### 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)										
1. Name and Addre Jones William L	son *	2. Issuer N Symbol Pacific Et				ading	Is	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)X_ Director10% Owner			
400 CAPITOL M	le)	3. Date of E (Month/Day 10/21/201	/Year)	ansa	ection		_	Officer (give title Other (specify below)			
SACRAMENTO		4. If Amend Filed(Month/		ate C	riginal		A	6. Individual or Joint/Group Filing(Check Applicable Line)Form filed by One Reporting PersonForm filed by More than One Reporting Person			
(City)	(State) (Zip	)	Table I	- Non-Do	eriva	ntive Secu	ıritie	s Acquir	ed, Disposed of, or I		
1.Title of Security (Instr. 3)	(Instr. 3) Date Exec (Month/Day/Year) any			3. Transaction Code (Instr. 8)		4. Securities Acquire (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	Direct (D)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	Amount	(A) or (D)	Price	(Instr. 3 and 4)	(I) (Instr. 4)	
Common Stock	10/21/2010			S		700	D	\$ 0.9067	726,362	D	
Common Stock	10/21/2010			S		900	D	\$ 0.9068	725,462	D	
Common Stock	10/21/2010			S		100	D	\$ 0.907	725,362	D	
Common Stock	10/21/2010			S		400	D	\$ 0.9071	724,962	D	
Common Stock	10/21/2010			S		35	D	\$ 0.9075	724,927	D	
Common Stock	10/21/2010			S		100	D	\$ 0.9076	724,827	D	
Common Stock	10/21/2010			S		200	D	\$ 0.9083	724,627	D	
Common Stock	10/21/2010			S		300	D	\$ 0.9087	724,327	D	
Common Stock	10/21/2010			S		100	D	\$ 0.9088	724,227	D	
Common Stock	10/21/2010			S		500	D	\$ 0.9091	723,727	D	
Common Stock	10/21/2010			S		200	D	\$ 0.9094	723,527	D	
Common Stock	10/21/2010			S		200	D		723,327	D	
Common Stock	10/21/2010			S		817	D	\$ 0.9101	722,510	D	
Common Stock	10/21/2010			S		1,000	D	\$ 0.9102	721,510	D	
Common Stock	10/21/2010			S		400	D	\$ 0.9103	721,110	D	
Common Stock	10/21/2010			S		100	D	\$ 0.9105	721,010	D	
Common Stock	10/21/2010			S		700	D	\$ 0.9116	720,310	D	
Common Stock	10/21/2010			S		2,200	D	\$ 0.913	718,110	D	
Common Stock	10/21/2010			S		800	D	\$ 0.9132	717,310	D	
Common Stock	10/21/2010			S		1,000	D	\$ 0.9135	716,310	D	

Common Stock	10/21/2010	S	300	D	\$ 0.914	716,010	D	
Common Stock	10/21/2010	S	600	D	\$ 0.9147	715,410	D	
Common Stock	10/21/2010	S	1,100	D	\$ 0.9148	714,310	D	
Common Stock	10/21/2010	S	900	D	\$ 0.915	713,410	D	
Common Stock	10/21/2010	S	1,200	D	\$ 0.9151	712,210	D	
Common Stock	10/21/2010	S	100	D	\$ 0.9155	712,110	D	
Common Stock	10/21/2010	S	200	D	\$ 0.9156	711,910	D	
Common Stock	10/21/2010	S	1,000	D	\$ 0.9157	710,910	D	
Common Stock	10/21/2010	S	1,700	D	\$ 0.9159	709,210	D	
Common Stock	10/21/2010	S	100	D	\$ 0.9162	709,110	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.	<ol><li>Transaction</li></ol>	3A. Deemed	4.	5.		<ol><li>Date Exer</li></ol>	rcisable	7. Tit	tle and	8. Price of	9. Number of	10.	11. Nature	
Derivative	Conversion	Date	Execution Date, if	Transaction	Numl	oer	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	ative			Secu	rities	(Instr. 5)	Beneficially	Derivative	Ownership	
	Derivative				Secur	ities			(Inst	r. 3 and		Owned	Security:	(Instr. 4)	
	Security				Acqu	ired			4)			Following	Direct (D)		
					(A) o	r						Reported	or Indirect		
					Dispo	sed						Transaction(s)	(I)		
					of (D	)						(Instr. 4)	(Instr. 4)		
					(Instr	. 3,									
					4, and	15)									
										Amount					
							<b>.</b>								
							Date	Expiration Date	Title	Number					
							Exercisable	Date		of					
				Code V	(A)	(D)				Shares					

#### **Reporting Owners**

Donoutino Orano None / 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	10/22/2010
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:

Part 2 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.

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