FORM 4 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

OMB APPROVAL
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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	onses)		ı									
1. Name and Address of Reporting Person * Jones William L			2. Issuer N Symbol Pacific Et				nding	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)X Director 10% Owner				
400 CAPITOL N	3. Date of E (Month/Day 08/19/201	/Year)	ansa	ection		Officer (give title pelow)		specify below)				
	4. If Amend		ite C	riginal			6. Individual or Joint/C	Group Filing	Check			
SACRAMENTO, CA 95814			Filed(Month/	Day/Year)					Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State) (Zip)	Table I	- Non-De	eriva	ative Secu	ırities	s Acqui	red, Disposed of, or I			
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	any	tion Date, if	3. Transact Code		4. Securities Acquired (A) or Disposed of (D)			Securities Beneficially Owned	7. Nature of Indirect Beneficial		
		(Mont	h/Day/Year)	(Instr. 8)		(Instr. 3,	3, 4 and 5) (A) or or (D) Price		Following Reported Transaction(s) (Instr. 3 and 4)	Direct (D) or Indirect (I) (Instr. 4)	Ownership (Instr. 4)	
Common Stock	08/19/2010			S	·	800	D	\$ 0.6122	900,757	D		
Common Stock	08/19/2010			S		1,300	D	\$ 0.6123	200.457	D		
Common Stock	08/19/2010			S		500	D	\$ 0.6144	808 057	D		
Common Stock	08/19/2010			S		11	D	\$ 0.6146	898,946	D		
Common Stock	08/19/2010			S		1,601	D	\$ 0.615	897,345	D		
Common Stock	08/19/2010			S		1,600	D	\$ 0.6151	895,745	D		
Common Stock	08/19/2010			S		900	D	\$ 0.6174	894,845	D		
Common Stock	08/19/2010			S		900	D	\$ 0.6178	893,945	D		
Common Stock	08/19/2010			S		900	D	\$ 0.619	893,045	D		
Common Stock	08/19/2010			S		1,200	D	\$ 0.6191	891,845	D		
Common Stock				S					891,445	D		
Common Stock	08/19/2010			S		4,600	D	\$ 0.62	886,845	D		
Common Stock	08/19/2010			S		2,075	D	\$ 0.6201	884,770	D		
Common Stock	08/19/2010			S		200	D	\$ 0.620 ²	884,570	D		
Common Stock	08/19/2010			S		1,800	D	\$ 0.6205	882,770	D		
Common Stock	08/19/2010			S		100	D	\$ 0.6208	882,670	D		
Common Stock	08/19/2010			S		200	D	\$ 0.621	882,470	D		
Common Stock	08/19/2010			S		429	D	\$ 0.6211	882,041	D		
Common Stock	08/19/2010			S		140	D	\$ 0.6212	881,901	D		
Common Stock	08/19/2010			S		2,400	D	\$ 0.6214	879,501	D		

Common Stock	08/19/2010	S	1,600	D	\$ 0.6215	877,901	D	
Common Stock	08/19/2010	S	100	D	\$ 0.6216	877,801	D	
Common Stock	08/19/2010	S	1,300	D	\$ 0.6217	876,501	D	
Common Stock	08/19/2010	S	100	D	\$ 0.6218	876,401	D	
Common Stock	08/19/2010	S	100	D	\$ 0.6221	876,301	D	
Common Stock	08/19/2010	S	200	D	\$ 0.6222	876,101	D	
Common Stock	08/19/2010	S	100	D	\$ 0.6226	876,001	D	
Common Stock	08/19/2010	S	1,700	D	\$ 0.6228	874,301	D	
Common Stock	08/19/2010	S	300	D	\$ 0.6229	874,001	D	
Common Stock	08/19/2010	S	100	D	\$ 0.6231	873,901	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.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	Transaction	3A. Deemed	4.	5.		Date Exer	rcisable	7. Tit	le and	8. Price of	9. Number of	10.	11. Nature	ı
Derivative	Conversion	Date	Execution Date, if	Transaction	Num	ber	and Expirati	on Date	Amo	unt of	Derivative	Derivative	Ownership	of Indirect	ı
Security	or Exercise	(Month/Day/Year)	any	Code	of		(Month/Day	/Year)	Unde	erlying	Security	Securities	Form of	Beneficial	ı
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Deri	vative			Secu	rities	(Instr. 5)	Beneficially	Derivative	Ownership	ı
	Derivative				Secu	rities			(Instr	. 3 and		Owned	Security:	(Instr. 4)	ı
	Security				Acqu	iired			4)			Following	Direct (D)		ı
					(A) (or						Reported	or Indirect		ı
					Disp	osed						Transaction(s)	(I)		ı
					of (E))						(Instr. 4)	(Instr. 4)		ı
					(Inst	r. 3,									ı
					4, an	d 5)									ı
										Amount					l
							~ .								ı
							Date	Expiration Date	Title	Number					l
							Exercisable	Date		of					ı
				Code V	(A)	(D)				Shares					l

Reporting Owners

Bonouting Own on Name / Adduses	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
Jones William L							
400 CAPITOL MALL, SUITE 2060	X						
SACRAMENTO, CA 95814							

Signatures

/s/ William L. Jones	08/20/2010
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 4.

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.