FORM 4

Instruction 1(b).

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

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

(Distant Property		Sectio	on 30(h) of	tne Inve	esun	ient Con	npan	y Act of	1940		
1. Name and Addre Jones William L	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 11/18/201	/Year)	ansa	iction		_X Director Officer (give title elow)	10% O	wner specify below)			
SACRAMENTO		4. If Amend Filed(Month/		ate C	Priginal		6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
(City)))	Table I	- Non-Do	eriva	ative Seco	ıritie	s Acquir	Form filed by More than One Reporting Person red, Disposed of, or Beneficially Owned			
(Instr. 3) Date Exect (Month/Day/Year) any		Execu any	eemed tion Date, if h/Day/Year)	3. Transaction Code (Instr. 8)		4. Secur (A) or D (D) (Instr. 3.	ispos	sed of	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	Direct (D)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	Amount	or	Price	(Instr. 3 and 4)	(I) (Instr. 4)	
Common Stock	11/18/2010			S		600	D	\$ 0.74	598,099	D	
Common Stock	11/18/2010			S		1,000	D	\$ 0.7402	597,099	D	
Common Stock	11/18/2010			S		500	D	\$ 0.7403	596,599	D	
Common Stock	11/18/2010			S		500	D	\$ 0.7405	596,099	D	
Common Stock	11/18/2010			S		500	D	\$ 0.7408	595,599	D	
Common Stock	11/18/2010			S		500	D	\$ 0.741	595,099	D	
Common Stock	11/18/2010			S		400	D	\$ 0.7413	594,699	D	
Common Stock	11/18/2010			S		1,300	D	\$ 0.7416	593,399	D	
Common Stock	11/18/2010			S		1,200	D	\$ 0.7419	592,199	D	
Common Stock	11/18/2010			S		700	D	\$ 0.742	591,499	D	
Common Stock	11/18/2010			S		300	D	\$ 0.7421	591,199	D	
Common Stock	11/18/2010			S		1,300	D	\$ 0.7422	589,899	D	
Common Stock	11/18/2010			S		200	D	\$ 0.743	589,699	D	
Common Stock	11/18/2010			S		1,500	D	\$ 0.7431	588,199	D	
Common Stock	11/18/2010			S		2,100	D	\$ 0.7432	586,099	D	
Common Stock	11/18/2010			S		400	D	\$ 0.7438	585,699	D	
Common Stock	11/18/2010			S		300	D	\$ 0.744	585,399	D	
Common Stock	11/18/2010			S		1,400	D	\$ 0.7441	583,999	D	
Common Stock	11/18/2010			S		100	D	\$ 0.7444	583,899	D	
Common Stock	11/18/2010			S		100	D	\$ 0.7447	583,799	D	

Common Stock	11/18/2010	S	120	D	\$ 0.7448	583,679	D	
Common Stock	11/18/2010	S	400	D	\$ 0.7449	583,279	D	
Common Stock	11/18/2010	S	3,800	D	\$ 0.745	579,479	D	
Common Stock	11/18/2010	S	600	D	\$ 0.7451	578,879	D	
Common Stock	11/18/2010	S	700	D	\$ 0.7454	578,179	D	
Common Stock	11/18/2010	S	300	D	\$ 0.7456	577,879	D	
Common Stock	11/18/2010	S	200	D	\$ 0.7457	577,679	D	
Common Stock	11/18/2010	S	600	D	\$ 0.7458	577,079	D	
Common Stock	11/18/2010	S	1,600	D	\$ 0.746	575,479	D	
Common Stock	11/18/2010	S	100	D	\$ 0.7463	575,379	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.		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					ı
							~ .								ı
							Date	Expiration Date	Title	Number					ı
							Exercisable	Date		of					ı
				Code V	(A)	(D)				Shares					ı

Reporting Owners

Penarting Owner Name / 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	11/18/2010
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. 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.