FORM 4

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

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

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OMB APPROVAL

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 * Jones William L			2. Issuer No Symbol Pacific Eth				ding	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
5711 N. WEST A	3. Date of Ea (Month/Day, 05/17/2007	arliest Tra /Year)				X_ Director 10% Owner Officer (give title Other (specify below)					
FRESNO,, CA 92		4. If Amenda Filed(Month/E		te O	riginal		6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
(City)		Table I -	Non-De	riva	tive Secu	rities	Form filed by More than One Reporting Person ired, Disposed of, or Beneficially Owned				
(Instr. 3) Date Exect (Month/Day/Year) any		Execu any	Deemed ation Date, if th/Day/Year)	Code		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned		7. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	Amount	(A) or (D)	Price	(Instr. 3 and 4)	(I) (Instr. 4)	(111041 1)
Common Stock	05/17/2007			S		3,600	D	\$ 14.52	1,523,592	D	
Common Stock	05/17/2007			S		2,940	D	\$ 14.53	1,520,652	D	
Common Stock	05/17/2007					2,877	D	\$ 14.54	1,517,775	D	
Common Stock	05/17/2007			S		3,570	D	\$ 14.55	1,514,205	D	
Common Stock	05/17/2007			S		3,730	D	\$ 14.56	1,510,475	D	
Common Stock	05/17/2007			S		2,559	D	\$ 14.57	1,507,916	D	
Common Stock	05/17/2007			S		100	D	\$ 14.58	1,507,816	D	
Common Stock	05/17/2007			S		700	D	\$ 14.6	1,507,116	D	
Common Stock	05/17/2007			S		300	D	\$ 14.61	1,506,816	D	
Common Stock	05/17/2007			S		6,024	D	\$ 14.62	1,500,792	D	
Common Stock	05/17/2007			S		1,400	D	\$ 14.63	1,499,392	D	
Common Stock	05/17/2007			S		630	D	\$ 14.64	1,498,762	D	
Common Stock	05/17/2007			S		2,770	D	\$ 14.65	1,495,992	D	
Common Stock	05/17/2007			S		5,700	D	\$ 14.66	1,490,292	D	
Common Stock	05/17/2007			S		700	D	\$ 14.67	1,489,592	D	
Common Stock	05/17/2007			S		1,400	D	\$ 14.68	1,488,192	D	
Common Stock	05/17/2007			S		3,579	D	\$ 14.69	1,484,613	D	
Common Stock	05/17/2007			S		1,171	D	\$ 14.7	1,483,442	D	
Common Stock	05/17/2007			S		3,500	D	\$ 14.71	1,479,942	D	

Common Stock	05/17/2007	S	650	D	14.73	1,479,292	D	
Common Stock	05/17/2007	S	700	D	\$ 14.74	1,478,592	D	
Common Stock	05/17/2007	S	700	D	\$ 14.75	1,477,892	D	
Common Stock	05/17/2007	S	400	D	\$ 14.76	1,477,492	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1474 Persons who respond to the collection of (9-02)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)

Security (Instr. 3)	Conversion	Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code	O D S A (A D	of Deriva Securi Acquir A) or Dispos of (D)	er ative ties red	6. Date Exercisable and Expiration Date (Month/Day/Year)		Amount of Underlying		Derivative Security (Instr. 5)	Securities Beneficially Owned Following Reported Transaction(s)	Ownership Form of Derivative Security: Direct (D) or Indirect	Beneficial
						Instr. , and	5)	Date Exercisable	Expiration		Amount or Number				
				Code	v ((A)		Exercisable	Date		of Shares				

Reporting Owners

Donouting Own on Name / Adduses	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
Jones William L 5711 N. WEST AVENUE FRESNO,, CA 93711	X						

Signatures

/s/ William L. Jones	05/18/2007
Signature of Reporting Person	Date

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).

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.