

KUESTER FREDERICK D

Form 4

October 25, 2011

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
KUESTER FREDERICK D

2. Issuer Name **and** Ticker or Trading  
Symbol  
WISCONSIN ENERGY CORP  
[WEC]

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

(Last) (First) (Middle)  
231 W. MICHIGAN STREET  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/21/2011

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_\_\_X\_\_\_\_ Officer (give title below) \_\_\_\_ Other (specify below)  
Executive Vice President & CFO

MILWAUKEE,, WI 53203

4. If Amendment, Date Original  
Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_\_\_X\_\_\_\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting  
Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired (A)<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------|
|                                       |                                         |                                                             | Code                                 | V                                                                       | Amount<br>(A)<br>or<br>(D)                                                                                         | Price                                                                   |                                                                   |
| Common<br>Stock                       | 10/21/2011                              |                                                             | M                                    |                                                                         | 86,000                                                                                                             | A \$<br>23.8775                                                         | 137,189.0451<br>(1) D                                             |
| Common<br>Stock                       | 10/21/2011                              |                                                             | S                                    |                                                                         | 83,500<br>(2)                                                                                                      | D \$ 32.75                                                              | 53,689.0451<br>(1) D                                              |
| Common<br>Stock                       | 10/21/2011                              |                                                             | S                                    |                                                                         | 1,000<br>(2)                                                                                                       | D \$ 32.76                                                              | 52,689.0451<br>(1) D                                              |
| Common<br>Stock                       | 10/21/2011                              |                                                             | S                                    |                                                                         | 1,500<br>(2)                                                                                                       | D \$ 32.77                                                              | 51,189.0451<br>(1) D                                              |
| Common<br>Stock                       | 10/24/2011                              |                                                             | M                                    |                                                                         | 86,000                                                                                                             | A \$<br>23.8775                                                         | 137,189.0451<br>(1) D                                             |

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|                 |            |   |               |   |       |                    |   |      |
|-----------------|------------|---|---------------|---|-------|--------------------|---|------|
| Common<br>Stock | 10/24/2011 | S | 86,000<br>(2) | D | \$ 33 | 51,189.0451<br>(1) | D |      |
| Common<br>Stock |            |   |               |   |       | 2,551.297 (3)      | I | ERSP |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |     | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                    |                 |                                     |
|-----------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----|---------------------------------------------------------------------|--------------------|-----------------|-------------------------------------|
|                                                     |                                                                       |                                         |                                                             | Code                                    | V                                                                                                            | (A)                                                            | (D) | Date<br>Exercisable                                                 | Expiration<br>Date | Title           | Amount<br>or<br>Number<br>of Shares |
| Stock<br>Option<br>(right to<br>buy)                | \$ 23.8775                                                            | 10/21/2011                              |                                                             | M                                       |                                                                                                              | 86,000                                                         |     | 01/03/2010                                                          | 01/03/2017         | Common<br>Stock | 86,000                              |
| Stock<br>Option<br>(right to<br>buy)                | \$ 23.8775                                                            | 10/24/2011                              |                                                             | M                                       |                                                                                                              | 86,000                                                         |     | 01/03/2010                                                          | 01/03/2017         | Common<br>Stock | 86,000                              |

## Reporting Owners

| Reporting Owner Name / Address                                        | Relationships                                                      |
|-----------------------------------------------------------------------|--------------------------------------------------------------------|
| KUESTER FREDERICK D<br>231 W. MICHIGAN STREET<br>MILWAUKEE,, WI 53203 | Director 10% Owner Officer Other<br>Executive Vice President & CFO |

## Signatures

\s\Joshua M. Erickson, as  
Attorney-in-Fact 10/25/2011

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Includes shares acquired pursuant to a dividend reinvestment feature of Wisconsin Energy Corporation's Stock Plus Investment Plan in transactions exempt from Section 16 pursuant to Rule 16a-11.
- (2) This transaction was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on August 25, 2011.  
Includes shares acquired under Wisconsin Energy Corporation's Employee Retirement Savings Plan (ERSP) in transactions exempt from Section 16(b) pursuant to Rule 16b-3(c) and exempt from reporting pursuant to Rule 16a-3(f)(1)(i)(B). The number of shares in the ERSP attributable to any one participant varies with the price of the Common Stock. The information in this report is based on a plan statement dated as of September 30, 2011.
- (3)

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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