The Chief Executive Officer has primary responsibility for the sustainability and growth of WSA and is directly accountable to the Board of Directors for all activities of WSA. The CEO is an employee of WSA, appointed by the Board of Directors. The CEO, together with the Board of Directors, directs WSA in establishing long-term plans, strategy and policy. The CEO has the following roles:

- General supervision of the business, affairs and property of WSA, and over its employees;
- Ensure the motions and resolutions of the Board of Directors and its Committees are carried into effect;
- Submit to the Board at its regularly scheduled meetings a complete report of the operations of WSA for the preceding period.

The Board of Directors has specifically designated the powers and roles of the CEO through governance policies established in 2000 as follows:

- The CEO shall not cause or allow any practice, activity, decision, or organizational circumstance that is either unlawful, imprudent, or in violation of commonly accepted business and professional ethics.
- Financial planning shall be provided to the Board on at least an annual basis. Financial planning for any fiscal year or the remaining part of any fiscal year shall not deviate materially from the Board's goals, risk fiscal jeopardy, or fail to be derived from a multiyear plan. Accordingly, the CEO shall not allow budgeting that does not include revenues, cash flow projections or incorporate quarterly progress reports for Board monitoring purposes.
- With respect to the actual, ongoing financial conditions and activities, the CEO shall not cause or allow the development of fiscal jeopardy. Further the CEO shall not allow the acquisition, purchase or creation of a new investment that increases the non-admit position of WSA without specific Board or Finance Committee approval. The CEO shall not make nor allow financial decisions (such as investments) without sufficient data with regard to WSA's cash position. The CEO shall not allow the encumbrance to the Association or indebtedness of any asset of the Association in an amount over \$10,000 without specific Board or Finance Committee approval.
- With respect to interactions with consumers or those applying to be consumers, the CEO shall not cause or allow conditions, procedures, or decisions that are unsafe, undignified, unnecessarily intrusive, or that fail to provide appropriate confidentiality or privacy. Accordingly the CEO shall not maintain facilities that fail to provide a reasonable level of privacy, both visual and aural. The CEO shall not fail to establish with consumers a clear understanding of what may be expected and what may not be expected from the service(s) offered.
- The CEO shall not permit the board to be uninformed or unsupported in its work. The CEO shall not neglect to submit monitoring data required by the board in a timely, accurate, and understandable fashion, directly addressing provisions of board policies being monitored. Further, the CEO shall not fail to provide information about current trends which may affect board decision-making. The CEO shall not present information in unnecessarily complex or lengthy forms.