



## 'Ankle Biters' No More: Visionary Broadband Celebrates 30 Years of Bringing High-Speed Internet to Rural Areas

*Company succeeds by embracing change*



*Visionary Broadband Founder Jeremy Malli (right) with current CEO Brian Worthen (left) in 2001 standing in front of a radio dish used to deliver internet to rural Wyoming.*

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**GILLETTE, Wyo. – (Nov. 25, 2024)** – Many communities take high-speed internet for granted, but rural areas can often be left behind.

For years, Visionary Broadband has stood out for its focus on connecting the hard places, no matter what it takes. As the company celebrates its 30th anniversary this December, CEO Brian Worthen reflects on a journey that began with a simple mission: to help people get online.

“We started out trying to connect our community to the internet,” Worthen said. “Our journey began with a \$20,000 loan from a banker who believed in us when others didn’t. We turned that loan into 60 dial-up accounts, and we’ve never looked back.”

As broadband technology has evolved, Visionary Broadband has navigated the ever-changing landscape with agility and determination. Each pivot has been a testament to Visionary's commitment to embracing change.

"In the beginning, our competitors thought of us as 'ankle biters,'" Worthen said. "But each time we saw an opportunity to improve or innovate, we went all in. We've pivoted eight times. The willingness to change is the key to our longevity – and our ability to compete with the biggest brands."

Today, Visionary Broadband is at the forefront of installing fiber-optic networks in areas where other companies hesitate to invest. This focus on underserved regions has brought future-proofed internet to places that have never had it before and established Visionary Broadband as a trusted partner for government projects.

"We also take pride in being a reliable choice for grant-funded broadband networks," Worthen said. "Our track record for completing projects speaks for itself."

As Visionary Broadband celebrates, the company remains true to its core values and continued growth.

"We're excited about what's next," Worthen said. "Our focus remains on providing reliable, high-speed internet to rural areas. People in the West understand the value of hard work and just finding a way to get things done, and our team epitomizes that spirit."

### **About Visionary Broadband**

Visionary Broadband was founded in 1994 in a rural community in Wyoming. It is a homegrown company that has developed technical abilities with a focus on reliability. Today, the rural internet provider serves five states and has a proven track record of connecting the most rural communities, bringing a commitment of efficiency, reliability, and affordability to its customers. To learn more, visit [vcn.com](http://vcn.com).

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