



# WISCONSIN LEGISLATURE

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**FOR IMMEDIATE RELEASE**  
April 25, 2016

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## **New Wisconsin Law Provides Veteran-Owned Businesses With Official Branding Tool**

**MADISON-** Certified Veteran-Owned and Disabled Veteran-Owned Businesses now have a new tool to promote and brand themselves in Wisconsin.

Senate Bill 575, introduced by Rep. Evan Goyke (D-Milwaukee) and Sen. Roger Roth (R-Appleton), requires the Wisconsin Department of Veteran Affairs (WDVA) to design and issue an official logotype to Wisconsin Veteran-Owned and Disabled Veteran-Owned Businesses following their certification by the state.

“Wisconsin has a strong tradition of its citizens serving our nation in uniform and returning home to be leaders in their respective communities. Many of these Wisconsin veterans are now business owners and play an integral role in the economic success of our state,” Rep. Goyke stated.

“This important piece of legislation is pro-veteran, pro-business, and pro-consumer. I’m grateful to Senator Roth and WDVA for their willingness to work with me to craft this bill.”

“Across America, over 3 million men and women served our country and have now started their own businesses,” Sen. Roth said. “As veterans return home from Iraq and Afghanistan, many are eager to put their skills to work in the private sector. Providing an official logo for veterans to use to promote their business, whether it’s part of their storefront, on their website or in the corner of a business card is just another way consumers can identify these entrepreneurs.”

Prior to today’s bill signing by Governor Walker, a logotype was only provided to qualified businesses at the federal level. WDVA issued logotypes will be used by certified Veteran-Owned and Disabled Veteran-Owned Businesses to further promote themselves throughout Wisconsin and in their respective communities, as well as making them more accessible and identifiable to consumers who wish to support businesses owned by Wisconsin veterans.

Senate Bill 575 is supported by WDVA, Veterans of Foreign Wars, American Legion, Disabled American Veterans, AMVETS, Military Order of the Purple Heart, and County Veteran Service Officer Association.

Governor Walker signed Senate Bill 575 into law today in Wausau.

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