

THE PCLI/PCBS History

Philippine Christian Literature, Inc., and its ministry Philippine Christian Bookstore, began when a missionary couple with a vision Alfie and May Johnston along with other missionaries from China Inland Mission came to the Philippines in 1952, three years after China fell into the hands of the communists in 1949. Under relatively new circumstances the group became Overseas Missionary fellowship (OMF) and started publishing Christian literature materials and even ventured going to the “bangketa” along the streets in Manila just to make Christian tracts and booklets within reach.

In 1957, OMF Publishers officially started and opened its first bookstore called Good News Book Center in Calapan Mindoro. The second Bookstore opened along Herran corner Taft Avenue, the same year called Christian Book Supply and the third one in Baguio City in 1959. In 1961, Mindanao Christian Literature the first bookstore in Mindanao opened in Davao City. Five book stores were added between 1962-1967. Another milestone was the acquisition of Good News Book Supply in Cebu City from Philippine Crusaders in 1966. In 1972, The Philippine Retail Law requiring Filipino ownership of foreign corporations came into effect. A national Steering Committee was formed to study the ownership and operations of the retailing ministry to Filipino leadership. As a result, Philippine Christian Literature, Inc. or PCLI was the name registered with the Securities and Exchange Commission in 1974, effectively amending Mindanao Christian Literature, which was originally registered in 1961. PCLI then took over the retailing Operations while OMF Publishers focused on Publishing. Consequently, OMF Publishers turned over 11 retail bookstores to PCLI. Six fruitful years resulted in a total of 17 Retail Bookstores in different parts of the country.

Then in 1981, PCLI suffered a crippling financial setback forcing the closure of 11 bookstores. Mr. Colin Johnston the first PCLI Gen. Manager with the help of Halili and Associates, headed by Mr. Reynaldo Halili, employed immediate financial reconstruction to help the struggling ministry.

Through the grace of God manifested in the able leadership of Mr. Johnston, PCLI was back in business. Several branches being added. During his term Christian

Book Supply in Luzon, Good News Book Supply in Visayas & Mindanao Christian Literature in Mindanao were renamed under the trade name of Philippine Christian Book Store. In 1984, a fire gutted PCBS Farmers in Cubao, forcing its relocation to its present site at EDSA. Mr. Johnston, spontaneously quoted Isaiah 61:3, “ I will bestow on them a crown of beauty instead of ashes, the oil of gladness instead of mourning, and a garment of praise instead of a spirit of despair.”

Meanwhile, the whole nation was in turmoil following the assassination of Ninoy Aquino in 1983. During this turbulent period, PCLI underwent a crucial transition in its history. Mr. Johnston left PCLI upon finishing his term in 1987 and handing over its leadership to Mr. Rey Halili. In 1990, a powerful earthquake caused a severe damaged to PCBS Baguio, Cabanatuan, and Dagupan. But in spite of seeming defeat and despair, more people have hungered for God’s word. As a result, sales pick up even in the book stores affected by the calamity. After four years in PCLI, Mr. Halili left, to assume the post of CEO of OMF Literature. A new PCLI Managing Director in the person of Mr. Abdul Salih Lagayan was appointed. Mr. Halili handed over to the care of Mr. Lagayan a total of 20 book stores. Under his leadership, a new management committee was created composed of Department and Regional Managers. In April 1991, PCLI established its head office along Shaw Blvd. in Mandaluyong City. The same year, another major disaster occurred. This time fuming Mt. Pinatubo covered our branches in Angeles City and San Francisco Pampanga with ashes.

Meanwhile, PCLI continued its march to greater heights. In 1992 PCLI held its first Suppliers Day since then, it became an annual event aimed the gathering of book stores suppliers and managers for consultation and ordering of products especially in preparation for the holiday season. In 1993, PCLI launched a Christian Workers Book Club and Shoe Box Library Ministries. In 1994, the blessed PCLI with a 300 square meters property where its Head Office stands. In 1995, PCLI, launched the First Ilonggo Inspirational Music in partnership with Far East Broadcasting Company’s Papuri Music Ministry. Moreover, seminar were conducted in cooperation with different Christian Churches supported with book table displays in order to address in continuing need of churches for more direct

feeding and equipping. In 1997, the Lord blessed PCLI with two-storey commercial building in San Fernando La Union which was constructed under a long term lease of 20 years. In 1998, PCBS Music Ministry was launched to cater to the need of music lovers in a concert entitled “Bagong Handog” featuring various Christian artists.

We praise the Lord that as the new millennium began He paved the way for PCLI to construct a new 4 -storey Head Office building at 568 Sierra Madre St. in Mandaluyong City. A transition in leadership followed as Abdul Salhi Lagayan answered God’s call for him and his family to migrate in Canada. Recognizing his long years of experience in the ministry, Mrs. Esmeralda Dizon, was appointed to replace Abdul Lagayan as PCLI’s 4th Managing Director. To be more responsive to the changing times and to position the ministry more effective in the market place, Mrs. Dizon draw PCLI to greater heights with the establishments of PCBS branches in shopping malls. That time, PCBS can be seen in the following shopping malls. SM, in Lucena, Marilao, Sta, Rosa, Fairview, Lipa, Iloilo, and Dasmariñas. Robinsons, in Imus, Iloilo, Bacolod. New Farmers Plaza in Cubao and Starmall in Alabang.

To further improve the ministry’s long term ability to achieve its vision and conserve its financial resources, hard decisions were made resulting in either closure or relocation of non- performing book stores. Interior designs and store lay-outs were improved to give the book stores a vibrant and fresh look. Priority was likewise given to the improvement of the internal Management Information Systems by setting out and fast tracking the computerization of the accounting system as well as the installation of the POS System in most book stores. The development and construction of PCBS website was initiated to top the numerous potential in the growing global economy. Recognizing the important role of supplier in the ministry, PCLI sought to establish closer working relationship via marketing alliances and more focused approached in selling their products during books for the month and suppliers of the month promotional campaigns. Relationship with the suppliers was further enhanced through joint activities such as Vacation Bible School Programs, Pastors’ Day, Children’s Day, Bible Translation

Seminars and Book Launching Events, which have now become regular activities in PCBS.

In the year 2007, after spearheading, ushering PCBS into full bloom, Mrs. Esmeralda B. Dizon decided to focus to her family and ministry by passing on the baton of leadership to MS. Camille R. Basa as a 5th Managing Director . To further explore effective ways of marketing and distributing of products, internal management of centralization was initiated. Ms. Basa served for one year and three months.

In July 1, 2008, a new acting Managing Director was appointed in the person of MS. Josefina M. Cuyos. During this period, the Lord continued to bless the ministry. Sales picked up and numerous partner suppliers were added during her term. Improvement on bookstore window displays, standard merchandizing policies for fresher look and vibrant display were put in place. In 2008 PCLI started taking place in the Manila International Book Fair (MIBF) the biggest and most prestigious book event in the country where publishers, booksellers, printers, authors, educators and book lovers converge annually.

In 2009, PCBS became the only local distributor allowed to retail its products on board when the MV Doulos ship docked at Manila Harbor. Strategic partnerships have been forged to close ranks with suppliers and others. Effective November 2009, Ms. Cuyos was officially appointed as PCLI's Head under the job title Chief Executive Officer.

In 2011, major development effort followed suit thru launching of Christian Books Webstore intended to expand distribution reach for Christian literature and related products. Indeed, PCBS has reached thousands of people and will continue to pursue its role in contributing in the transformation of lives with PCBS branches nationwide. Strategic partnerships have been strengthened via on-site field visits which were initiated to close ranks with suppliers and others. PCLI acknowledges the vital role of the Board of Trustees, management committee, branch managers, staff and volunteers in the effectiveness of the ministry through training programs and seminars.

From a vision of using literature in bringing life to the people of the Lord, from a humble book display in the sidewalk, or in an obscure nook, to the countless men

and women who have obtained life through reading God's printed word, PCBS has now become a major distributor of Bibles, Christian books, Church Supplies, Inspirational Music & Videos and Novelty/Gift Items.

Year 2013-2014 saw the closure of some PCBS branches, PCBS UN; Appari; Bohol; Sta. Cruz, Laguna; and Cauayan, Isabela, for reasons of better financial options. It was also this year that great men were added to the Board of Trustees in the person of Mr. Nicodemus Ang (July 2013), Mr. Ed Zaragoza (July 2013) and Mr. David Ong (November 2013). For some time, NCR headed by Regional Manager was placed under the leadership of Mr. Nicodemus Ang. Later, during this period, Chairmanship to the Board was given to Mr. Ed Zaragoza, after Mr. JP S. Masakayan opted to leave his post as Chairman of the Board to focus on the ministry in CCF. Under the chairmanship of Mr. Ed Zaragoza, Leadership Committee was formed from the pool of Department Managers.

It was April 2014, the Sales & Operations was placed under Mr. David Ong as Chief of Branch Operations. By the end of 2014 Ms. Jo Cuyos, who for quite some time has been thinking of pushing thru with her retirement as the Chief Executive Officer, asked for approval from the Board of Trustees.

In 2015, through the decision taken by the Board of Trustees in its Annual Meeting, an Organizational Announcement dated November 19, 2014 was made with the appointment of David T. Ong to take the lead over PCLI with the position of a Managing Trustee/Chief Executive Officer. At present, the following compose the Board of Trustees: Atty. Antonio Sta. B. Sta. Romana – Chairman, Mr. Bertram B. Lim - Vice Chairman, Atty. Clemente D. Fajardo Jr. - Corporate Secretary, Ms. Gina S. Rodriguez as Treasurer, Ms. Katherine Juliet A. Medalla – Member, Ms. Miriam R. Perez – Member, Mr. Ken C. Go – Member, Mr. Nicodemus A. Ang – Member, and Mr. David T. Ong – Member.

A proprietor by himself, Mr. David T. Ong is seen more than able to lead the Leadership Committee in the ministry's goal of growth in its operations & tapping individual's potential to the best one can give. Promotable ones were given a chance to excel, while erring staff were given the opportunity to be heard. Few branches were closed for relocation, namely: PCBS Imus Robinsons, PCBS Bacolod SM; PCBS Angeles. January 2015 marked the installation of PCBS System for easy sales inventory and monitoring. Indeed sales picked up through this and through

the contribution of its entire dedicated staff. His marching order is toward the development of each employee.

Fifty five faithful years, with a faithful God! PCLI's range of products and services is geared towards its corporate vision – to be a major contributing force in the transformation of lives through Christian literature and related products.

As it crosses over its fifty five years of service, PCLI will continue to vigorously pursue its corporate mission – to glorify God through excellent management, marketing and distribution of Christian literature and related products to the Body of Christ and the mission field in fulfillment of the Great Commission. And most of all, the Board of Trustees, management and staff will continue to run the race toward the goal that Christ himself has set before us by keeping the flame of mission burning in our hearts!!!

To God be the Glory!