

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**



Milwaukee, WI – January 11, 2006

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**St. Vincent de Paul Finds New Life for Oconomowoc Piggly Wiggly  
New St. Vincent de Paul Store to expand Waukesha County Outreach**

An Oconomowoc commercial building, vacant since 2004, has been sold to a non-profit corporation that provides food, clothing, furniture and household products to those in need, said Kenneth Petershack, principal at Equity Commercial Real Estate, LLC who represented St. Vincent de Paul of Waukesha County in the transaction. St. Vincent de Paul will use the location, at N5848 Brown Street (Highway P) in the Town of Oconomowoc, as a Thrift or resale store. It will be their second retail location in Waukesha County; they presently have a location in Downtown Waukesha at 305 East Main Street which has been in operation for over 50 years. The 34,000 square-foot building was sold for an undisclosed price. Stewart Wangard of Wangard Partners, Inc. represented the seller of the property. The store became vacant when Piggly Wiggly moved to their new location in the Prairie Creek Shoppes retail center directly across the street.

“Our new Oconomowoc store will resell donated clothing and household goods at very reasonable prices to anyone wishing to shop there—then we’ll turn right around and use those profits to help other people in need,” said Robert Buerger, Council President of the Waukesha County St. Vincent de Paul Society. “We see this entire effort as neighbors helping other neighbors in need. It’s all about compassion for others.” The charitable society’s purchase of the Oconomowoc commercial building is a pivotal step in their outreach growth plan. The new store more than doubles that retail space and serves a broader geographic area surrounding Oconomowoc.

The Oconomowoc building will undergo extensive renovations to modify the space for St. Vincent de Paul’s use. A spring 2006 opening is planned.

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**About Equity Commercial Real Estate, LLC**

Equity Commercial Real Estate, LLC is a full-service commercial real estate brokerage firm based in Milwaukee, Wisconsin specializing in office, industrial, retail and investment real estate. Equity is also active in pre-development and development consulting. For more information, please contact Kenneth Petershack, Principal, at (414) 727-8000 or visit their website at [www.EquityCRE.com](http://www.EquityCRE.com).

**About St. Vincent de Paul—Waukesha Council**

The Waukesha County St. Vincent de Paul Society is a Catholic lay organization serving neighbors in need. The network of parish volunteers offers tangible assistance to those in need on a person-to-person basis. Services include short-term monetary assistance for food, shelter, utilities or clothing. Other outreach includes meal programs, a jail ministry, summer lunch programs for children, and disaster relief. Waukesha County area residents support the work of St. Vincent de Paul with volunteer hours, cash donations and donations of clothing and household goods to St. Vincent de Paul stores. Proceeds from the stores directly fund additional St. Vincent de Paul outreach.