This is Matthew Grob’s ad, telling you why the Shabbat Tisch is named in memory of Adam Lipton.

Adam and I met in high school through NFTY, the Reform youth movement, on a weekend retreat. We clicked instantly and quickly became best friends. We were both very committed to NFTY, and not just because it served as a great opportunity to meet girls. Adam went on to hold national office in NFTY, serving for two years as Vice President for Social Action.

Adam was brilliantly smart, and had a reputation as a wild and crazy guy. He was a big personality, the life of the party, the teller of jokes, and a prankster. If Adam was around, you knew whatever you were doing would be more fun and more interesting.

Most of all, Adam was a mensch. He practiced tikkun olam – repairing the world. He cared deeply about and would do anything for a friend. He cared about justice and about what was right.

Adam passed away in 2000 at the tragically young age of 37. The Tisch is named in his memory because Adam would have LOVED Limmud NY. He would have embraced what it gives to the Jewish community. He would have been deeply involved. And he would have loved the Tisch. So as we sit around the table, singing and telling stories, I know he will be with us in spirit.

And the font used here is Comic Sans - because that would have made him laugh.