PINNACLE INSTITUTE

Monthly Newsletter

Community Connections

See how Pinnacle Institute is engaging with Southern New Mexico through parades, health fairs, and local outreach.

Campus News

New EKG and Dental Assisting classes, community events, and our growing Alamogordo campus.

Student Spotlight

Meet Benjamin, our Student of the Month, and read about his inspiring journey into healthcare.

Looking Ahead: Graduation Day is Almost Here!

One of the most exciting milestones of the year is just around the corner! On August 1, Pinnacle Institute will celebrate its first ever graduating class as students from a variety of healthcare programs mark the completion of their training. Graduation represents months of hard work, dedication, and perseverance, and we are proud to recognize the accomplishments of each student as they prepare to begin their professional careers. We look forward to celebrating this special occasion and congratulating the next generation of healthcare professionals.



Welcome to our July Newsletter!

Summer is in full swing, and there's plenty happening at Pinnacle Institute! As we continuehelpingstudents take the next step toward rewarding healthcare careers, we're excited to share the latest campus news, upcoming events, student achievements, and community highlights. Whether you're a current student, graduate, employer, or future healthcare professional, thank you for being part of the Pinnacle family. We hope this month's newsletter keeps you informed,inspired, and connected.

Follow us on our social media pages!

Student of the Month: Benjamin Rubalcava



This month's Student of the Month is Benjamin Rubalcava from our Phlebotomy Technician program! Benjamin's passion for healthcare stems from a lifelong fascination with anatomy and the human body. After exploring several different career paths, he realized that helping others through medicine was where he truly belonged.

Throughout the program, Benjamin has especially enjoyed learning about the circulatory system, developing hands-on phlebotomy skills, and building friendships with his classmates. Looking ahead, he plans to earn his EMT certification and continue advancing toward a career as a paramedic, with hopes of one day working in flight medicine or sports medicine.

Benjamin encourages future students to pursue healthcare for the right reasons: "Work hard every day, and make sure you have a passion for helping people." His dedication, enthusiasm, and commitment to serving others make him an outstanding representative of Pinnacle Institute. Congratulations, Benjamin, on being our Student of the Month!

"Work hard every day, and make sure you have a passion for helping people."
— Benjamin Rubalcava, Phlebotomy Technician Student

Read the full interview on the next page!

Events:

CommunityConnection: Aprendamos Family Health Fair & Car Seat Clinic

Pinnacle Institute was honored to participate in the Aprendamos Early Intervention Family Health Fair & Car Seat Clinic held at the Otero County Fairgrounds in Alamogordo. The event brought together local organizations, families, and community partners for a day focused on health, education, and family resources.

Our team enjoyed meeting community members, sharing information about Pinnacle Institute's healthcare training programs, and connecting with individuals interested in pursuing careers in the medical field. We are grateful to Aprendamos Early Intervention for hosting such a meaningful event and to everyone who stopped by our booth. We look forward to continuing to support and serve the Alamogordo community through future outreach events and educational opportunities.









Interview: Benjamin Rubalcava

Interviewer
“What has been your favorite part of the phlebotomy program so far?”

Benjamin
“Honestly, just learning about the human body in general. That’s what drives me towards medical in the 1st place. I’m just fascinated by the way the body works, and learning how to operate on it, and the techniques, and everything that goes into it, it’s really cool to me. It’s fascinating, and just the circulatory system, in general, I really like it; and the people, the people are fun. The people are super fun.”

Interviewer
“Was this something that, you were interested in since high school?”

Benjamin
“I was always really good at anatomy and I had all of my science teachers all told me I need to go into the medical field, but I never wanted to. I was like ‘Yeah, I don’t want to do that, and like that’s a lot of responsibility,’ I was also young and stupid. So, I was like, it’s a lot of responsibility and I don’t want to do that. I wanna do something more fun with less stress, you know? But, the more stuff that I did, I was doing film, was doing warehouse jobs, an electrician, and everything that I did, I was like, you know, it doesn’t bring me that fulfillment that, like, learning about the human body does. And learning that and applying it to like a workspace, it justs my personality the best.

Interviewer
“So that was just like the switch, just like something from your day to day was just like, you know what? It’s not really working.”

Benjamin
“Yeah, no, exactly. I was like, everybody always told me I should do medical, might as well try it, and that was always my favorite part of school was anatomy and just science in general.”

Interviewer
“Do you plan to continue your education in healthcare in the future?”

Benjamin
“Yes, I’m looking to get my EMT certification this fall, and hopefully from there, I could, you know, get into paramedics, become a paramedic. And, from a paramedic, I would either, maybe one day, be a flight paramedic, or go into, like, sports medicine, something like that, mix both of my loves, you know, sports and the body. It would be a cool mix, but ultimately, I just wanna, I just wanna help people and be there for people when they need help. And, you know, it’s always really fascinating to me. It’s really interesting to see how people are able to use their knowledge on the body to save someone’s life or to make their life better.”

Interviewer
“That’d be cool, like, if you were a sports medical trainer?”

Benjamin
“That would be sick.”

Interviewer
“Was there ever something challenging you faced during your training, and how did you overcome it?”

Benjamin
“I don’t think I really had like a lot of trouble with something. I guess, finding the vein. On your first go, that’s something I’ve had trouble with. Sometimes, I second guess myself when I go for it and I’ll miss, even though I was actually closer than I thought.

Interviewer
“It looks hard.”

Benjamin
“Sometimes. It depends on how the person’s body is, but like if you’re dealing with someone who’s a little bigger, or they have thicker skin or whatever, sometimes people have ropey veins and you can’t go for those. They can get difficult, but that’s pretty much it.

Interviewer
“What advice would you give someone considering enrolling in the phlebotomy program at Pinnacle Institute?”

Benjamin
“Just try your best. Work hard everyday. I wouldn’t suggest going into anything medically, if you’re just in it for the money, or if you don’t have a passion for it, if you don’t care about it, I don’t think you should go into it. You’re not gonna like it. You really have to care about people and be interested in the body to want to do something like this. Because a lot of people go into it for the money, but they end up being miserable. It just becomes a day-to-day thing. And it’s like, if you don’t have the passion for it, you’re gonna hate it. So, that’s what I would suggest.”

Campus News: Welcoming New Healthcare Cohorts

Pinnacle Institute is excited to welcome another group of aspiring healthcare professionals as new classes begin this summer! We are thrilled to launch a new EKG Technician cohort while also celebrating a major milestone with the first Dental Assisting class at our Alamogordo satellite location. These new cohorts reflect our continued commitment to expanding access to high- quality healthcare education throughout Southern New Mexico.

Students will receive the hands-on instruction, practical experience, and professional development that have become the foundation of Pinnacle Institute's programs. From learning technical skills in the classroom to preparing for real-world clinical settings, each student is taking an exciting first step toward a rewarding career in healthcare. We are proud to welcome our newest students and look forward to watching them grow, succeed, and make a positive impact in their communities.





Upcoming Class Start Dates

Las Cruces

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

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



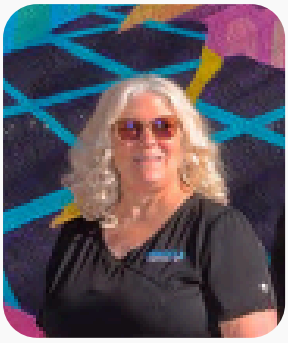
Alamogordo

- September:
  - 22 PhlebotomyCourse
  - 23 MedicalBilling&Coding

Santa Teresa

- January 26, 2027: Dental Assistant

Staff & Faculty Intros



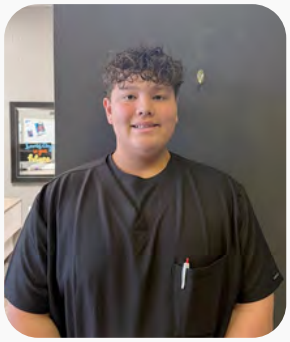
Dawn Jackson

Hi there! I'm Dawn Jackson, and I am proud to say I was born and raised right here in Las Cruces, New Mexico. In fact, I only left long enough to find my wonderful husband of 43 years and bring him right back home with me! Together, we have one amazing adult son and two beloved dogs who keep life fun. When I'm not in the classroom or spending time with family, you can usually find me volunteering at my church, getting lost in a good book, or listening to great stories—especially the MrBallen podcast. My journey in dental assisting spans 45 rewarding years. I spent 35 of those years working alongside Dr. Burris, who gave me countless opportunities to learn, grow, and truly thrive in the field. A major highlight of my career was earning my Expanded Function Dental Assistant (EFDA) certification in 2019, an accomplishment that has been incredibly fulfilling.

Throughout my career as a lead assistant, I always naturally stepped into the role of a trainer. But now, I am officially teaching, and I couldn't be happier. There is absolutely nothing more satisfying to me than watching a concept suddenly "click" in a student's mind. I am so excited to share my decades of experience with the next generation of dental assistants and help you launch your own successful careers!

Welcoming Our New Interns

This month, Pinnacle Institute is proud to welcome anew group of interns who are gaining valuable hands-on experience across several departments, including Information Technology, Marketing, and Instruction. Through these internships, students have the opportunity to apply their knowledge in a professional environment while developing practical skills, collaborating with experienced staff, and contributing to the daily operations of the institute. We are excited to support their growth and look forward to seeing the positive impact they will make as they continue their educational and professional journeys.



Chance Molina

My name is Chance, and I am currently a 15-year-old intern at the Pinnacle Institute. I am entering my sophomore year at Las Cruces High School. Looking ahead to my post-secondary education, I am highly interested in pursuing a dual major in engineering and music performance. I am incredibly excited to be part of the team at the Pinnacle Institute and look forward to contributing to the organization.

Cassandra Flores



I'm Cassandra Flores, I'm 15 years old and I am from Las Cruces, NM. I am a sophomore at Las Cruces High School and I play softball too. After high school I wanna go to college and study to be a pediatrician. I wanna be a pediatrician because I've always felt so much empathy for sick kids. I love to go on hikes or play pickleball and to hang out with my friends and family. In the future, I wanna have a family and be successful and be surrounded by peace and love.



Ivan Gonzalez

My name is Ivan Gonzales, and I am currently an intern at Pinnacle Institute. I was born in El Paso, Texas, and moved to Las Cruces, New Mexico, when I was one year old.

I have enjoyed my internship experience and the opportunity to learn new skills while gaining valuable experience in the medical field. Since I plan to pursue a career in healthcare, this internship has been a great step toward my future goals. After high school, I plan to attend Texas Tech University and become a dentist.

Outside of work and school, I enjoy boxing, football, hunting, and going to the gym.

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.

