

Monthly Newsletter

Introduction

Thank you for checking out our brand new newsletter!

News

A CEO from Atlanta, GA visits Pinnacle and a new satellite location?!

History

Read about our history here at Pinnacle Institute!

Meet Our New Mascot!

Rico the Roadrunner, is a fun, friendly face who represents energy, determination, and the drive to succeed. You'll start seeing him more often around our facility, at events, and in our community as he helps welcome students and bring a little extra excitement to everything we do here.

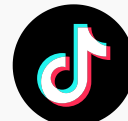


Introduction Post

Read all about the purpose of our new newsletter

Welcome to the Pinnacle Institute Newsletter! We're excited to stay connected with our students, graduates, partners, and community. At Pinnacle Institute, our mission is to provide hands-on training that leads to real career opportunities in the medical field. In each issue, we'll share updates, upcoming events, and helpful reminders to support you every step of the way. We're proud to support career-focused education and look forward to sharing valuable resources with you.

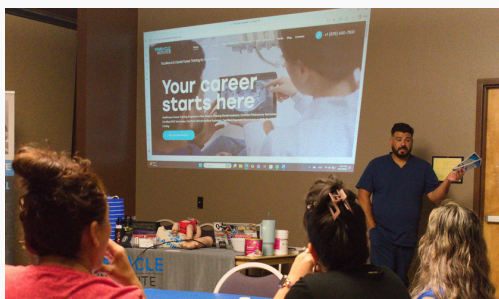
Follow us on our social media pages!



Past Events From April

A special thank you to our attendees and vendors

Throughout April, Pinnacle Institute was proud to be part of a variety of events across Southern New Mexico, connecting with our community and sharing opportunities in career training and education. From local outreach events to community gatherings, it was a great month filled with meaningful conversations, new connections, and continued support for workforce development. We extend our sincere thanks to everyone who attended, as well as the incredible vendors and partners who helped make each event a success. Your participation, collaboration, and commitment to the community truly made a lasting impact, and we look forward to seeing you again at future events.



News

Welcome Dr. Nooks!

It isn't every day that our students get to discuss ideas with a top industry executive. Dr. Kirk Nooks, CEO of Council on Occupational (COE), joined us this month for a formal tour of our facility and gave an inspirational presentation to our students. The visit offered our future physicians a firsthand look at the power of determination and the personal resilience required to navigate roadblocks and accomplish their mission in medicine.



Dr. Nooks (center), along with Dr. Petersen (left), and Christopher Rodriguez (right), posing for a photo during his visit.

New Horizons

A brand new remote location opening in Alamogordo, NM!

Pinnacle Institute is excited to announce the opening of a new satellite location in Alamogordo, expanding opportunities for students throughout the region. This new location will help bring career-focused healthcare training closer to the community while continuing our commitment to hands-on education and student success. We are also excited to share that our Dental Assisting program will officially begin this June, giving future students the opportunity to start training for a rewarding career in the dental field. We look forward to welcoming new students and growing alongside the Alamogordo community. Call our office for more information at (575) 650-7831.



Pinnacle's Student of the Month

Congratulations to our Student of the Month for June, **Heather Robinson** from our Phlebotomy program! Born in Baton Rouge and raised in Las Cruces, Heather is recognized for her dedication, positive attitude, and commitment to success. Outside of the classroom, she enjoys hiking, spending quality time with family, and traveling to experience new places. We are proud to celebrate Heather and all of her hard work at Pinnacle Institute!



PINNACLE INSTITUTE
Advance Your Career with Additional Training
Exclusive Opportunity for Pinnacle Graduates!



Eligible for a **20% TUITION INCENTIVE**
UP TO 20%
Returning student scholarship and pay-in-full incentive

Students who have successfully completed a core program at Pinnacle Institute may be eligible to receive a **20% tuition incentive** when enrolling in another qualifying core program.

Invest in yourself! **BUILD YOUR CAREER.**
Contact Pinnacle Institute today to learn more about eligibility and our core programs.

101 N Alameda Blvd Suite D, Las Cruces, NM 88005 | (575) 650-7831 | pinnacletechcollege.com

Dental Assisting • Medical Assisting • Phlebotomy • Pharmacy Technician • Medical Billing & Coding

Scholarship and incentive opportunities are not guaranteed and are subject to eligibility, admissions approval, program availability, and institutional policies. Contact Pinnacle Institute for complete terms and conditions.

A Friendly Reminder

Students who complete a core class or are currently enrolled in one may qualify for a 20% tuition incentive on select courses and training opportunities at Pinnacle Institute. It's our way of supporting students as they continue building their skills and advancing toward their career goals. Contact our team to learn more about eligibility and available programs.

A Little History

Learn the story about Pinnacle Institute

Founded in 2017, Pinnacle Institute began with a simple mission: to address the growing need for well-trained healthcare professionals in Southern New Mexico. What started as a small educational program connected to Dr. Mathew Petersen's dental practice quickly grew into a respected vocational institute dedicated to helping students build meaningful careers in the medical field. Alongside Christopher Rodriguez and a passionate team, Pinnacle Institute expanded from its original Dental Assisting program into multiple healthcare training programs including Medical Assisting, Phlebotomy, EKG Technician, and Pharmacy Technician training.

Built on the values of hands-on learning, professionalism, and community support, Pinnacle Institute focuses on providing affordable, career-focused education that prepares students for real-world success. Since opening its doors, the institute has proudly helped thousands of students begin their journeys in healthcare while continuing to grow through community

partnerships, clinical training opportunities, and expansion efforts across New Mexico. From its humble beginnings to becoming a trusted name in vocational education, Pinnacle Institute remains committed to empowering students and strengthening the future of healthcare in our communities.



Upcoming Class Start Dates

Las Cruces

- June 4: EKG Technician
- July:
 - 21 Phlebotomy Course
 - 24 Medical Billing & Coding
 - 29 Pharmacy Technician
- August 20: Medical Assistant
- September 21: Dental Assistant

Deming

- July:
 - 14 Dental Assistant
 - 27 Medical Billing & Coding
- August 5: Phlebotomy Course
- September 22: EKG Technician

Alamogordo

- June 3: Dental Assistant
- August 19: Medical Billing & Coding

Santa Teresa

- July 22: Phlebotomy Course



Staff & Faculty Intros



Dr. Mathew Petersen

Originally from Arizona, Dr. Petersen earned his Bachelor's degree from Arizona State University before receiving his Doctor of Dental Surgery degree from the University of Colorado Anschutz Medical Campus in Denver. Committed to lifelong learning, he continues to pursue advanced training to remain at the forefront of modern dentistry.

Dr. Petersen is the co-founder of Pinnacle Institute in Las Cruces, an occupational education college dedicated to training the next generation of medical auxiliary professionals. The institute offers career programs in fields such as dental assisting, medical assisting, and other medical ancillary roles, along with continuing education courses for dental and medical team members at all levels. He is deeply passionate about teaching and takes great pride in developing skilled professionals who elevate patient care across Southern New Mexico.

He is also the founder of Las Cruces Sleep Solutions, where he focuses on the treatment of sleep disorders in both adults and children. Through custom oral appliance therapy and early intervention, he helps patients achieve longer, healthier lives by addressing sleep-disordered breathing. Las Cruces Sleep Solutions is the only provider of HealthyStart® therapy in Southern New Mexico, offering facial and dental growth guidance for children.

He maintains active membership in the American Dental Association, New Mexico Dental Association, Academy of General Dentistry, and American Academy of Implant Dentistry.

Outside the office, Dr. Petersen enjoys traveling, snowboarding, camping, and spending time with his wife and their four children—three sons and one daughter.



Christopher Rodriguez

Founder & Lead Instructor, Pinnacle Institute

Christopher Rodriguez is the founder of Pinnacle Institute and a dedicated advocate for healthcare education in Southern New Mexico. Born in El Paso and raised throughout the Southwest, Christopher's professional journey is marked by a pursuit of excellence that spanned both coasts before returning him to his roots.

Professional Background

Christopher's career began with a period of exploration in New York City, followed by intensive clinical training in San Francisco. It was in California that he truly honed his craft in the dental field, developing a high level of technical proficiency and a patient-centered philosophy. Upon returning to New Mexico, he served the community as an **Expanded Function Dental Auxiliary (EFDA)**, where he gained the deep clinical insights that would eventually form the foundation of his curriculum.

Educational Vision

In 2019, Christopher established **Pinnacle Institute** with a singular mission: to provide high-quality, accessible medical and dental education to the Southern New Mexico community. He has invested his "whole heart" into the institute, ensuring that every student receives the training necessary to elevate the standards of local healthcare. His leadership is defined by a commitment to bridging the gap between clinical theory and real-world application.

Personal Interests

Outside of the classroom, Christopher is a dedicated fitness enthusiast and an avid traveler who enjoys exploring the culture and craft beer scenes of different cities. A lifelong lover of animals, he maintains a diverse personal aquarium of freshwater fish and turtles, and enjoys spending time with his two dogs.