### Edgar Filing: KUESTER FREDERICK D - Form 4

KUESTER Form 4 March 10, 2	FREDERICK D										
FOR	ЛЛ								OMB AP	PROVAL	
FUNI	VI 4 UNITED	STATES		RITIES				OMMISSION	OMB Number:	3235-0287	
Check this box if no longer subject to STATEMENT OF				U	Expires: Estimated av	January 31, 2005					
Subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).					olding Co	burden hours response					
(Print or Type	e Responses)										
	Address of Reporting R FREDERICK D	g Person <u>*</u>	Symbol	ONSIN E			8	5. Relationship of H Issuer (Check	Reporting Perso all applicable)		
(Last) (First) (Middle) 3. Dat (Mont			3. Date (Month/	. Date of Earliest Transaction Month/Day/Year) 3/09/2011				Director 10% Owner X Officer (give title Other (specify below) below) Executive Vice President & CFO			
MILWAU	(Street) KEE,, WI 53203			nendment, I onth/Day/Ye	-	al		6. Individual or Joi Applicable Line) _X_ Form filed by Ou Form filed by Mo	nt/Group Filing ne Reporting Pers	g(Check son	
(City)	(State)	(Zip)	Tal	ble I - Non	-Derivativ	e Secu		Person ired, Disposed of,	or Beneficially	v Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution I any	Table I - Non-Derivat			ies Ac ed of (	quired (A) (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form:	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common Stock	03/09/2011			Code V M	Amount 66,000	(D) A	Price \$ 17.1	(Instr. 3 and 4) 119,511.3982 (1)	D		
Common Stock	03/09/2011			S	64,700 (2)	D	\$ 31	54,811.3982 (1)	D		
Common Stock	03/09/2011			S	400 <u>(2)</u>	D	\$ 31.0025	54,411.3982 (1)	D		
Common Stock	03/09/2011			S	600 <u>(2)</u>	D	\$ 31.005	53,811.3982 (1)	D		
Common Stock	03/09/2011			S	300 (2)	D	\$ 31.01	53,511.3982 (1) (3)	D		

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Common	2,511.639 <u>(3)</u>	т	ERSP
Stock	(4)	1	EKSP

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

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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. Transactio Code (Instr. 8)	5. Number of actionDerivative Securities 8) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		erivative Expiration Date (Month/Day/Year) cquired (A) Disposed of D) nstr. 3, 4,		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (right to buy)	\$ 17.1 <u>(5)</u>	03/09/2011		М		66,000	01/18/2008	01/18/2015	Common Stock	66,000

# **Reporting Owners**

Reporting Owner Name / Address	ss Relationships							
	Director	10% Owner	Officer	Other				
KUESTER FREDERICK D 231 W. MICHIGAN STREET MILWAUKEE,, WI 53203			Executive Vice President & CFO					
Signatures								
\s\Joshua M. Erickson, as Attorney-in-Fact		03/10	)/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 November 29, 2010.

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On March 1, 2011, the common stock of Wisconsin Energy Corporation split 2-for-1, resulting in the reporting person's ownership of
 26,755.6991 additional shares of directly held common stock and 1,255.226 additional shares of common stock indirectly held in Wisconsin Energy Corporation's Employee Retirement Savings Plan (ERSP).

Includes shares acquired under the ERSP in transactions exempt from Section 16(b) pursuant to Rule 16b-3(c) and exempt from reporting
 (4) 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 2, 2011.

(5) This option was previously reported as covering 67,000 remaining shares at an exercise price of \$34.20 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. 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.