This paper presents a summary of Wisconsin WISCONSIN ELECTRIC'S ENVIRONMENTAL APPROACH TO COAL Electric Power Company's (WE) coal ash utilization program and a review of both the environmental benefits and state regulations that have contributed to coal ash utilization growth and the associated benefits to society. In 1997, We burned over 11,000,000 tons of coal and produced over 700,000 tons of coal combustion materials. Sixty percent of these coal combustion products were utilized for construction products, liquid waste processing and other applications. Beneficially utilizing the other 40 percent is the target of a comprehensive applied research and marketing effort. Utilization of coal combustion products preserves valuable landfill space, improves products, generates revenue, and can also reduce various emissions that would be produced in manufacturing materials that it supplements or replaces.