

Each partner, officer, director, associate, employee, and agent of a registrant is required to file a short form registration statement unless he engages in no activities in furtherance of the interests of the registrant's foreign principal or unless the services he renders to the registrant are in a secretarial, clerical, or in a related or similar capacity.

Privacy Act Statement. Every registration statement, short form-registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public. Finally, the Attorney General intends, at the earliest possible opportunity, to make these public documents available on the Internet on the Department of Justice World Wide Web site.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .429 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name MARK MCDERMOTH	2. Registration No. 2360
3. Residence Address(es) 2335 Stewart Ave., Apt. 110 St. Paul, MN 55116	4. Business Address(es) 5201 Blue Lagoon Dr. Ste. 670 Miami, FL 33126
5. Date and Place of Birth 1966 Nationality JAMAICAN Present Citizenship JAMAICAN	6. If present citizenship was not acquired by birth, indicate when, and how acquired.

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7. Occupation: **MARKETING REP/BUSINESS DEVELOPMENT ~~XXXX~~ manager**

8. What is the name and address of the primary registrant?

Name JAMAICA TOURIST BOARD	Address 5201 Blue Lagoon Dr., Ste 670 Miami, FL 33126
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9. Indicate your connection with the primary registrant:

<input type="checkbox"/> partner	<input type="checkbox"/> director	<input checked="" type="checkbox"/> employee	<input type="checkbox"/> consultant
<input type="checkbox"/> officer	<input type="checkbox"/> associate	<input type="checkbox"/> agent	<input type="checkbox"/> subcontractor
<input type="checkbox"/> other (specify) _____			

10. List every foreign principal to whom you will render services in support of the primary registrant.

JAMAICA TOURIST BOARD

11. Describe separately and in detail all services which you will render to the foreign principal(s) listed in Item 10 either directly, or through the primary registrant listed in Item 8, and the date(s) of such services. (If space is insufficient, a full insert page must be used.)

see full page insert

12. Do any of the above described services include political activity as defined in Section 1(o) of the Act and in the footnote below? Yes No

If yes, describe separately and in detail such political activity.

13. The services described in Items 11 and 12 are to be rendered on a full time basis part time basis special basis

14. What compensation or thing of value have you received to date or will you receive for the above services?
 Salary: Amount \$ 62,755 per year Commission at _____ % of _____
 Salary: Not based solely on services rendered to the foreign principal(s).
 Fee: Amount \$ _____ Other thing of value _____

15. During the period beginning 60 days prior to the date of your obligation to register to the time of filing this statement, did you make any contributions of money or other things of value from your own funds or possessions and on your own behalf in connection with any election to political office or in connection with any primary election, convention, or caucus held to select candidates for any political office? Yes No

If yes, furnish the following information:

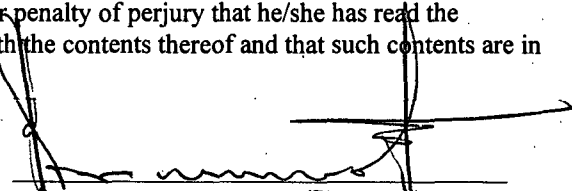
Date	Amount of thing of value	Name of political organization	Name of candidate
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EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirm(s) under penalty of perjury that he/she has read the information set forth in this registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

FEB 10, 2010
(Date of signature)


(Signature)

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political interest, policies, or relations of a government of a foreign country or a foreign political party.

JAMAICA TOURIST BOARD

JOB DESCRIPTION AND SPECIFICATION

POST TITLE: Marketing Representative/Business Development Manager

DIVISION: SALES USA

SECTION: NORTH AMERICA

REPORTING RELATIONSHIPS

REPORTS TO: District Sales Manager

SUPERVISES: N/A

LIAISES WITH

INTERNAL: Sales Relations Manager
Accountant/Administrator
Inside Sales Support

EXTERNAL: Wholesalers, Tour Operators, Travel Agents,
Hoteliers, Airlines and Trade Show Organizers
All Marketing Representatives of the Jamaican hotels
Civic Groups; Ground Transportation Companies and the
Jamaican Community

JOB OBJECTIVE

The promotion of the Jamaica tourist industry to the travel trade and potential visitors in order to increase Jamaica's market share from the region.

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RESPONSIBILITIES AND DUTIES

Maintain daily contact with wholesalers and travel agents by personal visits and sales calls or by phone when necessary.

Provide promotional updated information to travel agents and airlines by making sales calls regularly.

Organize, maintain and update sales patterns for the territory.

Make audiovisual presentations to travel organizations, tour groups, student groups, social clubs and special interest groups.

When travel agent familiarization (fam) tours have been organized, escort travel agents on island:

- meet agents at airport in Montego Bay, Jamaica;
- escort agents on hotel inspections;
- educate agents on all aspects of Jamaica's life, economy, history, culture, geography and resort areas

Responsible for registering for all trade shows in the sales territory:

- compile dates and cities to avoid conflict and complete forms and forward it to the District Sales Manager/Inside Sales Support
- coordinate and assist with Seminars and Blitzes:
- prepare estimate of the cost of the functions and forward to the Inside Sales
- make hotel, airline and car rental reservations;
- prepare audiovisual presentations and format of seminars;
- invite tour operators and hoteliers to participate;
- decorate room and display brochures;
- register travel agents on arrival;

Attend and man booth at Trade Shows:

- answer questions, provide detailed information and follow through with requests;
- decorate booth/s and display areas;
- be alert, friendly, knowledgeable, and receptive to questions about Jamaica.

Order and follow through on supplies for Trade Shows:

- instruct Inventory Control on types and quantities of promotional literature to ship;

Supply brochures and display material for travel agents for window displays and giveaways:

- personally decorate travel agency windows with Jamaican items to obtain a Jamaican feeling;
- creatively decorate and display Jamaican information in agencies

Assist travel agents and wholesalers with any problems arising in booking clients into Jamaican facilities.

Assist wholesalers/tour operators in obtaining room allotments from hoteliers for inclusion in vacation packages:

- escort new wholesalers/tour operators on site inspection to Jamaica;

Assist hoteliers with making sales calls on travel agents, wholesalers and reservation centres when visiting the region:

- make appointments for visits;
- accompany them on calls;
- follow through on special requests;
- supply CD's/audiovisuals when requested

Encourage department stores, shopping malls, hotels and radio stations to organize Jamaican promotions:

- meet, discuss and organize with principals, the various aspects of the promotion;
- liaise with Jamaican entities if Jamaican businesses and talents are involved

Keep abreast of the market trends by attending travel industry and related organization meetings and functions in order to promote Jamaica

Nurture Jamaican pride and awareness in the region:

- attend functions being organized by the Jamaica Diaspora, local ethnic groups and organizations;
- obtain prize trips and giveaways for these events;
- speak at these events and show presentations on new developments in the tourist industry

Liaise with Media Relations Manager to increase awareness for Jamaica by participating in interviews on radio and television, as well as phone interviews.

Perform any other duties assigned by the District Sales Manager

REQUIRED EDUCATION AND EXPERIENCE

- Diploma or Degree in Marketing with 5 years experience in marketing and sales

KNOWLEDGE, ABILITIES AND SKILLS

Thorough knowledge of the Jamaican tourism product, regional operators and the travel and tourism industry.

Knowledge of the objectives, policies and programs of the Sales Department and the JTB.

Ability to sell Jamaica to a variety of audiences and corporate/civic organizations and consumer groups.

Ability to organize and carry out fam tours.

Ability to relate to all levels and types of people

Excellent working relationships with travel professionals.

Excellent marketing skills.

Good decision making skills and techniques

Computer literacy

SPECIAL REQUIREMENT

Must own and operate a reliable motor vehicle

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