic athlete, she defied expectations and became a champion skier on the U.S. Disabled Ski Team. In 1992, she earned one gold and two bronze medals at the Paralympic Games in Albertville, France.

Today, Roni is a powerful speaker who shares lessons from her journey, inspiring audiences to embrace their unique qualities, overcome adversity, and pursue their goals with confidence. She connects with business professionals and organizations, offering practical insights through compelling storytelling.

Growing up in a family-owned ready-mix concrete company, Roni has owned and operated EnviroMet, an environmental supply company, since 1995. She is also an author and podcast host, and has served as president of both the Women Entrepreneurs Organization and the Portland Executives.

Roni earned her B.S. in Business Marketing from Portland State University and a Master's in Theology from Western Seminary. She resides in Washougal, WA, with her husband of 37 years. She brings authenticity, humor, and hope to every audience she addresses.

Presentation: The Foundation of Hope: Laying the Groundwork for Success



JAMES P. MURPHY, PRESIDENT, MURPHY LEADERSHIP CONSULTING, INC.

James (Jim) Murphy is the president of Murphy Leadership Consulting, Inc., based in Spokane, WA. Jim graduated from Gonzaga University and has worked in Geotechnical Engineering and Construction Testing and Inspection for 35 years, including over 20 years as a CEO. His technical expertise includes aggregate qualification and production testing, Portland cement and asphaltic concrete mix designs, construction material QC/QA testing, International Code Council Special Inspection, and soil and foundation engineering, testing,

and design. As CEO of consulting engineering and specialty construction firms, Jim worked on heavy highway, airport, power generation, and both heavy and light rail construction projects throughout the western U.S.

Jim retired from engineering in 2022. Since then, his leadership work has included serving as an AGC instructor for Leadership Development and Communication, and working with companies and clients to advance quality leadership. Jim also mentors corporate professionals, coaching them in personal leadership development. As a veteran CEO, he understands the importance of staff development, including recruitment, engagement, and long-term employee relationships.

Presentation: Emerging Leaders: The Importance of Leadership with an Emphasis on Growth



**WA Aggregate & Concrete Association's
Premier Educational & Technical Event
Addressing issues impacting our industry**

Yakima Convention & Event Center, 10 N 8th Street, Yakima, WA 98901



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LIONEL LEMAY, PE, SE, LEED AP, FOUNDER AND CEO OF CONCRETENEXUS LLC

Lionel Lemay, PE, SE, LEED AP, is the founder and CEO of ConcreteNexus LLC, a consulting firm dedicated to advancing sustainability in the concrete industry through education, certification, and strategic advocacy. With a distinguished career spanning engineering, business development, and research, Mr. Lemay is recognized for building high-performing teams and programs that drive growth across the building products sector.

ConcreteNexus develops initiatives that promote green building practices and sustainable concrete solutions while representing manufacturers on building codes and standards. Mr. Lemay also serves as Director of Market Development—North America for the Concrete Sustainability Council, which supports responsible sourcing of concrete and aggregates.

Before establishing ConcreteNexus, Lemay held leadership roles at the National Ready Mixed Concrete Association, the Portland Cement Association, and Hansen Lind Meyer. He is a Registered Professional Engineer and Structural Engineer in Illinois, a LEED Accredited Professional, and an active member of ACI, ASTM, and ASCE committees. He holds both a bachelor's and a master's degree in civil engineering and applied mechanics from McGill University in Montreal, Canada.

Presentation: Responsible Sourcing: How Can It Help Meet Green Building Goals?



CRYSTAL HOWARD, M.N.R.E. CRYSTAL WATERS CONSULTING, LLC

Crystal Howard is the founder of Crystal Waters Consulting, LLC, and has a Master's Degree in Natural Resource Economics from Purdue University and mineral valuation training from the Colorado School of Mines. Ms. Howard has 20 years of experience performing economic and mineral valuation services in producing construction aggregate market studies, forecasts, economic impact reports, mineral royalty evaluations, and expert witness testimony.

Ms. Howard is dedicated to addressing the construction workforce shortage. She pursues this passion through Project Cornerstone, a non-profit organization she founded in 2014. The mission of Project Cornerstone is to develop workforce and training programs for the construction materials industry. One of its key initiatives, Skate4Concrete, serves as a targeted, multifaceted recruitment tool for the concrete industry and offers concrete certification for high school students. Crystal is committed to supporting the concrete and aggregates industry in various ways and is honored to participate in the 2026 Winter Workshop of the Washington Aggregates and Concrete Association.

Presentation: Economic Forecast for 2026 and 2027: Key Trends, Risks, and Insights



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& CONCRETE ASSOCIATION

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