

Central Visayan Mission Printing Press

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The Central Visayan Mission (CVM) Printing Press foundation can be traced back to the initiative of the Philippine Publishing House (PPH) in Manila on September 2, 1986, when PPH inaugurated their Cebu Printing Shop branch at East Visayan Academy (now Adventist Academy Cebu) compound located at Bulacao, Talisay, Cebu. People from the PPH who were there for the inauguration were Pastor Paul Hinoguin (HHES¹-ABC Manager) and Mrs. Violy Palma (PPH manager) who stressed that the purpose of the printing shop in Cebu is to contribute to the progress of God's work. The Cebu Printing Shop started with five workers under the supervision of Albert de la Cruz as branch manager.² They used one of the rooms of the Literature Ministry Seminary (LMS) as the Printing Shop Office with a rental charge of 250 pesos per month.³ The printing shop went through a financial crisis because of having a minimal number of printing jobs, consisting of calendars, church receipts, and a few other religious materials.⁴

Founding of the CVM Printing Press

To solve the present condition of the printing shop, the president of Central Visayan Mission (now Central Visayan Conference) Pastor Joel Wales and with the approval of the Mission Executive Committee, the PPH Printing Shop was purchased on June 27, 1989, and was operated under the supervision of Alexander Moralde, business manager.⁵ The PPH Printing Shop which was temporarily located at East Visayan Academy's old library building was renamed CVM Printing Press. During the Union Executive Committee meeting, September 4-6, 1990, it was announced that the printing of the Cebuano and the Ilongo Sabbath School lessons would be done by CVM Printing Press beginning in the second quarter of 1991.⁶ Unfortunately, the CVM Printing Press didn't have the capacity to print a large volume of material for lack of some needed equipment. On April 1, 1991, three crucial decisions were made by the Central Philippine Union Mission. They were:

1. To approve the purchase of four additional pieces of equipment with a total cost of 665,000 pesos (Php 665,000.00), including a Harris offset machine, a large horizontal camera, an electric powered cutter, and a composing machine.⁷

2. To authorize the Central Visayan Mission to put up a building for the printing press on the East Visayan Academy campus.⁸ The printing press workers were happy to have a 10 x 20-meter building in which to work.⁹
3. To allow the printing press to borrow 200,000 pesos (Php 200,000.00) and use that amount for the operation of the press.¹⁰ In order to modernize its technology and expertise, additional equipment was purchased, including two new computers and a laser printer.¹¹ On May 10, 1994, a computer scanner was purchased.¹² As a result of this technological modernization progress, church institutions now give printing jobs, such as the Mizpa, the official magazine of the Central Philippine Union Conference, to the CVM Press.¹³

History of the CVM Printing Press

When the CVM Printing Press was taken over by the Central Visayan Mission, it was only printing calendars, tithe and offering receipts, Adventist hymns, and Cebuano Songs (*Mga Balaang Alawiton*).¹⁴ During the eighth General Constituency Meeting held at East Visayan Academy, April 12-17, 1993, the Central Visayan Mission president, Pastor Joel Wales, reported that the CVM Printing Press had a total of 19 workers.¹⁵ On August 20, 1996, the union executive committee affirmed the operating policy of the CVM Printing Press, thus recognizing it as part of CPUC. It is categorized as a mission institution under the Central Visayan Mission and shall be technically governed by the provisions of its approved operating policy.¹⁶ In the business permit given by the office of the city mayor of Talisay City, Cebu, dated January 8, 2018, the printing press business name is Central Visayan Mission Printing Services, and it was identified as a Printing Press of Religious Reading Materials under Central Philippine Union Conference Corporation of the Seventh-day Adventist Church.¹⁷

The Historical Role of CVM Printing Press

The CVM Printing Press contributes to the Seventh-day Adventist Church, not only in Cebu, where it is located, but in the Visayan region of the Central Philippine Union Conference, and all of Mindanao of the South Philippine Union Conference, by printing Sabbath School lesson quarterlies, songbooks, and other religious materials. The Central Visayan Conference is happy to contribute to the progress of God's work through the operation of the CVM Printing Press.

Outlook

The CVM Printing Press currently has ten regular workers, but it still struggles to increase its efficiency and operate on a sound financial basis. The workers always have a prayer marathon after printing the quarterly Sabbath School lessons. It starts with an evening devotional and prayer continues from 9:00 p.m. to 5:00 a.m.

This was introduced by Felixberto Tacaldo the former publishing director who served as the business manager after Alexander Moralde.¹⁸

Chronological order of publishing house names:

1. Cebu Printing Shop - 1986
2. Central Visayan Mission Printing Press - 1989

CVM Printing Press managers since 1989:

1. Alexander Moralde (1989 - 1999)
2. Felixberto Tacaldo (1999 - 2002)
3. Frank Madrio (2002 - 2003)
4. Belden Domingo (2003 - 2017)
5. Amy Bugtai (Feb. 2017 - present)

SOURCES

"CVM Press scanner purchase authorization." The Central Philippine Union Mission Executive Committee Meeting, May 10, 1994, board action no. 94-110.

"CVM Purchase - PPH Printing Press." The Central Philippine Union Mission Executive Committee Meeting, June 27, 1989, board action no. 89-175.

Fuente, I. M. dela. "CVM Press Grows: Aims to Modernize Equipment." *Mizpa*, November-December, 1994.

____. "CVM holds 8th General Session." *Mizpa*, May-June, 1993.

____. "CVM Press Grows: Aims to Modernize Equipment" *Mizpa*, November-December 1994.

"Approval - CVM Printing Press Operating Policy." The Central Philippine Union Mission Executive Committee Meeting. August 20, 1996, board action no. 96-282.

"Loan to CVM Printing Press as investment." The Central Philippine Union Mission Executive Committee Meeting, April 1, 1991, board action no. 91-129.

"PPH Press Office in LMS." The Central Philippine Union Mission Executive Committee meeting, July 22, 1986, board action no. 86-157.

NOTES

1. Home Health Education Service (HHES)
2. "Philippine Publishing House Cebu Printing Shop Inaugurated," *Mizpa*, December 1986, 1.
3. "PPH Press Office in LMS," the Central Philippine Union Mission Executive Committee Meeting, states: "To approve the request of PPH to occupy one room in LMS to be used as the office of PPH Print Shop in Cebu." (July 22, 1986 board action no. 86-157). Board action release by Amelyn E. Morales, CPUC Administrative Secretary.
4. Ruth Aguire, one of the contractual workers of Cebu Printing Shop, interview by author, CVM Printing Press office, AAC Compound, Talisay City, Cebu, January 10, 2018.
5. "CVM Purchase - PPH Printing Press," the Central Visayan Mission Executive Committee Meeting, states: "To approve the recommendation of CVM committee to operate the PPH Printing Press, Bulacao Branch, with Brother Alex T. Moralde as the officer-in-charge" (June 27, 1989, board action no. 89-175). Board action release by Jerly Maata, CVC Administrative Secretary.
6. "CVM Printing Press to print Cebuano/Ilonggo SS Lessons," the Central Philippine Union Mission Executive Committee Meeting, states: "To approve the request of CVM to PPH that the printing of Cebuano and Ilonggo Sabbath School lessons be done by CVM Printing Press beginning the second quarter of 1991."
7. "CVM Printing Press Equipment Purchase," the Central Philippine Union Mission Executive Committee Meeting, states: "To authorize CVM to purchase equipment for the Printing Press as funds are available" (April 1, 1991, board action no. 91-127). Board action release by Amelyn E. Morales, CPUC Administrative Secretary.
8. "Authorize CVM Printing Press building construction," the Central Philippine Union Mission Executive Committee Meeting, states: "To authorize CVM to put up a building for the Printing Press on EVA campus" (April 1, 1991, board action no. 91-128). Board action release by Amelyn E. Morales, CPUC Administrative Secretary.
9. I. M. dela Fuente, "CVM Press Grows: Aims to Modernize Equipment," *Mizpa*, November-December 1994, 2.
10. "Loan to CVM Printing Press as investment," the Central Philippine Union Mission Executive Committee Meeting, states: "To loan two hundred thousand (P200,000.00) pesos to CVM Printing Press and invest the amount for the operation of the press" (April 1, 1991, board action no. 91-129). Board action release by Amelyn E. Morales, CPUC Administrative Secretary.
11. Fuente, "CVM Press Grows: Aims to Modernize Equipment," 2.

12. "CVM Press scanner purchase authorization," the Central Philippine Union Mission Executive Committee Meeting, states: "To authorize the CVM Press to purchase one (1) unit of computer Scanner (Gemiss) in the amount of Thirty thousand (P30,000.00) pesos." (May 10, 1994, board action no. 94-110). Board action release by Amelyn E. Morales, CPUC Administrative Secretary.
13. Fuente, "CVM Press Grows: Aims to Modernize Equipment," 2.
14. Ibid.
15. I. M. dela Fuente, "CVM holds 8th General Session" *Mizpa*, May-June 1993, 2.
16. "Approval - CVM Printing Press Operating Policy," the Central Philippine Union Mission Executive Committee Meeting, states: "To affirm the operating policy of the CVM Printing Press thus recognizing it as part of CPUC Official Instrumentalities. Its category is a mission institution. The same shall be essentially operated by Central Visayan Mission and shall be technically governed by the provisions of its approved Operating Policy." (August 20, 1996, board action no. 96-282). Board action release by Amelyn E. Morales, CPUC Administrative Secretary.
17. Republic of the Philippines Province of Cebu City of Talisay "Business Permit" (January 8, 2018, Permit no. TP-2018-0184). Business permit renewal owns and operated by Central Phil. Union Conference Corporation of SDA Church.
18. Antonio Tamayo, one of the contractual workers of Cebu Printing Shop, interview by author, CVM Printing Press office, AAC Compound, Talisay City, Cebu, January 10, 2018.

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