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Super Bowl commercial stimulates controversy

By Ian Kullgren
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THE STATE NEWS

Former U.S. Rep. Pete Hoekstra came under fire Monday for his campaign commercial that ran during the Super Bowl, which many political and ethnic organizations, including students, said catered to racial stereotypes of Asian culture.

Hoekstra is campaigning to represent Michigan in the U.S. Senate.

The advertisement, an attack ad against incumbent Democratic Sen. Debbie Stabenow, opens with an Asian female pedaling a bicycle in what appears to be a rice paddy.

"Debbie spend so much American money, you borrow more and more from us," the woman said in the commercial. "Your economy get very weak, ours get very good. We take your jobs. Thank you Debbie Spend-it-Now."

The commercial then cuts to Hoekstra sitting in front of a fireplace.

"I think this race for U.S. Senate is between Debbie Spend-it-Now and Pete Spend-it-Not," Hoekstra said in the commercial.

The advertisement ran in Michigan throughout the day, airing in Lansing markets during the MSU men's basketball game Sunday afternoon before appearing in the Super Bowl that evening.

"I took it pretty offensively," said Jeremiah Song, a member of the Asian Pacific American Student Organization who viewed the advertisement on Facebook on Monday. "It basically portrayed a stereotypical Asian that we Asian Americans are trying to break."

Former East Lansing Mayor and 69th District Democratic candidate Sam Singh, who is of Indian-American descent, said in a statement he was offended by the 30-second spot.

"Instead of playing to

CULTURED COMMERCE

Downtown businesses shift to accommodate growing international population



ANTHONY THIBODEAU/THE STATE NEWS

Supply chain management freshman Boren Lu finishes one of his shots at the pool table Feb. 3 at Heart Beats, 301 M.A.C. Ave. Heart Beats is a karaoke and billiards lounge that caters toward the growing population of international students at MSU.

By Beau Hayhoe
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When marketing junior Chester Cao decided last year to start a business with his friends, they knew they wanted to bring a taste of home to East Lansing.

In China, Cao and his friends took part in different types of entertainment than some of their American peers — singing karaoke and playing billiards and Mahjong, a traditional Chinese card game.

The inspiration led them to establish Heart Beats, 301 M.A.C. Ave., a combination billiards, karaoke and Mahjong lounge that opened December 2011.

"The motivation, it all comes from how we really do the entertainment," Cao said.

In the planning process for the lounge, Cao and his friends saw East Lansing was filled with international students and rich business potential.

"We have actually drawn up a

trend line (to) see how the international students are coming," he said. "It's going ... vertically like a mountain for these two years."

The lounge started by Cao and his friends is among a number of businesses and restaurants that have opened in East Lansing in recent years catering to both international students and those with an interest in international food.

The increasing trend in businesses targeting international tastes is a direct reflection of a rising presence of international students on MSU's campus, East Lansing Planning and Community Development Director Tim Dempsey said.

"One of the things we're seeing is more demand for services and retail options that cater to foreign students," he said.

The boom in international students on MSU's campus goes back to about 2006, said Peter Briggs, the director of MSU's Office for International Students

and Scholars, or OISS.

Briggs said since then the number of Chinese students on campus also has increased dramatically.

In the fall of 2006, MSU had about 3,26 international students, including 600 from China, according to statistics from OISS.

By 2011, 5,898 international students had flocked to campus, and 3,012 of those students were from China, according to those statistics.

Dempsey said with new businesses developing in the city and more international students coming to campus, officials are starting to take notice.

"From our perspective, we're glad to see this growing population," Dempsey said.

Businesses

Among locations that cater to an international audience, Dempsey said Heart Beats is a perfect example of a location crafted to meet a specific



DEREK BERGGREN/THE STATE NEWS

Nursing sophomore Anna Inthirath prepares rice noodles Monday at No Thai, 403 E. Grand River Ave. No Thai is just one of many international businesses in the East Lansing area.

demand.

"The business is being developed and operated by those very people — foreign-born students," he said.

Economics junior Zeming Teng — a native of China who

played billiards at Heart Beats last Friday night — said the lounge brings Chinese entertainment directly into East Lansing, something that was lack-

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To watch a video about Heart Beat's international inspiration, go to statenews.com/multimedia.

EXPANSION

CHM examines facilities in Flint

By Andrew Krietz
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MSU's medical presence across Michigan continues to evolve with recent happenings in Flint and Kalamazoo.

College of Human Medicine, or CHM, officials currently are examining facilities in Flint for the college to expand and are preparing to cut ties with their Kalamazoo operations.

Aaron Sosa, senior associate dean for academic affairs with the CHM, said as an official at a community-based school, health

educators train people in the places they hope they'll practice. The college is considering using the former Flint Journal building to further this goal, but other locations remain a possibility for the college's expansion in the area, he said.

CHM officials announced they received a \$2.8 million grant in December 2011 from the Charles Stewart Mott Foundation.

On the other side of the state, the Michigan State University Kalamazoo Center for Medical Studies, or MSU/KCMS, will merge with Western Michigan University's new medical school this sum-

mer, but CHM officials plan to terminate their training of students there, most likely when WMU has its inaugural class of medical students in fall 2014 — although that date is not yet finalized, Sousa said.

"(MSU/KCMS) has been sort of the site and home of our clinical teaching in Kalamazoo for 30 years," Sousa said, adding about 25 students currently train at the facility with at least 700 students trained during its history.

In comparison, more than

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NEWS BRIEF

LOCAL CANDIDATES ANNOUNCE FUNDS

As August draws ever closer, both candidates gunning for East Lansing's 69th district seat have raised about \$50,000, according to campaign records released recently.

Former East Lansing Mayor Sam Singh has \$50,595.69 on hand to spend before the summer primary, a vote which will effectively end the race for the East Lansing seat between the two Democratic candidates.

So far, Singh has spent \$6,770.31 of his balance.

Candidate Susan Schmidt has \$40,093.63 on hand, after having spent \$9,144.37 within the same period.

So far, Singh's largest donors have been out-of-district political action committees — some of which have been from mid-Michigan, while others have been from southeast cities such as Detroit and West Bloomfield.

While Singh has relied on PAC contributions, Schmidt has poured \$15,220 of her own money into the campaign, which now shows as an outstanding debt in the campaign's books. Singh's campaign currently

is debt-free.

"We'll be spending those resources as we get closer to election day," Singh said. "In the end, it's going to be an aggressive door-to-door campaign."

Schmidt, who stepped down as State Rep. Mark Meadows' chief of staff to run, said more of her expenses will be procedural in reaching out to supporters.

"Any campaign has to start off with the very basic things," Schmidt said, adding more expenses, such as yard signs and other canvassing materials, likely will come around May as the election begins to pick up more. IAN KULLGREN