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Renowned Retail CEO and Oklahoma Native Sharen Jester Turney to Be Honored by Annie Oakley Society at Annual Luncheon; Courtenay DeHoff to Receive Trailblazer Award

The Annie Oakley Society celebrates women of impact while raising funds to support educational programming at the National Cowboy & Western Heritage Museum

OKLAHOMA CITY, July 31, 2025 — The Annie Oakley Society will honor retail industry leader and philanthropist Sharen Jester Turney at the annual Annie Oakley Society Luncheon, to be held at the National Cowboy & Western Heritage Museum on Nov. 5.

Turney is a globally respected retail executive with more than 30 years of experience growing and leading iconic fashion, luxury and lifestyle brands. She served as president and CEO of Victoria's Secret, nearly doubling the company's revenue and profit during her 16-year tenure.

Courtenay DeHoff will receive the Annie Oakley Society's Trailblazer Award. She is a popular speaker, television personality and cowgirl. With over fifteen years of experience as a television host, Courtenay advocates for agriculture and has taught tens of thousands in the industry the importance of sharing their story to bridge the disconnect between rural and urban communities.

Turney was born and raised, along with four siblings, on a working farm and cattle ranch in Ardmore, Oklahoma. Her great-great-grandfather was part of the Oklahoma Land Run of 1889. A graduate of the University of Oklahoma, Turney earned a Bachelor of Science in business education. She currently serves on the OU Foundation Board of Trustees and has been recognized with the OU Award of Distinction. She is also an inductee of the OU Hall of Fame for Business Education and the Oklahoma Hall of Fame, the state's highest honor. Her husband Charles is a native of Duncan, Oklahoma.

Prior to her work at Victoria's Secret, she served as executive vice president of Neiman Marcus, overseeing six merchandising divisions before becoming president and CEO of Neiman Marcus Direct, where she launched the company's e-commerce platform and led development of the renowned Neiman Marcus Christmas Book.

Turney later served as interim CEO of Gloria Jeans, Russia's largest apparel and accessories retailer, leading more than 600 stores and a growing digital platform. She's been an advisor to retail and technology brands worldwide, including Marks & Spencer, Happy Socks, Paycom, Bread Financial and NewStore in the United States and Europe.

Turney has received numerous national recognitions for both her industry leadership and humanitarian efforts. Her honors include the Fashion Medal of Honor for Fashion Retailing, the Hug Award, and the Dr. Catherine White Achievement Award from HeartShare Human Services. She has also been named a Way to WIN honoree for her work with homeless women and children in New York and was previously honored by the Children's Hunger Alliance in Columbus, Ohio.

A committed philanthropist, Turney supports children, cancer research and care, and education, including funding scholarships and teacher training at her alma mater. Her impact stretches globally, including scholarship initiatives for girls in Sri Lanka and support for Syrian refugees in Lebanon and Jordan through Catholic Relief Services.

"Sharen Jester Turney exemplifies the leadership, vision and compassion the Annie Oakley Society was founded to honor," said Cathy Keating, national chair of the Annie Oakley Society. "She's an innovator in her field and a tireless advocate for education and opportunity, especially for women and girls."

The Annie Oakley Society is an influential group of female leaders who celebrate the spirit of trailblazing women while raising funds to support educational programming at the museum.

Past honorees include Justice Sandra Day O'Connor, Reba McEntire, Admiral Michelle Howard, Kristin Chenoweth, Mary Higgins Clark, Susan Goldberg and, most recently, Kathie Lee Gifford.

Proceeds from the luncheon benefit educational programming for children and families at the museum.

To learn more about Annie Oakley Society membership or to make a luncheon reservation, visit nationalcowboymuseum.org/annieoakley.

About the National Cowboy & Western Heritage Museum

The National Cowboy & Western Heritage Museum in Oklahoma City is America's premier institution of Western history, art and culture. Founded in 1955, the museum preserves and

interprets the evolving history and cultures of the American West and shares that story with millions from around the world. At its heart is an internationally renowned collection of Western art and artifacts, complemented by dynamic educational programs that celebrate the enduring legacy of the American West.

A recent RegionTrack economic impact study projects the museum will contribute \$313 million to Oklahoma's economy through 2028 — including \$170 million in direct impact and \$143 million in ripple effects — affirming its role as both a cultural cornerstone and economic engine. For more information, visit nationalcowboymuseum.org.

About the Annie Oakley Society

The Annie Oakley Society is an influential group of female leaders who are passionate about collaborating, encouraging and strengthening the power of women. The society's mission is to honor the character, perseverance and values of its namesake, Annie Oakley, by opening doors of opportunity for women across the nation and educating future generations on the rich and diverse cultures of the American West.

The Annie Oakley Society's signature project, Liichokoshkomo' (pronounced Lee-cho-kosh-ko-MO), is the museum's premier outdoor education experience and playscape centering around three key themes: people, places and perseverance. STEAM activities meet cultural diversity in the museum's backyard. Experiential learning transforms a museum visit into a hands-on, minds-on adventure within a space dedicated to making history and culture more accessible than ever.