

BERGSTROM JOHN F  
Form 4  
November 19, 2009

**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 \*  
BERGSTROM JOHN F

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)  
11/17/2009

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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	11/17/2009		M		5,000 A \$ 19.9687	(1)	D
Common Stock	11/17/2009		M		5,000 A \$ 21.505	(1)	D
Common Stock	11/17/2009		M		5,000 A \$ 26.095	(1)	D
Common Stock	11/17/2009		M		5,000 A \$ 25.925	(1)	D
Common Stock	11/17/2009		S		20,000 D \$ 44.87	(1)	D

Common Stock 3,000 I by Trust

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. 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)	Amount or Number of Shares
Stock Option (right to buy)	\$ 19.9687	11/17/2009		M	5,000	04/03/2001 <sup>(2)</sup> 04/03/2010	Common Stock	5,000
Stock Option (right to buy)	\$ 21.505	11/17/2009		M	5,000	05/02/2002 <sup>(2)</sup> 05/02/2011	Common Stock	5,000
Stock Option (right to buy)	\$ 26.095	11/17/2009		M	5,000	05/02/2003 <sup>(2)</sup> 05/02/2012	Common Stock	5,000
Stock Option (right to buy)	\$ 25.925	11/17/2009		M	5,000	04/30/2004 <sup>(2)</sup> 04/30/2013	Common Stock	5,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
	X			

BERGSTROM JOHN F  
231 WEST MICHIGAN STREET  
MILWAUKEE,, WI 53203

## Signatures

\\Joshua M. Erickson, as  
Attorney-in-Fact

11/19/2009

\_\_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) Vested in three equal annual installments beginning on this date.

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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