

**2015 DRAFTING REQUEST**

**Bill**

Received: 1/4/2016 Received By: amckean  
For: Roger Roth (608) 266-0718 Same as LRB: -4131  
May Contact: By/Representing: Matt  
Subject: Econ. Development - bus. dev. Drafter: amckean  
Veterans - miscellaneous Addl. Drafters:  
Extra Copies:

Submit via email: YES  
Requester's email: Sen.Roth@legis.wisconsin.gov  
Carbon copy (CC) to: michael.gallagher@legis.wisconsin.gov

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**Pre Topic:**

No specific pre topic given

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**Topic:**

Veteran-made product labeling

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**Instructions:**

Authorize use of "Wisconsin veteran-owned business" brand, similar to "made-in-Wisconsin."

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**Drafting History:**

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/1	amckean 1/4/2016	wjackson 1/4/2016	_____	sbasford 1/4/2016	sbasford 1/4/2016	State

FE Sent For:

at  
intro

<END>

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<END>

JACKET  
FOR  
SENATE



State of Wisconsin  
2015 - 2016 LEGISLATURE

4233/1  
LRB 4131/1  
MPG(kjf)  
stays  
companies  
ema

2015 BILL

[IN - 1/4  
DUR - now  
Thanks!]

no change

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).

**BILL****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)