### Edgar Filing: KLAPPA GALE E - Form 4

KLAPPA C Form 4 October 01											
FORM 4 UNITED STATES SECU				ECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549					OMB APPROVAL OMB 3235-03 Number:		
Check if no lo subject Section Form 4 Form 5 obligat may co <i>See</i> Ins 1(b).	<b>CHA</b> ection Public U	ANGES IN BENEFICIAL OWNERSHIP OF SECURITIES n 16(a) of the Securities Exchange Act of 1934, Utility Holding Company Act of 1935 or Sectio Investment Company Act of 1940					Expires:January 31, 2005Estimated average burden hours per response0.5				
(Print or Type	e Responses)										
1. Name and KLAPPA	Address of Reporting GALE E	Person <u>*</u>	Symbol	ONSIN E	nd Ticker o ENERGY		I	i. Relationship of F ssuer (Check	Reporting Perso all applicable)		
(M			(Month/	3. Date of Earliest Transaction (Month/Day/Year) 09/30/2010				_X Director 10% Owner _X Officer (give title Other (specify below) Chairman, President, and CEO			
	(Street) KEE,, WI 53203			nendment, l onth/Day/Ye	Date Origin ear)	nal	- -	5. Individual or Join Applicable Line) X_ Form filed by Or Form filed by Mo Person	ne Reporting Pers	son	
(City)	(State)	(Zip)	Ta	ble I - Non	-Derivativ	e Secu	rities Acqui	red, Disposed of,	or Beneficially	y Owned	
1.Title of Security (Instr. 3)	ity (Month/Day/Year) Execution Date, if			Code (Instr. 3, 4 and 5) (Instr. 8) (A) or				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	09/30/2010			Code V M	Amount 90,000	(D) A	Price \$ 25.31	135,510.7407 (2)	D		
Common Stock	09/30/2010			S	25,000 (1)	D	\$ 58.1126	110,510.7407 (2)	D		
Common Stock	09/30/2010			S	25,000 (1)	D	\$ 58.112	85,510.7407 (2)	D		
Common Stock	09/30/2010			S	25,000 (1)	D	\$ 58.2051	60,510.7407 (2)	D		
Common Stock	09/30/2010			S	10,000 (1)	D	\$ 58.208	50,510.7407 (2)	D		

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Common Stock	09/30/20	10	S	5,000	D \$ 58.19	45,510.7407 (2)	D		
Common Stock						1,367.502 <u>(3)</u>	Ι	ERSP	
Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.									
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)	Code	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)7. Title and Amo Underlying Secur (Instr. 3 and 4)			Securities
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Share
Stock Option (right to buy)	\$ 25.31	09/30/2010		М	90,000	12/31/2004 <u>(4)</u>	04/14/2013	Common Stock	90,000

# **Reporting Owners**

<b>Reporting Owner Name / Address</b>	Relationships						
FB	Director	10% Owner	Officer	Other			
KLAPPA GALE E 231 WEST MICHIGAN STREET MILWAUKEE,, WI 53203 <b>Signatures</b>	Х		Chairman, President, and CEO				
\s\Joshua M. Erickson, as Attorney-in-Fact	10/	01/2010					
**Signature of Reporting Person		Date					
Evalenction of Deene							

## **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 trading plan adopted by the reporting person on August 31, 2010.

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(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.

(3) 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 September 30, 2010.

(4) By action of the Compensation Committee on December 28, 2004, all options 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.