

WISCONSIN ENERGY CORP  
Form DEFA14A  
March 22, 2013

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549  
SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934 (Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
  - Confidential, for use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
  - Definitive Proxy Statement
  - Definitive Additional Materials
  - Soliciting Material Pursuant to (S) 240.14a-11(c) or (S) 240.14a-12
- Wisconsin Energy Corporation**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

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- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

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(4) Date Filed:

**Vote by Internet**

Go to [www.envisionreports.com/WEC](http://www.envisionreports.com/WEC)

Or scan the QR code with your smartphone

Follow the steps outlined on the secure website

**Important Notice Regarding the Availability of Proxy Materials for the  
Wisconsin Energy Corporation Stockholder Meeting to be Held on May 2, 2013**

Under Securities and Exchange Commission rules, you are receiving this notice that the proxy materials for our annual stockholders' meeting are available on the Internet. Follow the instructions below to view the materials and vote online or request a paper or email copy. The items to be voted on and location of the annual meeting are on the reverse side. **Your vote is important!**

**This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting. The notice and proxy statement and annual report to stockholders are available at:**

**Easy Online Access    A Convenient Way to View Proxy Materials and Vote**

**When you go online to view materials, you can also vote your shares.**

**Step 1:** Go to [www.envisionreports.com/WEC](http://www.envisionreports.com/WEC) to view the materials.

**Step 2:** Click on **Cast Your Vote or Request Materials**.

**Step 3:** Follow the instructions on the screen to log in.

**Step 4:** Make your selection as instructed on each screen to select delivery preferences and vote.

**When you go online, please consider consenting to receive electronic delivery of future materials.**

**Obtaining a Paper or Email Copy of the Proxy Materials** If you want to receive a copy of these documents, you must request one. There is no charge to you for requesting a copy. Please make your request for a copy as instructed on the reverse side on or before **April 22, 2013** to facilitate timely delivery.

**Wisconsin Energy Corporation Annual Meeting of Stockholders will be held on May 2, 2013 at Stoney Creek Inn, Northwoods Conference Center, 1100 Imperial Avenue, Rothschild, WI 54474.**

Proposals to be voted on at the meeting are listed below along with the Board of Directors' recommendations.

The Board of Directors recommends a vote **FOR** all nominees in Proposal 1 and **FOR** Proposals 2 and 3:

1. Election of Nine Directors for Terms Expiring in 2014.
2. Ratification of Deloitte & Touche LLP as Independent Auditors for 2013.
3. Advisory Vote to Approve Compensation of the Named Executive Officers.

**PLEASE NOTE YOU CANNOT VOTE BY RETURNING THIS NOTICE. To vote your shares you must vote online or request a paper copy of the proxy materials to receive a proxy card. If you wish to attend and vote at the meeting, please pre-register and also bring this notice and government-issued photo identification with you.**

## **Annual Meeting of Stockholders**

**Thursday, May 2, 2013 10 a.m.**

Stoney Creek Inn, Northwoods Conference Center, 1100 Imperial Avenue, Rothschild, Wis. 54474

**\* Parking and entrance for Northwoods Conference Center. Do not enter through hotel lobby.**

**Biomass site tour:** Interested stockholders may take a 30-minute shuttle tour of the biomass cogeneration plant construction site in Rothschild after the meeting.

As described on page P-10 of the proxy statement, **you must pre-register to reserve an admission ticket and then present your government-issued photo identification at the door to attend the meeting.**

Driving directions and other attendance guidelines are described on page P-64 of the proxy statement.

**Can't make it to the meeting? Listen live at [www.wisconsinenergy.com/invest/annualmtg.htm](http://www.wisconsinenergy.com/invest/annualmtg.htm)**

**Here's how to order a copy of the proxy materials and select a future delivery preference:**

**Paper copies:** Current and future paper delivery requests can be submitted via the Internet, telephone or email options below.

**Email copies:** Current and future email delivery requests must be submitted via the Internet following the instructions below. If you request an email copy of current materials you will receive an email with a link to the materials.

**PLEASE NOTE:** You must use the number in the shaded bar on the reverse side when requesting a set of proxy materials.

**g Internet** Go to [www.envisionreports.com/WEC](http://www.envisionreports.com/WEC). Click Cast Your Vote or Request Materials. Follow the instructions to log in and order a copy of the current meeting materials and submit your preference for email or paper delivery of future meeting materials.

**g Telephone** Call us free of charge at 1-866-641-4276 and follow the instructions to log in and order a paper copy of the materials by mail for the current meeting. You can also submit a preference to receive a paper copy for future meetings.

**g Email** Email [investorvote@computershare.com](mailto:investorvote@computershare.com) with Proxy Materials Wisconsin Energy Corporation in the subject line. Include in the message your full name and address, plus the number located in the shaded bar on the reverse, and state in the email that you want a paper copy of current meeting materials. You can also state your preference to receive a paper copy for future meetings.

To facilitate timely delivery, all requests for a paper copy of the proxy materials must be received by **April 22, 2013**.