

KLAPPA GALE E  
Form 4  
April 03, 2012

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

OMB APPROVAL

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**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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
KLAPPA GALE E

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 WEST MICHIGAN STREET  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
03/30/2012

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman, President, and CEO

MILWAUKEE,, WI 53203

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
				Code	V	Amount				(A) or (D)	Price
Common Stock	03/30/2012		M			100,000	A	\$ 17.1	216,823.0566 (1)	D	
Common Stock	03/30/2012		S			6,370 (2)	D	\$ 34.99	210,453.0566 (1)	D	
Common Stock	03/30/2012		S			800 (2)	D	\$ 34.991	209,653.0566 (1)	D	
Common Stock	03/30/2012		S			5,476 (2)	D	\$ 34.995	204,177.0566 (1)	D	
Common Stock	03/30/2012		S			17,165 (2)	D	\$ 35	187,012.0566 (1)	D	

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Common Stock	03/30/2012	S	500 <sup>(2)</sup>	D	\$ 35.0001	186,512.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	7,305 <sup>(2)</sup>	D	\$ 35.005	179,207.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	100 <sup>(2)</sup>	D	\$ 35.0099	179,107.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	22,230 <sup>(2)</sup>	D	\$ 35.01	156,877.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	634 <sup>(2)</sup>	D	\$ 35.0101	156,243.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	100 <sup>(2)</sup>	D	\$ 35.0103	156,143.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	23,500 <sup>(2)</sup>	D	\$ 35.015	132,643.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	2,000 <sup>(2)</sup>	D	\$ 35.0151	130,643.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	1,100 <sup>(2)</sup>	D	\$ 35.0199	129,543.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	4,600 <sup>(2)</sup>	D	\$ 35.02	124,943.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	100 <sup>(2)</sup>	D	\$ 35.0201	124,843.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	3,000 <sup>(2)</sup>	D	\$ 35.025	121,843.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	120 <sup>(2)</sup>	D	\$ 35.0292	121,723.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	600 <sup>(2)</sup>	D	\$ 35.0299	121,123.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	700 <sup>(2)</sup>	D	\$ 35.03	120,423.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	100 <sup>(2)</sup>	D	\$ 35.0301	120,323.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	700 <sup>(2)</sup>	D	\$ 35.035	119,623.0566 <sub>(1)</sub>	D	
Common Stock	03/30/2012	S	2,800 <sup>(2)</sup>	D	\$ 35.12	116,823.0566 <sub>(1)</sub>	D	
Common Stock						2,866.332 <sup>(3)</sup>	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**

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount Number of Shares
Stock Option (Right to buy)	\$ 17.1	03/30/2012		M	100,000	01/18/2008	01/18/2015	Common Stock	100,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KLAPPA GALE E 231 WEST MICHIGAN STREET MILWAUKEE,, WI 53203	X		Chairman, President, and CEO	

## Signatures

/s/ Joshua M. Erickson, as  
Attorney-in-Fact

04/03/2012

\_\_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 February 29, 2012.
- (3) 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 March 1, 2012.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.