| Check this box if no |
|-----------------------|
| longer subject to |
| Section 16. Form 4 or |
| Form 5 obligations |
| may continue. See |
| Instruction 1(b). |

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

| N | OMB | APPROVA | L |
|---|-----------------------|-----------------------|--------------------------|
| | OMB | 3 | 235 |
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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 Respo 1. Name and Addres Jones William L | on * | 2. Issuer Na Symbol Pacific Eth | | | | ding | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner | | | | |
|---|--|---------------------------------------|-----------|-------------------------------------|-----------|---|---|---|--|--------------------------|---|
| 5711 N. WEST A | 3. Date of Ea (Month/Day, 09/21/2006 | /Year) | unsao | ction | | Officer (give title below) | | specify below) | | | |
| FRESNO,, CA 93 | (Street) | | | | | riginal | | 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person | | | |
| (City) | (State) (Zip) |) | Table I - | Non-De | riva | tive Secu | rities | Acqui | red, Disposed of, or l | | |
| 1.Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | Execu any | Deemed | 3. Transact Code (Instr. 8 | tion) | 4. Secur Acquired Dispose (Instr. 3, | ities d (A) d of (, 4 and (A) or | or D) d 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: | 7. Nature of Indirect Beneficial Ownership |
| Common Stock | 09/21/2006 | | | Code S | V | Amount 1,330 | (D) D | Price \$ 15.08 | 1,913,670 | D | |
| Common Stock | 09/21/2006 | | | S | | 1,000 | D | \$ 15.11 | 1,912,670 | D | |
| Common Stock | 09/21/2006 | | | S | | 210 | D | \$ 15.12 | 1,912,460 | D | |
| Common Stock | 09/21/2006 | | | S | | 500 | D | \$ 15.13 | 1,911,960 | D | |
| Common Stock | 09/21/2006 | | | S | | 1,260 | D | \$ 15.15 | 1,910,700 | D | |
| Common Stock | 09/21/2006 | | | S | | 1,600 | D | \$ 15.16 | 1,909,100 | D | |
| Common Stock | 09/21/2006 | | | S | | 956 | D | \$ 15.17 | 1,908,144 | D | |
| Common Stock | 09/21/2006 | | | S | | 2,000 | D | \$ 15.18 | 1,906,144 | D | |
| Common Stock | 09/21/2006 | | | S | | 798 | D | \$ 15.19 | 1,905,346 | D | |
| Common Stock | 09/21/2006 | | | S | | 2,377 | D | \$ 15.2 | 1,902,969 | D | |
| Common Stock | 09/21/2006 | | | S | | 100 | D | \$ 15.21 | 1,902,869 | D | |
| Common Stock | 09/21/2006 | | | S | | 723 | D | \$ 15.22 | 1,902,146 | D | |
| Common Stock | 09/21/2006 | | | S | | 1,800 | D | \$ 15.23 | 1,900,346 | D | |
| Common Stock | 09/21/2006 | | | s | | 600 | D | \$ 15.24 | 1,899,746 | D | |
| Common Stock | 09/21/2006 | | | S | | 397 | D | \$ 15.25 | 1,899,349 | D | |
| Common Stock | 09/21/2006 | | | s | | 4,000 | D | \$ 15.26 | 1,895,349 | D | |
| Common Stock | 09/21/2006 | | | S | | 3,100 | D | \$ 15.27 | 1,892,249 | D | |
| Common Stock | 09/21/2006 | | | S | | 2,487 | D | \$ 15.28 | 1,889,762 | D | |
| Common Stock | 09/21/2006 | | | S | | 2,629 | D | \$ 15.29 | 1,887,133 | D | |

| Common Stock | 09/21/2006 | S | 4,333 | D | ъ 15.3 | 1,882,800 | D | |
|--------------|------------|---|-------|---|-------------|-----------|---|--|
| Common Stock | 09/21/2006 | S | 1,100 | D | \$ 15.31 | 1,881,700 | D | |
| Common Stock | 09/21/2006 | S | 3,780 | D | \$ 15.32 | 1,877,920 | D | |
| Common Stock | 09/21/2006 | S | 3,490 | D | \$ 15.33 | 1,874,430 | D | |
| Common Stock | 09/21/2006 | S | 4,518 | D | \$ 15.34 | 1,869,912 | D | |
| Common Stock | 09/21/2006 | S | 3,124 | D | \$ 15.35 | 1,866,788 | D | |
| Common Stock | 09/21/2006 | S | 2,600 | D | \$ 15.36 | 1,864,188 | D | |
| Common Stock | 09/21/2006 | S | 1,275 | D | \$ 15.38 | 1,862,913 | D | |
| Common Stock | 09/21/2006 | S | 879 | D | \$ 15.39 | 1,862,034 | D | |
| Common Stock | 09/21/2006 | S | 100 | D | \$ 15.4 | 1,861,934 | D | |
| Common Stock | 09/21/2006 | S | 900 | D | \$ 15.42 | 1,861,034 | D | |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

(9-02)

SEC 1474 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

| | (e.g., puts, caus, warrants, options, convertible securities) | | | | | | | | | | | | | | |
|-------------|---|------------------|--------------------|------------|-----|--------|--------|--------------|------------|-------|----------|-------------|----------------|-------------|-------------|
| 1. Title of | 2. | 3. Transaction | 3A. Deemed | 4. | | 5. | | 6. Date Exer | rcisable | 7. Ti | tle and | 8. Price of | 9. Number of | 10. | 11. Nature |
| Derivative | Conversion | Date | Execution Date, if | Transact | ion | Num | ber | and Expirati | ion Date | Amo | unt of | Derivative | Derivative | Ownership | of Indirect |
| Security | or Exercise | (Month/Day/Year) | any | Code | | of | | (Month/Day | /Year) | Unde | erlying | Security | Securities | Form of | Beneficial |
| (Instr. 3) | Price of | | (Month/Day/Year) | (Instr. 8) |) | Deriv | vative | | | Secu | rities | (Instr. 5) | Beneficially | Derivative | Ownership |
| | Derivative | | | | | Secu | rities | | | (Inst | r. 3 and | | Owned | Security: | (Instr. 4) |
| | Security | | | | | Acqu | ired | | | 4) | | | Following | Direct (D) | |
| | | | | | | (A) o | r | | | | | | Reported | or Indirect | |
| | | | | | | Dispo | osed | | | | | | Transaction(s) | (I) | |
| | | | | | | of (D |) | | | | | | (Instr. 4) | (Instr. 4) | |
| | | | | | | (Instr | | | | | | | | | |
| | | | | | | 4, and | 15) | | | | | | | | |
| | | | | | | | | | | | Amount | | | | |
| | | | | | | | | Dete | E | | or | | | | |
| | | | | | | | | | Expiration | Title | Number | | | | |
| | | | | | | | | Exercisable | Date | | of | | | | |
| | | | | Code | V | (A) | (D) | | | | Shares | | | | |

Reporting Owners

| Demonting Owner Name / Address | Relationships | | | | | | | |
|---|---------------|-----------|---------|-------|--|--|--|--|
| Reporting Owner Name / Address | Director | 10% Owner | Officer | Other | | | | |
| Jones William L 5711 N. WEST AVENUE FRESNO,, CA 93711 | х | | | | | | | |

Signatures

/s/ William L. Jones 09/21/2006 Date -Signature of Reporting Person

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).

Remarks:

This is Part 1 of 2. There are more than 30 transactions to report.

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.