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**Widening the Line: How Women Can Manage
and Overcome Gender Biases**

Overland Park, KS, May 20, 2020 - With humor and insight illustrating her experiences, communications and leadership strategist, Joni Wickham, shares her advice for navigating gender biases in **The Thin Line Between Cupcake and Bitch, Taking Action, Driving Change, Getting Results** published by Ascend Books. Joni served as Chief of Staff to former Kansas City, Missouri Mayor Sly James before co-founding their consulting firm, Wickham James Strategies & Solutions in August of 2019. Prior to her role with the city, she worked in both state and federal government. **The Thin Line Between Cupcake and Bitch** gives readers a glimpse into her humble beginnings in rural North Carolina and the resiliency and hard work that she learned from her family.

In her first book, Joni details the strategies and best practices she found to take action, drive change, and get results in politics or the boardroom. She offers tactics and guidelines for managing conflict, overcoming imposter syndrome, and learning to lead effectively and with emotional intelligence. **The Thin Line Between Cupcake and Bitch** provides guidance to women of all backgrounds and professions – whether a recent graduate from college or the school of life experience – on how to widen the thin line between “cupcake” and “bitch” and achieve results in the process. Her personal journey also shows that where you start out in life doesn’t have to determine how far you can go. This was humorously illustrated in Joni’s story of a pot belly pig chasing her in the morning at her grandparents’ farm in North Carolina before she attended a White House reception that evening.

“There have been so many times throughout my personal and professional journeys where the thin line between cupcake and bitch was a very real barrier not just for me, but for many women around me,” said Joni. “It’s beyond time to widen that line, and I hope this book helps women and men look at leadership differently – and see that situations sometimes call for *both* a cupcake and a bitch.”

Title: *The Thin Line Between Cupcake and Bitch, Taking Action, Driving Change, Getting Results*

Author: Joni Wickham

With: Teresa Bruns Sosinski

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To learn more about Joni, visit <https://wickhamjames.com/who-we-are/joni-wickham/>.

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For more information and to request a preview copy or an interview with Joni Wickham, contact mgore@ascendbooks.com or call (913) 948-7635.

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