

WISCONSIN ENERGY CORP  
Form 8-K  
November 01, 2010

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
FORM 8-K  
CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934  
Date of report (Date of earliest event reported):  
November 1, 2010**

| Commission<br>File Number | Registrant; State of Incorporation<br>Address; and Telephone Number  | IRS Employer<br>Identification No. |
|---------------------------|--|------------------------------------|
| 001-09057                 | <b>WISCONSIN ENERGY<br/>CORPORATION</b><br>(A Wisconsin Corporation)<br>231 West Michigan Street<br>P.O. Box 1331<br>Milwaukee, WI 53201<br>(414) 221-2345 | 39-1391525                         |

The name and address of the registrant has not changed since the last report.

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**WISCONSIN ENERGY CORPORATION**

**ITEM 7.01 REGULATION FD DISCLOSURE.**

Representatives of Wisconsin Energy Corporation will be conducting meetings with investors through November 30, 2010. Attached as Exhibit 99.1 are the presentation slides to be used at such meetings.

**ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

(d) Exhibits

**99 Additional Exhibits**

99.1 Presentation slides

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**WISCONSIN ENERGY  
CORPORATION**  
(Registrant)

/s/ STEPHEN P. DICKSON  
Stephen P. Dickson Vice President and  
Controller

Date: November 1, 2010