

# Avi ben Mordechai: Advocate of Adultery and Sin?

Ladies and gentlemen, friends and supporters of Millennium 7000 Communications and Avinoam's Coming Home Study Tours, shalom.

About two and a half years ago (July 2009), a most foul series of accusations went out against me, my name, and my character, via the Internet, from a certain Bruce Gorovenko, a.k.a. *Baruch ben Daniel*. These accusations have doggedly followed me over the past two plus years. During this entire time, although I and others have contacted Mr. Gorovenko privately about this matter, I've remained publicly silent, hoping and praying that Mr. Gorovenko would cease and desist from his works of double-dyed slander. Unfortunately, he has never done so, and in fact, has only intensified his attacks. To my wife Dina, I said, "*enough is enough*." Now, let Yehovah judge between the two of us and let Divine judgment stand true.

I'll get to the relevant issues in a moment. For now, I have a question: what pushed Mr. Gorovenko, a.k.a. *Baruch ben Daniel*, to do all of the things he did and continues to do? What was and is his intention? His agenda? There is not a shred of doubt in my mind that his intention and agenda was, and is, to tear down and destroy the Torah teaching ministry that I've been involved with these past 15 years, and he has gone to great lengths in seeking to accomplish that purpose. I will deal with the reason that I think this in a moment, but for now, I simply must clear the air with each of you, my readers, as to what Mr. Gorovenko accuses me of, based on what was said that fateful day back in 2009.

Over the years, I have answered all inquiries related to Mr. Gorovenko's horrific accusations from people that have come to me privately, asking me for clarification as to the charges that have been leveled against me. However, as I previously said, I have remained publicly silent about Mr. Gorovenko during the past two and a half years. For what reason have I remained silent? Simply, I have never wanted, nor desired, to stir up dissension by entering into his, or anyone's, internet mudslinging contest, as is common among many. Furthermore, and particularly, I did not want to give Mr. Gorovenko's specific allegations any more press time than they deserve. However, as much as I would like to stay silent and just go about my work in the ministry of teaching the Torah to the best of my knowledge and ability, it is clear that I cannot sit here in silence any longer. I must clear the air, and this is why you are receiving this special email from me today.

Ladies and gentlemen, if you should go to Mr. Gorovenko's website to read the material that he attributed to me, as well as to listen to the linked audio snippet that he has made available for you and everyone else to freely hear, you must know that these are indeed MY WORDS and MY VOICE. However, you must also know that the MP3 audio link posted on the site is simply a "sound bite" which comes from a longer half-hour explanation of something that I was speaking to my

class about, in response to a **very specific situation**; information that Mr. Gorovenko failed to post as part of the local context of the statement (and the associated sound bite transcript), and if Mr. G didn't know the context of my statements, then he should have done due diligence and asked me for some first hand details and a chance to explain myself before he would go public via the internet, with his character assassination, slander, and apparent intention to destroy my name and character in the public eye. Adding insult to his already injurious actions, he then did something far more horrific. He added some of his own nefarious commentary, in order to make all my comments appear as though I advocate that all men everywhere should take mistresses (absolutely not true), and that I teach that adultery is okay and that it is not sin in the eyes of Yehovah (totally not true; this issue will be addressed in depth with Dina's upcoming book), that I divorced my first wife because she wasn't Jewish (absolutely incorrect), that I took convoluted marriage vows to Dina with the intention of later taking a mistress (incorrect again; I had a traditional Jewish wedding with the Sheva Brachot--the Seven Blessings), etc.

For the record, in the face of each of you reading these words, I stand as one with nothing to hide, and with no fear of the truth, that all of Mr. Gorovenko's allegations and charges against me are totally false. Unless you took the time to investigate all the posted facts and contacted me personally to get the context of the comments; if you enter into accepting any of this slander and choose to believe what you have been led to believe from his website, then you too make yourself guilty by participating with him in his character assassination; thus, I am certain that you too will open up yourself to the Divine judgment that is now on reserve for Mr. Gorovenko, all in due time. Yehovah does not ever turn a blind eye to this kind of thing. Mr. G will reap what he is sowing, period. Remember the story of Haman in the Book of Esther.

In regards to the sound bite and audio transcript that can be found on Mr. G's website, the truth is, I was actually responding to a man in my private teaching classroom, who had asked me, **what is a married man to do if his wife no longer wants to have sexual relations with him at all**. Once again, this context is something that Mr. Gorovenko did not post on his website, for whatever reason. Again, if he didn't know the context of what he was posting, then his Torah responsibility would have been to contact me first and ask BEFORE going public with a smear campaign against me. (Or, perhaps, Mr. Gorovenko is of the opinion that married men have no sexual rights whatsoever? That if a man is married to a woman who completely refuses him for whatever reason, does Mr. G believe that the man will just have to take up a life of celibacy in marriage?) This was the true context of my comments,...

However...

**I made a huge mistake, and will be the first to admit this**, that I handled the situation, of the man's question, improperly, although his question was something that both Dina and I wanted to address publicly, and in fact, this issue, along with many others, will be addressed in an upcoming book that Dina is writing concerning

marriage. In retrospect, the wisest approach would have been to deal with this man's private question the following day, one on one. At the very least, I should have told the man that I would address his concerns in class the following week, after having the time to properly prepare my answer. However, in my deep empathy for his difficult situation, I admit that I responded too quickly and got myself "into a ditch" out of which I could not easily extricate myself. It was a private moment that caught me off guard and my classroom responses were, at best, jumbled and disconnected, because I had not properly prepared something that could have helped the man and the students in my class on that fateful day of July 11, 2009, and the students in the class at that time were furiously posting comments, for which I was also unprepared to answer, thus the disjointed comments you see in the transcript.

If any of you have read the transcript posted on the Internet, I think it should be quite clear that I entered into the man's dilemma too hastily and was simply not ready to give a clear and well thought out answer, for what I was trying to express, with clarity and accuracy according to Scripture. This is the extent of my error; my "crime," if you will, and this whole situation should have (and would have) remained a private matter between just me, the man in question, and the members of my private classroom, were it not for two disgruntled students of mine in the classroom - Mr. and Mrs. Marty and Karen Herz, who then went ballistic after hearing my jumbled comments, and then freely supplied a transcript and the recording to Mr. G, but not before adding their own colored commentary in their report to Mr. Gorovenko. Then to color things further, Mr. G added his own defamatory remarks to what was supplied to him by Mr. and Mrs. Herz and made it all available to anyone and everyone that would come to visit his website, totally blowing everything out of proportion, twisting and falsifying all the facts and leaving the "mistress" remarks totally out of their proper definition and context. Is this not an outrage that should be rebuked?

Concerning Mr. Gorovenko's hideous words against me, I cannot tell you what his motivation is; however, to remain fair, some things must be said in order to give you just enough firsthand information about him so that you can gain an understanding as to who Mr. Bruce Gorovenko **really** is, and not who he presents himself to be. We cannot judge a person's motives for anything, but we can judge consistent patterns of behavior, which can demonstrate a person's true character, and this is why I want to share with you some things about Mr. Gorovenko that I believe you need to know. What I tell you is firsthand information and all of my comments are verifiable, if you should choose to do your own investigation.

Mr. Bruce Gorovenko had befriended me more than a decade ago (1997), and had offered to act as the "marketing arm" for my newly budding Millennium 7000 Communications ministry in the 1990s. He wanted to help me publicize the ministry and Mr. G had the skills and, apparently, the money to do it. I remember him well as a man who presented himself as a "marketing maverick." Though I did enter into personal talks with him at his home in Vancouver, B.C. Canada, over his marketing plans for my ministry, and we began drawing up some initial plans for the partnership, I later started to feel a check in my spirit that something was just not

right. I was afraid that I would be taking on a partner who would then demand control over what I could and could not say. Thus, nothing came of the venture.

Years went by, and although we loosely stayed in touch, we also drifted apart and eventually, I lost all contact with him. However, what I did not know is that Mr. G was apparently quite busy in the interim developing a strategy to destroy my credibility, in time building an entire section on his website, which was devoted to defaming me as well as other teachers and ministries with whom he had some sort of disagreement, theological or otherwise. He posted a page against me on his [website dated August of 2005](#), in which he tried to prove that I was guilty of "religious profiteering," among other things, by my alleged association with one Mr. James Trimm:

*Before you point your guns at me for posting this, please remember this one thing. I've known Avi ben Mordechai and James Scott Trimm since the spring of 1997 **and at one time I fully supported them with tithes and offerings and I purchased and circulated their books for them.** I have a long list of service and in my heart I know that these two can do far better, they are better than some of the garbage they've been sending out to the world...*

*...My hope was that these two men would actually fulfill some of the visions they spoke about for true Netzarim community, but there was nothing but talk, year after year and passing around the plate so they could get money for themselves. Both these men head up one-man-show "teaching ministries", where they teach but neither are qualified to do what they talk about. Over the last decade I've witnessed them both bounce like yo-yo's from one focus to another, anyone who would be "mentored" by them knows about their "yo-yo effect", men do this to appear as if they're on the "cutting edge" of truth. I began to develop a bit of a crook in the neck watching them bounce and bust over numerous issues. **I invested time and money to support these two, if they didn't want my input, they shouldn't have accepted my support and friendship.***

*From [Baruch ben Daniel's website](#)*

It is quite telling that Mr. Gorovenko ends the above words with the quote, ***"if they didn't want my input, they shouldn't have accepted my support and friendship."*** Stop and think about this statement for a moment. Would we be unfair if we understood him to be actually saying this, in plain English: ***"my support and friendship comes with plenty of strings attached, and once I extend any kind of offer to a teaching ministry, I expect to exercise control over it."*** Among a number of complex matters going on in the mind of Mr. Gorovenko, one of them clearly wants to make a huge issue over my association with James Trimm. Ironically, though I had previously been loosely associated with

James Trimm in the mid 1990s, by the time Mr. G's page was posted in 2005 (long before all this "mistress stuff" came into the picture), I no longer had any association with Mr. Trimm at all, yet the page against Mr. Trimm adds me as a participant with him, and then twists all the information to make it look like the two of us are still in cahoots; still working together, with intentions to defraud people. Certainly, I was never involved with any sort of "religious profiteering," nor am I involved with any such thing even today, though Mr. G would like you to believe that I was and am such a person. Those of you that know me personally, know that this is an outrageous piece of character assassination.

To sum it up, I know that Mr. Gorovenko has had a long-standing chip on his shoulder, apparently over the fact that I did not submit to his authority and control back in the late 1990s, which he calls a "friendship" (with friends like this, who needs enemies?), and has therefore pursued a vendetta against me, at least since 2005, but my rather weak (and now defunct) association with Mr. James Trimm obviously was not enough to make me really look bad in the eyes of the public. Nonetheless, over the years, it would appear that Mr. G has been trying to find something to nail me on, even referring to me publicly as a "one-man show," because I don't put myself under any man's authority (seemingly, he would like me to put myself under **his** direct authority). The truth is, Mr. G knows nothing about the reality of my motives, my work, my character, my ministry, or my personal spiritual growth in *haMashiach* and in the development that I've had over the years in my understanding of the Torah. Interestingly, he calls my spiritual growth process a "yo-yo" effect, bouncing from one focus to another. In other words, if I had fully accepted his "friendship" offer in the late 90s, he would have controlled me and kept me in a position of spiritual stagnancy, allowing me to grow only in the ways that he approved. In his writings, he wants to appear as though he is on the straight and narrow path, and that venturing off into "non-approved territories" of focus contaminates a person and makes them flaky. I don't know about you, dear reader, but I'd prefer to grow spiritually in the Torah by examining many different areas where the *Ruach haKodesh* guides me, even if it sometimes means that I make mistakes, rather than remain stagnant under some man's supervision and authority, as Mr. Gorovenko apparently wants for any and all that would be under his watchful eye.

Indeed, partly because of my spiritual growth process, I am no longer associated at all with James Trimm (and with many others), and his page against me and Mr. Trimm must have had a weak impact. Therefore, when Mr. G got the "sin and adultery" information and audio recording out of its context from Mr. and Mrs. Marty and Karen Herz, I have to tell you, I think he must have been in "hog heaven," and couldn't wait to ramp things up quickly and add some serious drama to his already long-standing **Avi ben Mordechai smear campaign**. He wasted no time posting the Herz's information on his website and for good measure, he added his own spin to it, doctoring everything up with outright lies, half-truths and misconceptions. I've been a professional radio broadcaster for thirty plus years and I know that a marketing maverick can do this well, and Mr. G is a marketing maverick, no doubt about it. From a marketing standpoint, Mr. G's attack on me is, in truth, very, very impressive. If I didn't know anything about the situation, and I

came across his website and read what he posted about my so-called "mistress" teaching, there is no doubt in my mind that he just might have convinced me to make a judgment against "Avi ben Mordechai" at first blush. As for the other statements and charges against me on his website, I will not address them in detail here, other than to say that they are **all** false and/or misleading accusations, the result of one that knows how to twist the facts, and use media and the internet to stir up negative public opinion.

Ladies and Gentlemen, if this were only an issue of Mr. Gorovenko writing about how he may disagree with some of my ideas, then I would still remain silent about him and just leave things alone, because every person is entitled to his or her opinion. However, when one's opinions move into the realm of character assassination and outright slander, then something has to be done to stop it, and if you do nothing to address this issue, shrug your shoulders and just go about your day-to-day business, then you too make yourself a participant with Mr. Gorovenko, whether you like it or not. I have personally discussed this matter with Rico Cortes, Brad Scott, Eddie Chumney, Keith Johnson, Nehemia Gordon, Holisa Alewine and others, and have felt the outrage that they have expressed. If you have any questions about what I am writing here, you are encouraged to go to each of these named individuals and make your own inquiries, if you feel so led.

Now, you might ask, "Who is this Bruce Gorovenko, a.k.a., *Baruch ben Daniel*? He is the publisher and financial backer of Andrew Gabriel Roth's Aramaic English New Testament (AENT). Mr. Gorovenko is also the man who was instrumental in getting me, Rico Cortes, Nehemia Gordon, Keith Johnson, and Eddie Chumney thrown off the air at GLC (God's Learning Channel, Midland/Odessa, Texas). All of this ultimately resulted in the subsequent and voluntary departure of Brad Scott, Bill Cloud, and Tony Robinson. Beginning as early as 2010, Mr. Gorovenko cleverly began maneuvering himself into a position whereby he was able to eventually become network programming "consultant" to GLC General Manager Amy Cooper. For now, I'll not take the time to address that relationship here. The bottom line: Mr. G has used questionable tactics in convincing and consulting with Ms. Cooper to do a programming "house cleaning" at GLC. Mr. G is, to this day, the one that influences the programming decisions at GLC; not allowing certain divergent opinions coming in from the Messianic/Ephraimite movement, teachings that he disagrees with theologically or otherwise. My friends, I'm sorry to say that this is all being done, quietly and behind the scenes. Truly, God's Learning Channel (GLC) has now become **Gorovenko's Learning Channel**. Though it may appear that he is hurting me and the other ministries he has attacked, the truth is that the real people being hurt are the Christians and Messianic believers out there who are being deprived of an opportunity to see and hear the free expression of various points of view generated in the Ephraimite/Messianic movement. GLC was going in the right direction before Mr. Gorovenko got himself into a position to act as a "consultant."

Though I may not agree with the views of all the teachers that have appeared on GLC, I firmly believe that one man ought not be able to use charm and deceit in the form of a well-planned ambush (in the corporate world, this is called a "hostile

takeover"), in order to gain exclusive control of programming for GLC, all the while doing the maneuvering in stealth. It is true that GLC is a private station owned by Al and Tommy Cooper, and that they have an absolute right to promote whatever views that they wish to promote, while not permitting airtime for views that are not to their liking. However, Al and Tommy Cooper are an elderly couple who I believe sincerely want to do the right thing, but who are aging and are quite naïve enough to fall for the wiles of a marketing fox such as Mr. Gorovenko. The most offensive part of this is the way that Mr. Gorovenko took the network over, using a combination of outright lies, deception, and personal charm, particularly in order to capture the lonesome heart of Ms. Amy Cooper, Al and Tommy's daughter, who is the appointed general manager for GLC, as she regularly consults with the charming "fox in the henhouse," Mr. Gorovenko, on many levels, while running the network on a day-to-day basis.

As for Mr. G's work as the financial backer and publisher of the AENT, it is absolutely known that he has waged a theological war against Nehemia Gordon and Keith Johnson over the subject of Aramaic versus Hebrew Primacy of the New Testament, as well as the pronunciation of the Divine Name. Muscling himself into a position of control at GLC, Mr. Gorovenko has made the AENT the King of GLC, which must be a real financial boon to him, since he is the publisher of that work. As I see things, this is nothing short of naked financial conflict of interest, merchandising Mr. Gorovenko's investment over and above the original spiritual vision of GLC (would that make Mr. G a "religious profiteer?" hmmm...). Unfortunately, Ms. Amy Cooper along with her aging parents have been charmed into accepting whatever Mr. Gorovenko tells them, since he is their "consultant." This is how Mr. G works; his "M.O." He uses charm and deception to try to wrest control over whatever he is after, and if he doesn't get what he wants in a timely fashion, he resorts to a method of planned destruction. He didn't get what he wanted when he offered me his money, "friendship," and potential marketing talents back in the late 1990s, and so it led him to look for a way to destroy my work. He didn't like the fact that Mr. James Trimm, in the late 1990s, was trying to establish a Nazarene *Beit Din* (SANJ) that would not be under Mr. G's direct control, and so Mr. G went after Mr. Trimm, and today, Mr. G now has and promotes his own *Beit Din*, as the *Beit Din* of choice that he would put in authority over **all** the Messianic movement. (For the record, I do believe that Mr. Trimm mishandled the financial matters concerning his HRV Bible, and that was one of the reasons for my break from him, but that is another matter entirely).

From what I know firsthand (and I've only told you a few things; not everything), Mr. G is not to be trusted. It's sad to see GLC lose so many of its donors. It was on the right path in 2008-2009 but sadly, Mr. Gorovenko has since steered them off course, using deceit and charm as tools of his personal arsenal against any ministries that he cannot control. Anyone who reads Mr. Gorovenko's materials can tell you that his writings look righteous on the outside, but I say to you, beware: **he's a fox in the henhouse.**

On a positive note, one really good thing has come out of this whole debacle of slander and the rotten fruit of Mr. Gorovenko: it has forced me and my beloved wife

Dina to re-evaluate all our beliefs about marriage, divorce, sin and adultery, and once again, these new views will be coming out in a soon to be published book by my one and only wife, Dina.

So, in summary, I wish to posit the following for your knowledge, prayer and consideration:

1. Each of Mr. G's charges that have been publicly leveled against me are totally false, twisted and have been given a "spin" treatment, and most definitely do not reflect my truthful ideas or the context in which the comments were made. Thus, I am NOT GUILTY and I deny all the charges leveled against me by Mr. Gorovenko.

2. The comments which were put on Mr. Gorovenko's website, as well as the audio sound bite posted there, mislead the reader as to the true nature of what was said, and why, and Mr. Gorovenko added his own comments for the purpose of publicly trying to destroy my work by attacking my character.

3. Mr. Gorovenko is, in my opinion, a marketing maverick with a pattern that is evident to all those that have eyes to see and know how he does things: he will attempt to support a ministry so as to get control over it (see GLC and the AENT); if he cannot get control over what he is after, he will then pursue a seek and destroy mission against his target (see James Trimm and Avi ben Mordechai).

4. My greatest desire is to see Mr. Gorovenko repent and remove all public slander from his website, and to see him send out a full public retraction of all of his nefarious comments against me, my brother Uri, and all others that he has publicly attacked and defamed on his website. I would also like to see him back off from being such a control freak, and just allow the *Ruach* to move the people wherever it would lead them, so that the Torah can be written on their hearts.

5. As for me, after over two years of silence, I have said my peace and I have nothing more to say on this matter. If you so choose, you can believe what you wish concerning what you read about me from Mr. Gorovenko's website. However, I think you would be very smart to stay away from reading anything on his website and from getting involved with anything that he has his hands on, until he shows true repentance. I encourage you to avoid polluting your mind with things that are false and misleading and amount to nothing more than exercises in futility, slander and gossip; certainly, not the characteristics of a wholesome man of the Torah.

6. If you absolutely feel the need to go to Mr. Gorovenko's [website](#) and have a look around, take my advice and use great caution. If you do have a look around, I recommend that you take some time to compare Mr. G's ranting and raving on his own website (see [this page](#) and also [this page](#)) against the websites of all those with whom he disagrees ([James Trimm](#), [Avi ben Mordechai](#), [Michael Rood](#), [Eddie Chumney](#), and others). On his website, Mr. Gorovenko endlessly whines about all the gossip and slander going on in the messianic movement, and yet if you compare Mr. G's website to the websites of his above listed opponents, you will find that it is only on Mr. G's website that you can easily click on links leading you to

extensive gossip and slander pages.

7. As far as I am concerned, Baruch ben Daniel's actions are like a cancer in the Messianic/Ephraimite movement. You have to ask yourself the question, "what kind of man would do and say the things that Mr. Gorovenko has done and said, and not feel the least bit of remorse for the absolute lies that he is putting out, in order to promote a personal agenda?" If you are outraged by Mr. Gorovenko's behavior, I urge you to [contact him](#), rebuke him with all that you can muster, and then encourage him to repent and do the right thing. Know this: we are not making an issue of doctrinal disagreements. Mr. G is welcome to believe any way that he wishes to, and we would be the last to try to change his beliefs, for we firmly believe that only the *Ruach haKodesh* can do that. This is, rather, an issue of his unrighteous and unbecoming behavior. Ultimately, if he does not repent, I urge you to prayerfully consider whether you should continue to support any of the ministries which he is actively controlling.

May all of what you have read here in this email help you to make the right decisions about how you will address matters in your own mind.

Faithfully, I remain to the best of my knowledge and ability, truthful in all that I say and do. As for me, this one fact is to be known: I have come before Yehovah and I am seeking in my own heart to forgive Mr. Gorovenko, a.k.a. Baruch ben Daniel for his slander and character assassination committed against my wife and me. With this letter to you, our conscience is clear; we now put Mr. G into the hands of the absolute judge of truth - Yehovah. May Yehovah judge between us and bring Mr. Gorovenko to his own correction. Remember this: light comes out of darkness (Genesis 1). Sometimes, people have to go through the darkness in order to be able to appreciate the light. There are two ways to learn the Divine commandments of Yehovah: 1) by doing them, which leads one into the light, OR 2) by not doing them, which leads one into darkness and correction, and hopefully, to repentance in the end.

You have my permission to freely distribute this email in its entirety, to whomever you wish, and, in fact, I encourage you to spread this message far and wide. It may be posted on any website without any special permission. All that I ask is that you take this email intact, from its beginning to its end, without inserting any additional comments or commentary between the lines. Also, once again, I encourage you to [contact Mr. Gorovenko](#) and speak your mind, if you find his behavior unbecoming to one who claims to be a righteous man of the Torah.

Shabbat Shalom,  
Avi and Dina ben Mordechai Marcus  
Jerusalem  
December 30, 2011