

WISCONSIN ENERGY CORP  
Form 4  
January 07, 2013

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**RAPPE KRISTINE 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)  
**01/03/2013**

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
**Sr. VP, Chief Admin. Officer**

**MILWAUKEE,, WI 53203**

(City) (State) (Zip)

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

**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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |
| Common Stock                    | 01/03/2013                           |  | F                              |   | 355   | D  | \$ 37.62                          |
|                                 |                                      |  |                                |   |   |  | 5,911.5791 (1)                    |
| Common Stock                    | 01/03/2013                           |  | F                              |   | 265   | D  | \$ 37.62                          |
|                                 |                                      |  |                                |   |   |  | 5,646.5791 (1)                    |
| Common Stock                    | 01/04/2013                           |  | F                              |   | 345   | D  | \$ 37.64                          |
|                                 |                                      |  |                                |   |   |  | 5,301.5791 (1)                    |
| Common Stock                    |                                      |  |                                |   |   | I  | 17,326.204 (2) ERSP               |

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

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(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.<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, 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) | 8. P<br>Der<br>Sec<br>(Ins |                    |                 |                                  |
|---|---|---|---|---|---|--|---|----------------------------|--------------------|-----------------|----------------------------------|
|   |   |   |   | Code                                    | V   | (A)  | (D)   | Date<br>Exercisable        | Expiration<br>Date | Title           | Amount or<br>Number of<br>Shares |
| Stock<br>Option<br>(Right to<br>buy)                | \$ 24.0175<br><u>(3)</u>  |   |   |   |   |  |   | 01/02/2011                 | 01/02/2018         | Common<br>Stock | 100,400                          |
| Stock<br>Option<br>(Right to<br>buy)                | \$ 24.92<br><u>(4)</u>  |   |   |   |   |  |   | 01/04/2013                 | 01/04/2020         | Common<br>Stock | 20,240                           |
| Stock<br>Option<br>(Right to<br>buy)                | \$ 29.3475<br><u>(5)</u>  |   |   |   |   |  |   | 01/03/2014                 | 01/03/2021         | Common<br>Stock | 16,520                           |

## Reporting Owners

| Reporting Owner Name / Address                                       | Relationships |           |                                       |       |
|--|---------------|-----------|---------------------------------------|-------|
|  | Director      | 10% Owner | Officer                               | Other |
| RAPPE KRISTINE A<br>231 WEST MICHIGAN STREET<br>MILWAUKEE,, WI 53203 |               |           | Sr. VP,<br>Chief<br>Admin.<br>Officer |       |

## Signatures

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

01/07/2013

\*\*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) 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 December 31, 2012.

(3) This option was previously reported as covering 50,200 shares at an exercise price of \$48.035 per share, but was adjusted to reflect the 2-for-1 stock split that occurred on March 1, 2011.

(4) This option was previously reported as covering 10,120 shares at an exercise price of \$49.84 per share, but was adjusted to reflect the 2-for-1 stock split that occurred on March 1, 2011.

(5) This option was previously reported as covering 8,260 shares at an exercise price of \$58.695 per share, but was adjusted to reflect the 2-for-1 stock split that occurred on March 1, 2011.

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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