## FORM 4 Check this box if no

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

OMB 3235-Number:

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**

0287 Expires: November 30, 2011 Estimated average burden hours per 0.5 response...

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 Responsible 1. Name and Addre Jones William L	son *	2. Issuer N Symbol Pacific Et				ading		5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)				
400 CAPITOL N	3. Date of E (Month/Day 09/16/201	/Year)	ansa	ction		<u></u>	Officer (give title Other (specify below)					
		4. If Amend Filed(Month/		ate O	riginal		A	6. Individual or Joint/Group Filing(Check Applicable Line) _X. Form filed by One Reporting Person				
SACRAMENTO (City)	(State) (Zip	))	Table I	Non D		tivo Com	· witio		Form filed by More than One Reporting Person			
1.Title of Security	2. Transaction	2A. D	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Ceemed 3. 4. Securities Acquired 5. Amount of 6.							7. Nature		
(Instr. 3)	Date (Month/Day/Year)	any		n Date, if Code (D) Day/Year)  Transaction (A) or Disposed of (D) (Instr. 8) (Instr. 3, 4 and 5)		ed of	Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)		of Indirect Beneficial Ownership (Instr. 4)			
				Code	V	Amount	or (D)	Price	, , , , ,	(Instr. 4)		
Common Stock	09/16/2010			S		400	D	\$ 0.7531	724,375	D		
Common Stock	09/16/2010			S		200	D	\$ 0.7532	724,175	D		
Common Stock	09/16/2010			S		100	D	\$ 0.7534	724,075	D		
Common Stock	09/16/2010			S		300	D	\$ 0.7535	723,775	D		
Common Stock	09/16/2010			S		600	D	\$ 0.7541	723,175	D		
Common Stock	09/16/2010			S		200	D	\$ 0.7542	722,975	D		
Common Stock	09/16/2010			S		1,000	D	\$ 0.7543	721,975	D		
Common Stock	09/16/2010			S		100	D	\$ 0.7544	721,875	D		
Common Stock	09/16/2010			S		400	D	\$ 0.7549	721,475	D		
Common Stock	09/16/2010			S		200	D	\$ 0.755	721,275	D		
Common Stock	09/16/2010			S		200	D	\$ 0.7551	721,075	D		
Common Stock	09/16/2010			S		1,000	D	\$ 0.7552	720,075	D		
Common Stock	09/16/2010			S		200	D	\$ 0.7553	719,875	D		
Common Stock	09/16/2010			S		500	D	\$ 0.7556	719,375	D		
Common Stock	09/16/2010			S		358	D	\$ 0.7565	719,017	D		
Common Stock	09/16/2010			S		600	D	\$ 0.7567	718,417	D		
Common Stock	09/16/2010			S		100	D	\$ 0.7569	718,317	D		
Common Stock	09/16/2010			S		360	D	\$ 0.7572	717,957	D		
Common Stock	09/16/2010			S		400	D	\$ 0.7573	717,557	D		

Common Stock	09/16/2010	S	400	D	э 0.7581	717,157	D	
Common Stock	09/16/2010	S	300	D	\$ 0.7587	716,857	D	
Common Stock	09/16/2010	S	600	D	\$ 0.7594	716,257	D	
Common Stock	09/16/2010	S	300	D	\$ 0.7595	715,957	D	
Common Stock	09/16/2010	S	1,300	D	\$ 0.76	714,657	D	
Common Stock	09/16/2010	S	900	D	\$ 0.7601	713,757	D	
Common Stock	09/16/2010	S	1,100	D	\$ 0.7604	712,657	D	
Common Stock	09/16/2010	S	1,400	D	\$ 0.761	711,257	D	
Common Stock	09/16/2010	S	900	D	\$ 0.7618	710,357	D	
Common Stock	09/16/2010	S	300	D	\$ 0.7619	710,057	D	
Common Stock	09/16/2010	S	800	D	\$ 0.763	709,257	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.	3. Transaction	3A. Deemed	4.	5.		6. Date Exer	rcisable	7. Tit	tle and	8. Price of	9. Number of	10.	11. Nature	
Derivative	Conversion	Date	Execution Date, if	Transaction	n Num	iber	and Expirati	on 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				Acqu	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, an	d 5)									
										Amount					
							_								
							Date	Expiration Date	Title	Number					
							Exercisable	Date		of					
				Code V	(A)	(D)				Shares					

# **Reporting Owners**

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

# **Signatures**

/s/ William L. Jones	09/17/2010
**Signature of Reporting Person	Date

# **Explanation of Responses:**

- \* If the form is filed by more than one reporting person,  $\emph{see}$  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 2 of 4. There were 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.