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Report: #1371129

Complaint Review: ICON FOOD MARKETING / Annette M. Davidson - Brooklyn New York

Submitted: Wed, May 03, 2017 **Updated:** Wed, May 24, 2017

Reported By: Anonymous. — New York New York USA

■ **AUTHOR CONFIRMED**  [Why?](#)

ICON FOOD MARKETING / Annette M. Davidson

416 Hawthorne St. #1

Brooklyn , New York

USA

Phone: 646-301-6696

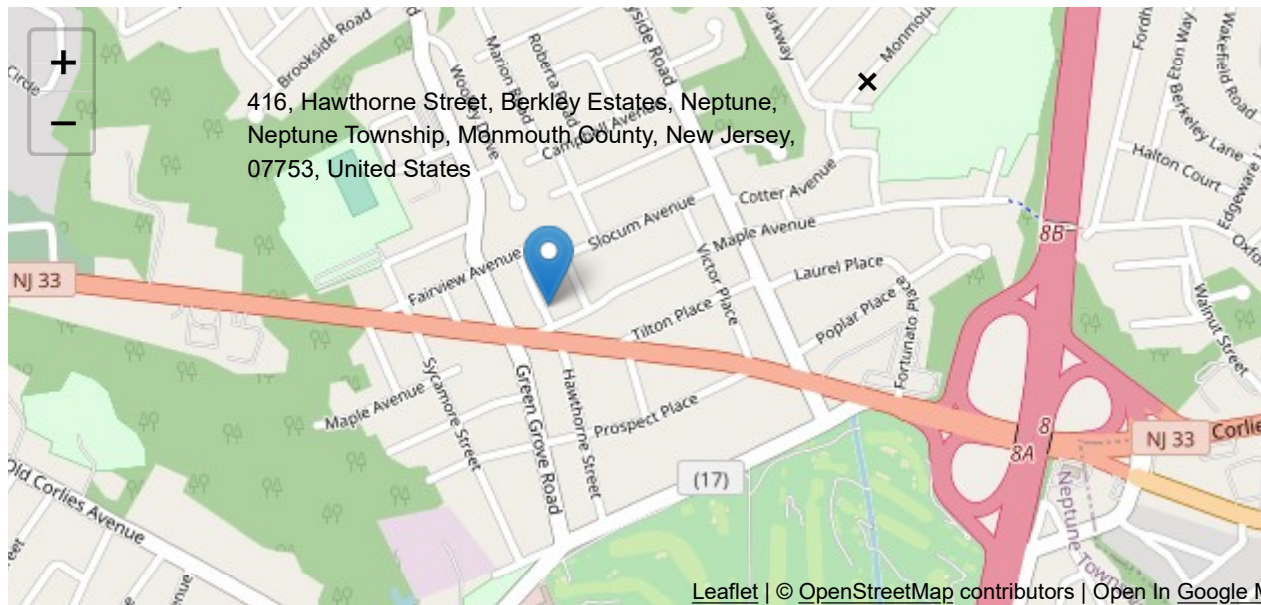
Web: <http://www.iconfoodmarketing.com/>

Category: [Multi-Level Marketing](#)

ICON FOOD MARKETING / Annette M. Davidson -- Unethical Brooklyn Entrepreneur of Food Demo Company, Fails to Pay Staff in Good Faith. Leaving Broken Promises, Deception, Lie's and Unpaid Debt's in her Wake. Brooklyn New York

***Author of original report: Non Payment 62 Days - Failure to Rectify**

***Author of original report: Amend Initial Complaint**



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I began working for ICON Food Marketing / Annette M. Davidson 2/17 as a virtual Marketing & Event Coordinator, to help her grow her decade old company with a new division, Promotional Marketing for clients with in-store food demo sampling.

The red flags I should have took note of was, upon interviewing asking her about the 3 women pictured on her "about us" web page. She said that was a front. It was only her.

Then when I submitted paperwork and direct deposit forms to her she asked I CC her bookkeeper Eleanor in the accounting dept. In 8 weeks working for her the faux bookkeeper never replied. Early on Annette said she was an old family friend from Jamaica but was in the hospital for a few days, and unable to reply.

I continued to work, submitting invoices every week for services rendered from 2/27/17 -

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3/24/17 with her promises to pay me on March 17th, 18th, 24th, 25th, 30th, 31st and then April 3rd, 7th, 8th.

She used every excuse imaginable, and I actually think she is a habitual liar. From a banking software issue, direct deposit problems, blaming inept bankers for glitches, she was ill and needed to go to the emergency room, a client bounced a check on her, she wasn't paid by her cheese clients, the specialty stores she works with hasn't sent the check yet, someone is supposed to drop off money but never did....

Finally I said I could not continue to work until the delinquent invoices were caught up. After repeated requests to put a payment timeline date and amount in writing she promised to but never did.

It is painfully apparent her promises have not only been a delay tactic, but dishonorable and lacks good faith. In American business there is accountability---for success you must adhere to that moral code.

I was dumbfounded by her poor business acumen, lack of ethics, and her inability to honor her word and failure to uphold an agreement in good faith. And she actually has a business mentor---maybe how to scam is what she's learning.

With ICON's / Annette M. Davidson's unexpected deception---the monies in err she said would be paid in full to submit an invoice for the 4 weeks of services rendered and she'd take care of it. NOT!

Finally after her defaulting on payment at the beginning of April, I received a 3-day quit notice from my landlord---to move out or pay up. The close to \$3K she owed me was meant for April and May's rent and food. And without it I faced eviction.

In desperation and torment that working for her would result in my losing my apartment, due to failure to pay....sent me over the edge and I e-mailed her a copy of the notice, in which she immediately called. I cried in sorrow that "she" / ICON would actually be the reason my life would collapse.

It has cost me to do business with ICON / Annette M. Davidson---the damages mount by the week, from emotional and psychological abuse, to late fee's from the landlord.

During the heart to heart with her she promised to pay the outstanding invoice in full. On 4/10/17 she deposited 2 checks into my account---only to have them both bounce---now there's another penalty I've incurred.

She deposited cash the following day, promising me at least \$1500, then \$1400, then \$1200, then \$1100...because her cell phone bill cleared against the amount she was planning on withdrawing for me---in the end it was \$1000.

I had to have money wired to me to offset the short payment---another fee.

The damages I have incurred just doing business with ICON / Annette M. Davidson is incomprehensible. She continues to inflict more suffering each week.

After bouncing the checks---she promised in writing for the first time, that she would pay me the balance in full on May 1st 2017 via direct deposit. I figured all of her checks would be in by then from the cheese companies and specialty stores. So I'd hang on and seek other avenues.

When I e-mailed to confirm the payment for last Monday...she said it will actually be on 5/3/17---which is today.

As of today she said by phone when I called regarding "no payments were received in my account." She replied, "There will be \$900 in your account released by 4 pm today. And the balance will be paid tomorrow."

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4 PM came and went...the string along's, unfulfilled promises, are torment. I called her one more time today before filing this report---as I want to believe her---but continue to feel victimized, just like a woman being battered by a spouse---she keeps making up excuses that he'll change. And he doesn't....

I have been more than patient, more than understanding---I have given her ample time to rectify this matter, but Annette M. Davidson's actions prove she is devoid of fairness, honor, integrity---and far from being a good person to do business with.

She has sabotaged her own reputation brick by brick. And that will be compounded by God's will---who sees and hears all Annette M. Davidson does. And the damages to others that she leaves along the way is abhorrent.

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#2 Author of original report

Non Payment 62 Days - Failure to Rectify

AUTHOR: - ()

SUBMITTED: Wednesday, May 24, 2017

ICON Food Marketing / Annette M. Davidson replied to me 5 days after the filing of this initial ROR 3 weeks ago. On 5/8/17, she wrote that her attorney would be mailing me a Letter of Payment Acceptance by the end of the week. That date of 5/12/17 came and went. NO letter. More broken promises. More lies. The balance of \$1655.00 is still outstanding + the late fee's and bounced check penalties I incurred.

She is without a conscience, and appears from her actions to be a horrendous business person. God protect any and all Brand Ambassadors who decide to work for her, or any companies she may represent---as the monies they pay her will never pay those that execute the Demo's for thier brand.

Annette M. Davidson needs to take a course with Tony Robbins to learn "how" to be a respected and revered business owner. Then "maybe" the wealth will come....

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#1 Author of original report

Amend Initial Complaint

AUTHOR: - ()

SUBMITTED: Wednesday, May 03, 2017

I should have prefaced this complaint by stating ICON / Annette M. Davidson paid my invoices in full for the first 3.5 weeks of our 30 day trail from 2/1/17 - 2/24/17. Even though payments were 4 days late each week...I was paid. It wasn't until the trial period ended did she start defaulting on payment. Owing me for work from 2/27/17 - 3/23/17. Promising to pay the 4 weeks owed in full, upon my refusal to work, but did not, She finally paid a portion on 4/11/17. Leaving the balance due today---unpaid.

Thank you. I wanted to clarify.

---Anonymous New York, New York

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