

UMPQUA HOLDINGS CORP  
Form 4  
January 30, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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**

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 Responses)

1. Name and Address of Reporting Person \*  
SULLIVAN DANIEL A

(Last) (First) (Middle)  
ONE SW COLUMBIA STREET,  
SUITE 1200  
  
(Street)

PORTLAND, OR 97258

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
UMPQUA HOLDINGS CORP  
[UMPQ]

3. Date of Earliest Transaction  
(Month/Day/Year)  
01/29/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)  
  
\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
EVP/CFO - Umpqua Holdings Corp

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------|
|                                 |                                      |                                                    | Code                           | V Amount or (D) Price                                             |                                                                                               |                                                          |                                   |
| Common Stock                    | 01/29/2007                           |                                                    | A                              | 5,000<br>(1)                                                      | \$ 0 60,767                                                                                   | D                                                        |                                   |
| Common Stock                    | 01/29/2007                           |                                                    | J                              | 22                                                                | A (2) 3,381                                                                                   | I                                                        | by 401(k)                         |
| Common Stock                    |                                      |                                                    |                                |                                                                   | 204                                                                                           | I                                                        | by IRA                            |

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**

SEC 1474  
(9-02)

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 Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |              |                            |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|--------------|----------------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V (A) (D)                                                                               | Date Exercisable                                         | Expiration Date                                               | Title        | Amount or Number of Shares |
| Non-Qualified Stock Option (right to buy)  | \$ 8.375                                               |                                      |                                                    |                                |                                                                                         | 05/01/2001 <sup>(3)</sup>                                | 05/01/2011                                                    | Common Stock | 15,000                     |
| Non-Qualified Stock Option (right to buy)  | \$ 9.625                                               |                                      |                                                    |                                |                                                                                         | 05/03/2000 <sup>(3)</sup>                                | 05/03/2010                                                    | Common Stock | 25,000                     |
| Non-Qualified Stock Option (right to buy)  | \$ 12                                                  |                                      |                                                    |                                |                                                                                         | 03/31/1999                                               | 04/01/2009                                                    | Common Stock | 10,000                     |
| Non-Qualified Stock Option (right to buy)  | \$ 13.34                                               |                                      |                                                    |                                |                                                                                         | 01/01/2003 <sup>(3)</sup>                                | 01/02/2012                                                    | Common Stock | 2,000                      |
| Non-Qualified Stock Option (right to buy)  | \$ 19.01                                               |                                      |                                                    |                                |                                                                                         | 09/30/2004 <sup>(4)</sup>                                | 09/30/2013                                                    | Common Stock | 10,000                     |
| Non-Qualified Stock Option (right to buy)  | \$ 23.49                                               |                                      |                                                    |                                |                                                                                         | 01/20/2006 <sup>(5)</sup>                                | 01/20/2015                                                    | Common Stock | 40,000                     |

## Reporting Owners

| Reporting Owner Name / Address                                                | Relationships |           |                                      |       |
|-------------------------------------------------------------------------------|---------------|-----------|--------------------------------------|-------|
|                                                                               | Director      | 10% Owner | Officer                              | Other |
| SULLIVAN DANIEL A<br>ONE SW COLUMBIA STREET, SUITE 1200<br>PORTLAND, OR 97258 |               |           | EVP/CFO -<br>Umpqua<br>Holdings Corp |       |

## Signatures

By: Steven L. Philpott, Attorney in Fact For: Daniel A.  
Sullivan

01/30/2007

\_\_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).
- (1) Restricted stock grant pursuant to 2003 Stock Incentive Plan.
- (2) Holdings reported include shares acquired in the 401(k)/Profit Sharing plan through dividend reinvestment, payroll deferrals and/or employer contributions.
- (3) All options are fully vested.
- (4) Option granted 9/30/03. Beginning on the first anniversary of the grant date, the options vest 20% per year for five years.
- (5) Option granted 1/21/05. Beginning on the day before the first anniversary of the grant date, the options vest 20% per year for five years.

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.