

CORNOG ROBERT A  
Form 4  
May 05, 2008

# FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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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 \*  
CORNOG ROBERT A

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)  
05/02/2008

Director  10% Owner  
 Officer (give title below)  Other (specify below)

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)
Common Stock	05/02/2008		M	(A) V Amount (D) Price 1,500 A \$ 29.344	9,142.5289 (2)	D	
Common Stock	05/02/2008		S	100 (1) D \$ 47.52	9,042.5289 (2)	D	
Common Stock	05/02/2008		S	15 (1) D \$ 47.55	9,027.5289 (2)	D	
Common Stock	05/02/2008		S	200 (1) D \$ 47.58	8,827.5289 (2)	D	
Common Stock	05/02/2008		S	200 (1) D \$ 47.6	8,627.5289 (2)	D	

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Common Stock	05/02/2008	S	85 <sup>(1)</sup>	D	\$ 47.61	8,542.5289 <sup>(2)</sup>	D	
Common Stock	05/02/2008	S	100 <sup>(1)</sup>	D	\$ 47.62	8,442.5289 <sup>(2)</sup>	D	
Common Stock	05/02/2008	S	400 <sup>(1)</sup>	D	\$ 47.66	8,042.5289 <sup>(2)</sup>	D	
Common Stock	05/02/2008	S	400 <sup>(1)</sup>	D	\$ 47.82	7,642.5289 <sup>(2)</sup>	D	
Common Stock						153.8482	I	by Spouse
Common Stock						4,853.6927	I	by Trust

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

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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 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)	8. Amount or Number of Shares
Stock Option (right to buy)	\$ 29.344	05/02/2008		M	1,500 <sup>(1)</sup>	05/19/2001 05/19/2008	Common Stock	1,500

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CORNOG ROBERT A 231 WEST MICHIGAN STREET	X			

MILWAUKEE,, WI 53203

## Signatures

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

05/05/2008

\_\_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) This transaction was effected pursuant to a Rule 10b5-1 sales plan adopted by the reporting person on November 2, 2007.
- (2) 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.

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.