



Created in 2021, the Member Choice Award celebrates a Chamber Member business or employee for an outstanding customer service experience by going the extra mile to ensure customer satisfaction with a company's products or services.

The Chamber office has received many compliments over the years regarding this business' exceptional service, as well as their willingness to go above and beyond helping stranded tourists outside of normal business hours.

White's Canyon Ford has received the Ford President's Award for Customer Service 8 years running. The Ford President's Award is one of Ford Motor Company's most prestigious awards and recognizes dealers achieving the highest levels of Customer Satisfaction and Sales Performance. White's Canyon Ford has also received the coveted One Ford Elite Award recognizing the top performing President's Award Recipients. Receiving both of these awards puts White's Canyon Ford in the Elite Top 2% of Ford Dealers Nationally with regards to Customer Satisfaction and Sales Performance. It is not by coincidence that this has happened so many times. The Staff truly goes the extra mile to win these awards every year.

In addition to their commitment to service within the business, White's Canyon Ford has a great commitment to the Spearfish community. For several years, the staff has organized local fundraisers. Through a national Ford fundraising program, Drive 4UR School, they raised money for Creekside Elementary Destination Imagination program, as well as the People Constitutional Government class at Spearfish High School. Through the Ford Drive 4UR Community fundraiser, White's Canyon Ford was able to raise money for the Spearfish Foundation for Public Education and The Booth Society at DC Booth Fish Hatchery. Combatively resulting in thousands of dollars of donations. In addition to these fundraisers, the staff dedicates time to local organizations through servant leadership such as involvement with the Spearfish Lion's Club.

Congratulations to White's Canyon Ford on receiving the Inaugural Spearfish Chamber Member Choice Award.