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

OMB 3235-Number: 0287 Expires: November 30, 2011 Estimated average burden hours per response... 0.5

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

1. Name and Addre Jones William L	on *	2. Issuer Na Symbol Pacific Eth				ding	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner					
5711 N. WEST A	e)	3. Date of Ea (Month/Day/ 05/18/2007	Year)	ansa	ction		X_ Director 10% Owner Officer (give title Other (specify below) below)					
FRESNO,, CA 9		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 Form filed by More than One Reporting Person					
(City)	(State) (Zip)		Table I -	Non-De	riva	tive Secu	rities	Acqui	ired, Disposed of, or Beneficially Owned			
1.Title of Security (Instr. 3)	2. Transaction Date Execution Date, if (Month/Day/Year) 2A. Deemed Execution Date, if (Month/Day/Year) 3. Transaction Acquired (A) or Code Disposed of (D) (Instr. 8) (Instr. 3, 4 and 5)		D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) 6. Ownershi Form: Direct (D or Indirec								
				Code	v	Amount	(A) or (D)	Price	(Instr. 3 and 4)	(I) (Instr. 4)	(IIIsu. 4)	
Common Stock	05/18/2007			S		200	D	\$ 14.51	1,477,292	D		
Common Stock	05/18/2007			S		226	D	\$ 14.51	1,477,066	D		
Common Stock	05/18/2007			S		400	D	\$ 14.55	1,476,666	D		
Common Stock	05/18/2007			S		200	D	\$ 14.54	1,476,466	D		
Common Stock	05/18/2007			S		100	D	\$ 14.57	1,476,366	D		
Common Stock	05/18/2007			S		100	D	\$ 14.55	1,476,266	D		
Common Stock	05/18/2007			S		100	D	\$ 14.56	1,476,166	D		
Common Stock	05/18/2007			S		100	D	\$ 14.55	1,476,066	D		
Common Stock	05/18/2007			S		100	D	\$ 14.57	1,475,966	D		
Common Stock	05/18/2007			S		200	D	\$ 14.55	1,475,766	D		
Common Stock	05/18/2007			S		100	D	\$ 14.55	1,475,666	D		
Common Stock	05/18/2007			S		100	D	\$ 14.55	1,475,566	D		
Common Stock	05/18/2007			S		200	D	\$ 14.55	1,475,366	D		
Common Stock	05/18/2007			S		100	D	\$ 14.55	1,475,266	D		
Common Stock	05/18/2007			S		100	D	\$ 14.56	1,475,166	D		
Common Stock	05/18/2007			S		100	D	\$ 14.57	1,475,066	D		
Common Stock	05/18/2007			S		500	D	\$ 14.69	1,474,566	D		
Common Stock	05/18/2007			S		1,400	D	\$ 14.7	1,473,166	D		
Common Stock	05/18/2007			S		1,300	D	\$ 14.69	1,471,866	D		

Common Stock	05/18/2007	S	100	D	ֆ 14.68	1,471,766	D	
Common Stock	05/18/2007	S	100	D	\$ 14.68	1,471,666	D	
Common Stock	05/18/2007	S	400	D	\$ 14.68	1,471,266	D	
Common Stock	05/18/2007	S	200	D	\$ 14.69	1,471,066	D	

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

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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	of De Se Ac (A Di of	erivative curities equired) or sposed (D)	and Expirati (Month/Day	6. Date Exercisable and Expiration Date (Month/Day/Year)		nd Expiration Date Month/Day/Year)		piration Date And Under Section Date		unt of erlying	Derivative Security (Instr. 5)	Securities Beneficially Owned Following Reported Transaction(s)	Ownership Form of Derivative Security: Direct (D) or Indirect	Beneficial
						str. 3, and 5)												
				Code V		A) (D)	Exercisable	Expiration Date	Title	Amount or Number of Shares								

currently valid OMB control number.

Reporting Owners

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

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).

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.

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