

Former U.S. Marine César Rosa Applies Military-Grade Standards to Dog Training at All Dogs Unleashed Shreveport

As Director of Training, Rosa uses military-grade standards to shape how trainers at the Shreveport facility prepare dogs for real-world reliability.

SHREVEPORT, LA, UNITED STATES, August 5, 2026 /EINPresswire.com/ -- The dog training industry faces a well-documented problem with inconsistency. Louisiana does not require state-level licensing for canine behavior professionals, and the broader U.S. market, projected to exceed \$820 million in 2026 according to Arizton Advisory & Intelligence, continues to grow faster than the supply of qualified trainers can keep pace. Industry analysts have identified the shortage of certified and experienced trainers as a primary constraint on service quality nationwide.



All Dogs Unleashed Logo

At [All Dogs Unleashed Dog Training Shreveport](#), Director of Training César Rosa addresses that gap with an operational framework built during eight years in the United States Marine Corps. Rosa, a former Sergeant who completed international deployments, oversaw metalwork and welding operations in the Marines and earned multiple certifications in safety protocols, hazardous materials handling, and nondestructive testing, disciplines where procedural shortcuts carry serious consequences.

That background now shapes how every trainer at the Shreveport facility develops, performs, and maintains skills across the company's two-week Board and Train program, which accounts for approximately 90 percent of the location's client engagements. Rosa's role involves direct mentorship of trainers in behavioral modification techniques, obedience instruction, and client communication, the three areas where inconsistency most commonly causes training outcomes to fall apart after a dog returns home.

"In the Marines, you follow the same checklist whether it is your first inspection or your thousandth, because the standard does not adjust based on how you feel that morning," said César Rosa, Director of Training at [All Dogs Unleashed in Shreveport, LA](#). "I brought that same expectation here. Every dog in this facility receives the same structured process, the same daily training cadence, and the same documentation, regardless of whether it is a ten-week-old puppy or a five-year-old dog with a history of reactivity."

The training methodology Rosa oversees was developed by All Dogs Unleashed co-founders Brian Claeys and Travis Lux, who adapted techniques from PSA K9 protection sport and IPO competition for household application. The resulting system teaches dogs self-correction behaviors, meaning the animal learns to regulate its own conduct rather than relying on the owner to issue a command each time a problem arises. Rosa's contribution has been systematizing how that methodology gets transferred from senior trainers to newer staff, a pipeline that begins at the kennel technician level and requires months of supervised, hands-on work before a team member advances to a training role.

Following his Marine Corps service, Rosa earned qualifications as a commercial diver, adding another high-stakes discipline to his professional background before transitioning into canine training. The pattern across his career, military operations, underwater commercial work, and now animal behavior, reflects a consistent orientation toward environments where attention to protocol directly determines outcomes.

The Shreveport location, which operates from a climate-controlled facility on Shreveport Barksdale Highway in Shreveport, maintains a 5-star rating across more than 244 Google reviews. Client feedback has specifically cited Rosa by name, with one reviewer noting that he "clearly loved our dogs" and describing the training results as among the best investments their family had made. Every graduate of the Board and Train program receives unlimited follow-up support for the life of the dog, backed by a money-back guarantee that requires only half the program fee upfront, with the balance due after the owner has observed results firsthand.

[About All Dogs Unleashed Dog Training Shreveport](#)

All Dogs Unleashed operates 24 locations across the United States and was founded in 2007 by Claeys and Lux in the Dallas-Fort Worth area. Lux, who claimed the 2016 PSA National Championship for obedience and training, continues to serve as Co-Founder and President. The Shreveport location serves families throughout Caddo and Bossier parishes, offering Board and Train, Private Lessons, Boarding, Refresh Training, and Grooming. For more information or to schedule a consultation, call (318) 593-7321 or visit <https://alldogsunleashed.com/shreveport/>.

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