



January 28, 2016

Public Testimony of State Representative Evan Goyke

Re: Senate Bill 575

Good morning Chairman Roth and members of the Workforce Development, Public Works, and Military Affairs Committee. I'm grateful for the opportunity to testify today in support of Senate Bill 575.

I'm grateful to Senator Roth and the Wisconsin Department of Veterans Affairs for their willingness to work with me to craft this bill. Their support has been strong from the beginning of the process and I have enjoyed working with them and their wonderful staff. I would also like to thank all of the co-sponsors who signed on in support of this legislation, including members of this committee.

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.

Currently, the Wisconsin Department of Veterans Affairs (WDVA), in consultation with the Wisconsin Department of Administration (DOA), certify qualified veteran and disabled-veteran owned businesses. A copy of the certification is then logged and provided to DOA. According to information provided to our offices, since 1992 over 500 businesses have been certified.

To be clear – SB 575 does not change the certification process or requirements.

Under this simple bill, WDVA would design an official "Wisconsin Veteran-Owned" and "Wisconsin Disabled Veteran-Owned" logotype for use by businesses owned by Wisconsin veterans. A logotype is currently provided to qualified businesses by the federal Department of Veterans Affairs after their certification by the Center for Verification and Evaluation (CVE), but not by the State of Wisconsin after its respective certification. I have attached to my testimony a color copy of the logotypes provided by the federal government, as well as examples of previously created logotypes at the State level.

This important piece of legislation is pro-veteran, pro-business, and pro-consumer. It supplements the Administration and WDVA's ongoing focus to support veteran businesses and entrepreneurs.

Providing certified Wisconsin veteran-owned and Wisconsin disabled veteran-owned businesses with an official logotype will help business owners to further promote themselves throughout Wisconsin and in their respective communities. The logotype can be used for display on business cards, letterhead, social media, digital advertising, storefront advertising, etc. Wisconsin veteran-owned and Wisconsin disabled-veteran owned businesses would also be more accessible and identifiable to consumers who wish to support and patron them.

This legislation is supported by the Wisconsin Department of Veterans Affairs, as well as key stakeholders including the Veterans of Foreign Wars, the American Legion, Disabled American Veterans, AMVETS, the Military Order of the Purple Heart, and the County Veteran Service Officer Association.

Thank you again for holding a public hearing on SB 575 and I am happy to answer any questions.



**Logotypes provided by the United States Department of Veterans
Affairs Center for Verification and Evaluation (CVE)**

Below are examples of previously created logotypes for various initiatives here at the state level. These logotypes are provided by the Wisconsin Department of Agriculture, Trade and Consumer Protection.



Scott Walker, Governor
John A. Scocos, Secretary



**STATE OF WISCONSIN
DEPARTMENT OF VETERANS AFFAIRS**

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January 28, 2016

Senate Committee on Workforce Development, Public Works and Military Affairs

Chairman Roth and Members of the Committee,

I write in support of Senate Bill 575. SB 575 requires the Wisconsin Department of Veterans Affairs to design an official "Wisconsin Veteran-Owned" and "Wisconsin Disabled Veteran-Owned" logotype for use by businesses owned by Wisconsin based veterans.

It has been an honor to work with State Representatives Goyke, Allen and Chairman Roth on developing SB 575. This bill addresses the ability of Wisconsin Veteran Owned Businesses (VOB), and Disabled Veteran-Owned Businesses (DVB) to display the fact they are state-certified VOB / DVB operating in Wisconsin. The details proposed in SB 575 will enable the WDVA to promote and encourage the marketplace to work with Wisconsin VOB / DVBs. In addition to a veteran owned business now having the ability to display the logo on their letterhead, websites and other collateral material, WDVA will provide reference on WisVets.com to an online listing of each VOB / DVB in Wisconsin.

By establishing the logotype program, Wisconsin will now be able to better promote the currently registered 572 Wisconsin VOBs and the 25 DVBs, along with any certified businesses in the future.

I respectfully request your support of SB 575.

Sincerely,
DEPARTMENT OF VETERANS AFFAIRS

A handwritten signature in black ink, appearing to read "John A. Scocos", written over a horizontal line.

JOHN A. SCOCOS
Secretary



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January 13, 2016

The Honorable Roger Roth
Room 306 South
State Capitol
Madison, WI 53707-7882

RE: Support for SB 575.

Dear Senator Roth,

Unfortunately I and members of the CVSO Association of Wisconsin's Legislative Committee are unable to attend your hearing of the Committee on Workforce Development, Public Works, and Military Affairs on January 28, 2016.

Please convey to the committee members our associations support for Senate Bill 575 Relating to: official logotypes for Wisconsin veteran-owned businesses and disabled veteran-owned businesses. This bill will allow the public to recognize businesses owned by those who sacrificed to serve our country.

As always the CVSO Association of Wisconsin looks forward to hearing from you on this or any other veteran related legislation. I can be reached at the Wood County Veteran Service Office, P.O. Box 8095, Wisconsin Rapids WI 54495-8095, via email at rlarson@co.wood.wi.us or at (715) 421-8421.

Sincerely,

Rock A. Larson
Legislative Committee Chairman
CVSO Association of Wisconsin



FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

Department of Wisconsin

**STATEMENT FOR THE RECORD
AL LABELLE
DAV WISCONSIN LEGISLATIVE DIRECTOR
BEFORE THE
COMMITTEE ON WORKFORCE DEVELOPMENT,
PUBLIC WORKS, AND MILITARY AFFAIRS
WISCONSIN STATE SENATE
JANUARY 28, 2016**

Chairman Roth and distinguished Members of the Committee,

Thank you for allowing DAV or Disabled American Veterans this opportunity to present our view on Senate Bill 575 (SB 575) relating to: *official logotype for Wisconsin veteran-owned businesses and disabled veteran-owned businesses.* .

As you know, DAV is a largest veterans service organization of wartime service-disabled veterans. We are dedicated to a single purpose: empowering veterans to lead a high quality lives with respect and dignity. In Wisconsin, DAV has well over 15,000 members.

The purpose of this statement is to give the Committee some background on SB 575. Emphasis will be placed on the Disabled Veteran-Owned Business Program or DVB.

BACKGROUND

DVB was created in May 2010 by the Wisconsin legislature as 2009 Wisconsin Act 299 and was an initiative of DAV Wisconsin. The Act created preferences in awarding state contracts or orders to businesses owned by disabled veterans who have at least a 20% disability rating from the United States Department of Veterans Affairs.

Act 299 permitted acceptance of a qualified responsible bid from a disabled veteran-owned business that is no more than 5% higher than the apparent low bid or most advantageous proposal.

The Wisconsin Department of Administration or DOA monitors state agencies' compliance with the purchasing guidelines and certifies firms for eligibility to participate in the DVB Program

To be certified by DOA, veterans with a service-connected disability rating of 20% or greater need to own at least 51 percent of the business and must reside in Wisconsin.

Additionally, a disabled veteran-owned business must have its principal place of business in Wisconsin and have customers other than the State of Wisconsin. Plus the business must be at least one (1) year old under current ownership.

Under Wisconsin Statute 16.75, DOA's Council on small business, disabled veteran-owned business and minority business opportunities shall review the extent of participation in purchasing by the state and its agencies. The Committee shall also advise Department's purchasing agents with respect to increasing such participation.

On October 1 of each year, DOA must submit an evaluation report to the Council. The Council shall then prepare and submit a report on these Programs to the governor and to the chief clerk of each house of the legislature, for distribution to the appropriate standing committees.

Historically, the state's DVB Program has had a much lower enrollment than the service-disabled veterans-owned small business (SDVOSBP) program maintained by the U.S. Department of Veterans Affairs.

To address this discrepancy, the Governor signed Executive Order #72 on May 25, 2012 which provides automatic state certification to disabled veteran-owned businesses located in Wisconsin that have been certified in the federal program.

Currently, 27 disabled veteran-owned businesses are enrolled in the state's DVB Program while the VA's federal program has 45 disabled veteran-owned businesses that are located in Wisconsin.

To increase the number of disabled veteran-owned businesses in the DVB Program, on April 4, 2014 the Governor signed into law Senate Bill 370 *relating to state procurement and construction grants with disabled veteran-owned businesses* as 2013 Act 192. The Act establishes an annual one percent set-aside goal for the DVB Program in state procurement and construction grants.

As you can see, participation in the DVB Program can use some improvement. DAV Wisconsin feels SB 575 is a useful tool to stimulate an increase in the DVB Program. We urge its passage.

Thank you for this opportunity. This concludes my statement. I hope the Committee finds it of some help.

If the Committee has any questions, we will be glad to answer them at this time.