

LOUISIANA BOARD OF MASSAGE THERAPY

IN THE MATTER OF:

JINYUELIANG A INC, Establishment License No. E4773
684 Old Spanish Trail
Slidell, LA 70458

FINDINGS OF FACT, CONCLUSIONS OF LAW AND ORDER

Pursuant to La. R.S. 37:3555(A)(1), LAC 46:XLIV.6101 and the Louisiana Administrative Procedure Act, an administrative hearing was held before the Louisiana Board of Massage Therapy (“Board”) on July 21, 2023 relative to the June 20, 2023 Order of Summary Suspension for Establishment License No. E4773 issued to Zhengrong Williamson for the operation of Jinyueliang A Inc. at 684 Old Spanish Trail in Slidell (“Respondent”).

Present were: Kathryn Lea Love, Chair; Donna M. Green, Vice-Chair; Rosemary H. Wilkinson, Secretary; Karla Swacker; and Amie Dudzinski, Board Members;

Memry Hodum, Complaint Investigation Officer, recused from the hearing;

Yi Tao Yan, Respondent’s Manager representing Respondent, assisted by Chinese language interpreter Liuting Chen;

Sheri M. Morris, Counsel for the Board; and

James Raines, Complaint Counsel.

FINDINGS OF FACT

1. Massage Establishment License No. E4773 was issued to Zhengrong Williamson for the operation of Jinyueliang A Inc. at 684 Old Spanish Trail in Slidell with phone number (985)768-7629 through March 31, 2024.
2. The Board’s staff observed advertisements with the phone number and/or address of record for Respondent on sexually oriented websites with the business name of Golden Moon Massage including on the following websites: Rubmaps, Rubsguide.com, Reddit, BodyRubPage.com, SkipTheGames.com, AdultLook and BackPageGals.com. The advertisements for Respondent’s services include photographs of scantily clad women represented to be massage therapists, (Board Exhibit 1).
3. On June 20, 2023, the Board’s Complaint Investigation Officer issued an Order of Summary Suspension suspending Establishment License No. E4773 and sent notice to

Respondent at Respondent's address of record of the administrative hearing scheduled for July 21, 2023 at 9:30 a.m. for "revocation of licensure or other action as the Louisiana Board of Massage Therapy deems fit," Board Exhibit 2, p. 5.

4. Ms. Yan testified as follows:
 - A. Mr. Williamson, who owns the establishment, is Chinese and is in China;
 - B. She did not understand the language;
 - B. She has no idea of what pictures were on the advertisements;
 - C. She was shocked and didn't understand until the translator informed her;
 - D. She pays \$100 for Google website every month but does not know what is on the site;
 - E. She sometimes looks at the site but doesn't recall seeing any sexy photos;
 - F. She has no idea how the advertisements were placed or who paid for them;
 - G. To schedule an appointment for a massage customers call (985)768-7629; and
 - H. The girls pictured in the advertisements on Board Exhibit 1 do not work for Respondent.
5. The advertisements for Respondent on the internet fail to include the license numbers of the massage therapists or of the massage establishment.

CONCLUSIONS OF LAW

1. La. R.S. 37:3558(D) making sexually oriented businesses ineligible for licensure as a massage establishment makes Respondent ineligible for registration as a massage establishment.
2. Respondent and its owner Zhengrong Williamson violated:
 - A. La. R.S. 37:3564(A) by failing to include the license number of the massage therapist or massage establishment on advertisements; and
 - B. La. R.S. 37:3564(C) by including pictorial representations on advertisements where massage therapists are attired and posed in a manner as to appeal to the prurient interest.
3. Violations of La. R.S. 37:3558(D) and La. R.S. 37:3564(C) constitute sufficient grounds to revoke an establishment license.

ORDER

Considering the applicable laws and the evidence and testimony;

IT IS ORDERED, ADJUDGED AND DECREED that Massage Establishment License No. E4773 issued to Zhengrong Williamson for the operation of Jinyueliang A Inc. through March 31, 2024 at 684 Old Spanish Trail in Slidell with phone number (985)768-7629 is hereby revoked;

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that pursuant to LAC 46:XLIV.5501(B)(3) all costs of this proceeding are assessed to Zhengrong Williamson and Jinyueliang A Inc.; and

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that Zhengrong Williamson and Jinyueliang A Inc. are ineligible for licensure until all costs of this proceeding are paid in full and all advertisements are removed from the sexually oriented websites.

Signed this 3RD day of August 2023.

For the Louisiana Board of Massage Therapy

Kathryn Lea Love, Chair
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