



2015 ASSEMBLY BILL 707

January 13, 2016 - Introduced by Representatives GOYKE, ALLEN, THIESFELDT, HORLACHER, HEATON, KOLSTE, VANDERMEER, ROHRKASTE, PETRYK, BERCEAU, OHNSTAD, CZAJA, RIEMER, HESSELBEIN, MURPHY, EDMING, ZEPNICK, BROSTOFF, A. OTT, SINICKI, KREMER, KRUG, GENRICH, JAGLER, MURSAU, MILROY, TITTL, NOVAK, SKOWRONSKI, E. BROOKS, ZAMARRIPA, POPE, HEBL and HINTZ, cosponsored by Senators ROTH, NASS, BEWLEY, LEMAHIEU, PETROWSKI, HANSEN, LASSA, HARRIS DODD, CARPENTER, MILLER and RINGHAND. Referred to Committee on Veterans and Military Affairs.

1 **AN ACT to create** 45.12 of the statutes; **relating to:** official logotypes for
2 Wisconsin veteran-owned businesses and disabled veteran-owned businesses.

Analysis by the Legislative Reference Bureau

This bill requires the Department of Veterans Affairs (DVA) to design an official “Wisconsin Veteran-Owned” logotype for use by businesses owned by Wisconsin veterans. The bill authorizes DVA to design an official “Wisconsin Disabled Veteran-Owned” logotype for use by businesses owned by Wisconsin veterans who are also disabled. Under the bill, DVA must consult with the Department of Administration in designing the official logotypes.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

3 **SECTION 1.** 45.12 of the statutes is created to read:
4 **45.12 Wisconsin veteran-owned business logotypes.** (1) In this section:
5 (a) “Disabled veteran-owned business” means a business certified by the
6 department of administration under s. 16.283 (3).

ASSEMBLY BILL 707**SECTION 1**

1 (b) "Veteran-owned business" means each of the following:

2 1. A disabled veteran-owned business.

3 2. A business that is certified by the department for purposes of s. 16.75 (4).

4 3. A business not included under subds. 1. and 2. that the department certifies
5 for purposes of this section as being at least 51 percent owned by one or more
6 veterans.

7 (2) The department shall design an official logotype appropriate for use by
8 veteran-owned businesses in this state. The logotype design shall contain the words
9 "Wisconsin Veteran-Owned Business."

10 (3) The department may design an official logotype, in addition to the one
11 designed under sub. (2), appropriate for use by disabled veteran-owned businesses
12 in this state. The logotype design shall contain the words "Wisconsin Disabled
13 Veteran-Owned Business."

14 (4) The department shall consult with the department of administration to
15 design the official logotype under sub. (2) and the official logotype under sub. (3), if
16 any.

17 (END)