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 Resp	onses)		M 30(H) 01				1				
1. Name and Addre Jones William L	2. Issuer N Symbol Pacific Et				ading	Is	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title below) Check (specify below)				
400 CAPITOL I	3. Date of E (Month/Day 07/01/201	y/Year)	ansa	action		_					
SACRAMENTO		4. If Amend Filed(Month/		ate C	Priginal		A	6. Individual or Joint/Group Filing(Check Applicable Line) Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State) (Zip	p)	Table I	- Non-D	eriva	ative Secu	ıritie	s Acquir	ed, Disposed of, or I		
1. Title of Security (Instr. 3)	(Instr. 3) Date (Month/Day/Year) Exec		eemed tion Date, if th/Day/Year)	Transaction Code		4. Securities Acqu (A) or Disposed o (D) (Instr. 3, 4 and 5)		ed of	Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect	Beneficial Ownership
				Code	v	Amount	or	Price	(Instr. 3 and 4)	(I) (Instr. 4)	
Common Stock	07/01/2010			S		1,390	D	\$ 0.5301	1,016,794	D	
Common Stock	07/01/2010			S		300	D	\$ 0.5302	1,016,494	D	
Common Stock	07/01/2010			S		1,200	D	\$ 0.5305	1,015,294	D	
Common Stock	07/01/2010			S		1,100	D	\$ 0.5306	1,014,194	D	
Common Stock	07/01/2010			S		1,010	D	\$ 0.5307	1,013,184	D	
Common Stock	07/01/2010			S		300	D	\$ 0.5308	1,012,884	D	
Common Stock	07/01/2010			S		90	D	\$ 0.5311	1,012,794	D	
Common Stock	07/01/2010			S		110	D	\$ 0.5314	1,012,684	D	
Common Stock	07/01/2010			S		2,100	D	\$ 0.5315		D	
Common Stock	07/01/2010			S		900	D	\$ 0.5316	1,009,684	D	
Common Stock	07/01/2010			S		314	D	\$ 0.532	1,009,370	D	
Common Stock	07/01/2010			S		1,000	D	\$ 0.5321	1,008,370	D	
Common Stock	07/01/2010			S		200	D	\$ 0.5324	1,008,170	D	
Common Stock	07/01/2010			S		100	D	\$ 0.5326	1,008,070	D	
Common Stock	07/01/2010			S		300	D	\$ 0.5336	1,007,770	D	
Common Stock	07/01/2010			S		100	D	\$ 0.5337	1,007,670	D	
Common Stock	07/01/2010			S		1,200	D	\$ 0.534	1,006,470	D	
Common Stock	07/01/2010			S		100	D	\$ 0.5345	1,006,370	D	
Common Stock	07/01/2010			S		600	D	\$ 0.535	1,005,770	D	

Common Stock	07/01/2010	S	200	D	э 0.5351	1,005,570	D	
Common Stock	07/01/2010	S	100	D	\$ 0.5355	1,005,470	D	
Common Stock	07/01/2010	S	100	D	\$ 0.5357	1,005,370	D	
Common Stock	07/01/2010	S	100	D	\$ 0.537	1,005,270	D	
Common Stock	07/01/2010	S	100	D	\$ 0.5373	1,005,170	D	
Common Stock	07/01/2010	S	100	D	\$ 0.5374	1,005,070	D	
Common Stock	07/01/2010	S	200	D	\$ 0.5379	1,004,870	D	
Common Stock	07/01/2010	S	100	D	\$ 0.538	1,004,770	D	
Common Stock	07/01/2010	S	100	D	\$ 0.5385	1,004,670	D	
Common Stock	07/01/2010	S	300	D	\$ 0.539	1,004,370	D	
Common Stock	07/01/2010	S	100	D	\$ 0.5397	1,004,270	D	

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

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.

 $\label{thm:convergence} Table~II~- Derivative~Securities~Acquired, Disposed~of,~or~Beneficially~Owned~\\ \textit{(e.g., puts, calls, warrants, options, convertible securities)}$

1. Title of	2.	Transaction	3A. Deemed	4.	5.		6. Date Exe	rcisable	7. Ti	tle and	8. Price of	9. Number of	10.	11. Nature	
Derivative	Conversion	Date	Execution Date, if	Transaction	n Nun	ıber	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)	Deri	vative			Secu	rities	(Instr. 5)	Beneficially	Derivative	Ownership	
	Derivative				Secu	rities			(Inst	r. 3 and		Owned	Security:	(Instr. 4)	
	Security				Acq	uired			4)			Following	Direct (D)		
					(A)	or						Reported	or Indirect		
					Disp	osed						Transaction(s)	(I)		
					of (I))						(Instr. 4)	(Instr. 4)		
					(Inst	r. 3,									
					4, ar	d 5)									
										Amount					
							.			or					
							Date	Expiration Date	Title	Number					
							Exercisable	Date		of					
				Code V	(A)	(D)				Shares					

Reporting Owners

Donouting Oromon Nones / Address	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
Jones William L								
400 CAPITOL MALL, #2060	X							
SACRAMENTO, CA 95814								

Signatures

/s/ William L. Jones	07/02/2010
**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 5. 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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