

RAPPE KRISTINE A  
Form 4  
July 05, 2005

**FORM 4**

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

OMB APPROVAL

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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)  
07/01/2005

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

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 Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	07/01/2005		M	9,500 A	\$ 30.188	18,047 <sup>(1)</sup>	D
Common Stock	07/01/2005		M	6,251 A	\$ 19.969	24,298 <sup>(1)</sup>	D
Common Stock	07/01/2005		M	6,991 A	\$ 20.39	31,289 <sup>(1)</sup>	D
Common Stock	07/01/2005		M	1,595 A	\$ 21.73	32,884 <sup>(1)</sup>	D
Common Stock	07/01/2005		M	15,004 A	\$ 22.655	47,888 <sup>(1)</sup>	D

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Common Stock	07/01/2005	S	39,341	D	\$ 39.03	8,547 <sup>(1)</sup>	D	
Common Stock						6,389 <sup>(2)</sup>	I	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 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	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (right to buy)	\$ 30.188	07/01/2005		M	9,500	12/20/1999 12/20/2005	Common Stock	9,500	
Stock Option (right to buy)	\$ 19.969	07/01/2005		M	6,251	04/03/2004 04/03/2010	Common Stock	6,251	
Stock Option (right to buy)	\$ 20.39	07/01/2005		M	6,991	02/07/2005 02/07/2011	Common Stock	6,991	
Stock Option (right to buy)	\$ 21.73	07/01/2005		M	1,595	05/01/2005 05/01/2011	Common Stock	1,595	
Stock Option (right to buy)	\$ 22.655	07/01/2005		M	15,004	12/31/2004 <sup>(3)</sup> 01/02/2012	Common Stock	15,004	

## Reporting Owners

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

## Signatures

Joshua M. Erickson, as  
Attorney-in-Fact

07/05/2005

Date

\_\_Signature of Reporting Person

## 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 June 30, 2005.
- (3) By action of the Compensation Committee on December 28, 2004, all options that were granted to employees of the Issuer, including the reporting person, in 2002, 2003, and 2004, and not otherwise exercisable, became exercisable as of December 31, 2004.

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.