

# Executive Watersports Expands Availability of Wake Camps Program on Lake Austin and the Surrounding Areas

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Executive Watersports, a water sports instruction company based in Austin, Texas, announced the expanded availability of its Wake Camps program on Lake Austin, Tarrytown, Westlake Hills, Rollingwood, Glenlake, Greenshores, and surrounding areas, extending access to structured wakeboarding and water sports instruction for families and youth participants throughout the region. The announcement reflects an operational expansion designed to meet growing regional demand for organized outdoor programs centered on skill development, safety education, and supervised lake activity.

The Wake Camps program operates as a multi-day instructional offering focused on watersport fundamentals, water awareness, and supervised lake activity. The expanded availability confirms that additional camp sessions will be offered while continuing to operate under the same instructional framework that has defined the program in prior seasons. Company representatives stated that the update is intended to address consistent enrollment demand without altering program design or instructional expectations.

Wake Camps are structured around scheduled daily sessions that combine on-water instruction with off-water guidance related to equipment handling, communication protocols, and basic lake awareness. Participants rotate through riding sessions in small groups under instructor supervision. The program supports a range of experience levels, from first-time riders to returning participants, through progressive instruction rather than competitive or performance-based benchmarks.

According to Executive Watersports, the decision to expand Wake Camps' availability was made following continued growth in participation during recent operating seasons. The organization adjusted staffing schedules and session planning to allow additional enrollment opportunities while preserving the program's existing instructional standards. All Wake Camp activities continue to be conducted on Lake Austin, which

serves as the exclusive instructional environment.

Wake Camps operate as day programs, allowing participants to attend scheduled sessions while returning home each evening. Each camp day follows a defined structure that includes equipment, riding instruction, scheduled rest periods, and instructional review. Safety briefings are conducted throughout the day, with instructors supervising all water activities and coordinating participant rotation.

Instruction is led by trained staff members who oversee participant activity both on the water and aboard the boat. The company stated that instructor staffing levels are maintained to allow direct oversight during riding sessions, enabling instructors to provide real-time guidance. Participants are introduced to wakeboarding techniques through controlled practice tailored to their individual readiness, rather than relying solely on age or prior experience.

In addition to riding instruction, Wake Camps include education related to lake conditions, boat awareness, and rider communication signals. These components are incorporated to promote responsible lake use and situational awareness. Executive Watersports stated that consistent instructional methods are employed across all sessions to ensure continuity, regardless of group size or session timing.

Expanding Wake Camps' availability required operational planning related to staffing coordination and scheduling lake access. The organization confirmed that the expansion does not change the program's instructional framework or safety procedures. Equipment used during Wake Camps is supplied and maintained by the company to ensure consistency across sessions.

Jaco Crosswell, owner of Executive Watersports, commented on the expanded availability, stating, "Wake Camps have always been structured around organized instruction and responsible lake use. Expanding availability allows more families to participate while keeping the program consistent with how it has been operated."

Jaco Crosswell added that the expansion is focused on capacity rather than curriculum changes. "The structure of Wake Camps remains the same. Instruction, supervision, and daily scheduling continue to follow the same standards that have guided the program over time," he said.

The Wake Camps program operates seasonally, aligning with school calendars and lake conditions. Sessions are scheduled with consideration for water traffic patterns and weather factors. Executive Watersports stated that expanded availability does not extend the operating season, but rather allows for additional session options within the existing timeframe.

The organization also clarified that the Wake Camps program remains focused on instructional services and

does not include unsupervised recreation or general lake cruising. All participant activities are guided by instructors, with emphasis on safety procedures and controlled skill development.

Executive Watersports has been in operation for multiple decades and has historically focused on instructional water sports programming. The expanded Wake Camps availability represents an extension of an established program rather than the introduction of a new service. Company representatives indicated that enrollment levels and staffing needs will continue to be evaluated to support program stability.

Families seeking organized wakeboarding instruction now have access to additional Wake Camps sessions under the same participation guidelines and instructional expectations previously in place.

Executive Watersports, based in Austin, Texas, offers structured water sports instruction with a focus on wakeboarding. The company operates its instructional programs on Lake Austin through supervised scheduling and certified staff oversight.

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For more information about Executive Watersports, contact the company here: Executive Watersports Jaco Crosswell (737) 255-2731 [Executivewatersports@gmail.com](mailto:Executivewatersports@gmail.com)

## **Executive Watersports**

*Since 1998, Executive Watersports has been Lake Austin's trusted name for wake lessons and Summer Wake Camps, blending safety, teamwork, and fun to help kids and families build confidence, skills, and lasting lake-life memories on the water.*

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