

Nobles

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Yasmin Cruz '02
Challenges the
Status Quo

a way to use electrochemistry to detect lead in blood samples. Those scientists began ESA Inc., which has since been rebranded into Magellan Diagnostics.

At the center of the company is an emphasis on constant scientific advancement for the better protection of children. As Winslow explains, “Throughout the company’s history, it has always been about making this technology easier to use so that it’s more accessible.” Magellan’s development of the first laboratory instrument for blood lead testing small enough to sit on a benchtop evolved into the first portable analyzer and then the first analyzer that could be used in a doctor’s office.

“Throughout the company’s history, it has always been about making this technology easier to use so that it’s more accessible.”
—AMY WINSLOW ’89

Despite difficulties “managing science” and facing a sometimes fickle marketplace, Winslow finds the company’s efforts personally fulfilling. “We’re helping to protect children from brain damage. It doesn’t get better than that.”

Winslow’s position requires equal parts marketing prowess and scientific ability as she pushes awareness of the threat of lead poisoning and innovates the tools her company offers to mediate that threat. Winslow’s success navigating these two realms comes from an education and support system that ignored rigid distinctions between science and the humanities.

Her favorite teachers at Nobles included the methodical English teacher Dick Baker and the theatrical biology teacher Fred Sculco. Winslow’s undergraduate dean at Brown University, the late Marjorie Thompson, was both a biologist and a musician. When Winslow studied biology in France for a year abroad, she found that the grading system emphasized scientific knowledge and artistic ability almost equally.

Winslow’s unique view of science prepared her to be somewhat of an anomaly herself—a female leader with a business background at the forefront of a scientific industry. Her high-achieving mother, executive recruiter Laura Barker Morse, modeled ambition at a time when Winslow lacked female role models in not just her position but her entire field. She counts the difficulty of earning an MBA from Harvard Business School alongside a largely male cohort of experienced business professionals as “something I can say I survived when facing the next challenge.”

Now, as president and CEO of Magel-

lan Diagnostics, Winslow counteracts stereotypes of women leaders by always being true to her own managing style. She says, “My big belief about leadership is that authenticity is what counts.” It’s a tactic she learned from her entrepreneur father Ken Morse ’64. “He is one of those yard sticks I can look up to and think, ‘I’m not sure I’ll ever reach here, But I can try.’” The success of that tactic recently won her company a \$66-million merger with Meridian Bioscience.

Winslow hopes to continue forging the path for women leaders in the sciences while breaking the boundaries between scientific advancement and creative communication. “There are many ways to be engaged in the sciences, as a woman or not. There are many paths that you can take that are outside of the standard well-known doctor, scientist or professor. I have forged a path as a female and as someone who likes communication and who likes the creative side of things. The boundaries are more fluid than you might expect.”

—ALEXIS SULLIVAN



The Human Scale

AS A SENIOR AT NOBLES, Bill Bickford ’93 designed a mock home for a fake family in New Hampshire. Now as a founding partner of Northworks Architects and Planners in Chicago, Bickford designs real homes for real people all across the country.

Bickford’s interest in architecture began in childhood, and after taking the architectural drawing courses that Nobles offered, Bickford asked Rafe Lowell ’68 to be the advisor for his senior project. Lowell, a friend of Bickford’s parents who co-owns R & P Lowell Architects in Sherborn, Massachusetts, mentored him through three months of drawing and building a model for the mock house.

Even though Bickford knew architecture was going to be his career path, at Trinity College he only chose to minor in the field. “I wanted to have a liberal arts education first,” he says. Deciding to spend his summers furthering his education with a hands-on approach, he worked construction for another Nobles grad, Dick Malcom ’72. Bickford says, “The first summer I started just sweeping and getting coffee, but then by the end of summer I was starting to swing a hammer. By the third or fourth year I was framing up walls. I learned how things are put together and how to read architectural drawings.”

After graduating from Trinity and spending two years working for a firm in New York, he went to the University of Pennsylvania for a master’s of architecture. Since graduating from Penn, Bickford and the industry as a whole have fully embraced the switch to digital design. Lowell recalls how less than a decade before, their methods were much more traditional, saying, “I remember we had him build a cardboard model—a bygone technique that architects don’t use much anymore. But in the days when Bill was

PHOTOGRAPH BY
DAVID LAMER

doing his senior project, the drawings were done by hand, and the models were done with scissors and glue.”

After a few more years working for firms in Connecticut and Chicago, he and his Trinity roommate, Austin DePree, decided to open their own company, Northworks Architects and Planners. Based in Lincoln Park, they have grown from a two-man shop to a 30-person firm handling a full-capacity workload of 70 simultaneous projects coast to coast. The core of their work “has always been custom single-family homes,” Bickford says, though they have expanded to include hospitality and corporate projects.

Never one to settle for a signature style, Bickford enjoys the wide scope his work brings. He says, “Every project is different, and we have to figure out how to design a contextual and consistent building that’s true to its form and heritage. It’s really about how designs evolve over time and how we’d like to keep them clean and keep them true to function.” He says even when designing for bigger projects, everything is inspired by the residential human scale.

Northworks maintains a collaborative approach from initial concept design all the way through construction. Bickford works with contractors to make sure all of the systems come together to combine aesthetics and performance, and that’s where he really appreciates his summers spent building homes. “A lot of architects may have never worked on a job site as a construction crew member, and there’s a certain kind of camaraderie and communication that goes on among construction trades that sometimes the architect doesn’t realize,” he says. “It’s great to have that background.”

He pays careful attention to the materials and details so that when you walk into a large space, you still feel comfortable and welcome. That philosophy is what sets his work apart. “In the end,” he says, “it doesn’t feel like it’s a job. It’s much more of a passion and a hobby than it is an occupation.”

—BEN HEIDER



New- Fashioned

ONCE UPON A TIME, the fashion industry was fairly predictable in its business model if not its hemlines: Designers designed clothing. Based on historical data, merchandisers would request a number of garments from manufacturers and place advertisements. Fashion editors were godlike. Traffic was driven through brick-and-mortar stores and most merchandise sold.

That was then, says Julia Macalaster '08. But digital consumption has transformed nearly every aspect of the business. Bloggers are arguably as influential