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Meet the Sasher Family

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Photo by Renee Rogers

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Meet the Sasher Family

By Rachel Kettner | Photos by Renee Rogers and Tiffany Long

“Our story truly feels like it was written long before we understood it,” said Ashley Sasher. She and her husband, Keith, will celebrate their 20th wedding anniversary this year, having first met in preschool in Charleston, West Virginia, before reconnecting in junior high—where they were voted the “cutest couple” in the yearbook. From there, life took them in different directions, with separate high schools and years of lost touch.

“It wasn’t until my senior year of college that fate stepped back in,” Ashley said. “I was attending Northern Kentucky University, living in the greater Cincinnati/Northern Kentucky area, while Keith had already graduated from Marshall University and was working his first job out of college with Wells Fargo in Louisville, Kentucky. Out of the blue, I received an email from him through my sorority email account. Our

first date was on Valentine’s Day—ironically enough—and from that moment on, it felt like no time had passed at all. We were inseparable.”

Shortly after they reconnected, Ashley received a job offer in Atlanta working in marketing for Bill Palmer, the founder of Applebee’s Neighborhood Grill & Bar, and in 2004, the couple relocated to Roswell, Georgia, to start their life together.

"After a year of renting, we bought our first home in Suwanee—one of many milestones in our mid-twenties," Ashley said. "We later moved to Polo Golf & Country Club shortly after our son, Colton (now 14), was born, and we've been blessed with two daughters since—Harper (9) and Londyn (7). We've now lived in Polo for nearly 13 years and have loved every single minute of it."

Ashley and Keith are proud of their three children and love watching each of them grow into their own interests and talents.

Colton is on the wrestling team at West Forsyth High School and has a strong passion for fitness and wellness. He enjoys working out, going to the gym, eating healthy, and spending time with his friends and family.

"His discipline and dedication both on and off the mat make us incredibly proud," Keith said.

Harper has a big love for competitive cheer and has competed on several teams with ATA. She is currently focusing on tumbling and working hard toward mastering her full twist, showing determination, resilience, and a true love for the sport.

"Londyn followed in her sister's footsteps for a while with cheer at ATA, but decided she wanted to explore something new," Ashley said. "Last fall, she joined a UFA soccer team and absolutely loved it—so much so that she's already signed up for the spring season. Watching her discover her own path and confidence through soccer has been such a joy."

The kids' athleticism doesn't fall far from the family tree.

"As a child, I grew up very active in sports with cheerleading, competitive ice skating, snow ski-



ing, water skiing, tennis and dance," Ashley said. "I even have a minor in dance and I was on the NKU dance team in college. Keith was also very active in sports, growing up in competitive swimming and soccer, receiving an invitation to play for Marshall University his freshman year."

The family is rounded out by their beloved white four-year-old Havanese, Sunnie.

"She brings us so much joy and we can't imagine life without her," Ashley said.

As a family, Sundays are especially meaningful.



"We attend Browns Bridge Church and serve our surrounding community through Meals by Grace as many Sundays a month as we can," Keith said. "Giving back and staying connected to our community is something we value deeply, and we're grateful to be raising our children in a place that encourages both faith and service."

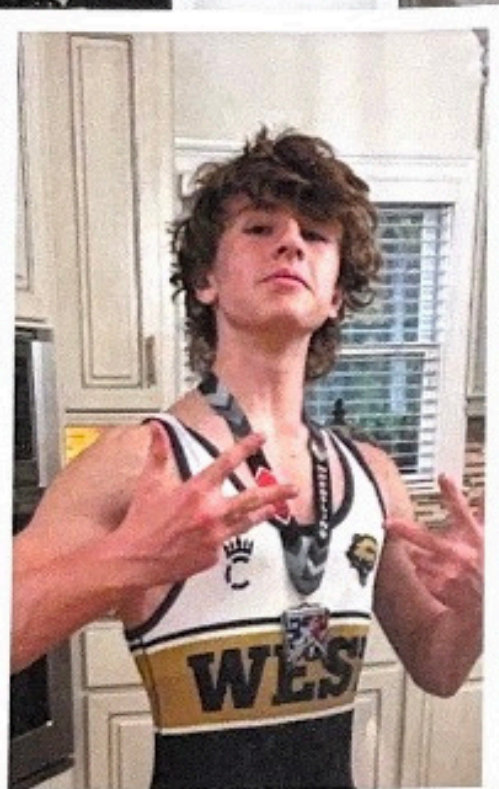
In August of 2025, Keith and Ashley start-

ed a new adventure, becoming the new Bloomin' Blinds territory owners for Northern Atlanta.

Bloomin' Blinds is a family owned, locally based custom window treatment company obsessed with quality service serving the Alpharetta, Cumming, Johns Creek, Dawsonville, Ball Ground and surrounding communities.

"We offer custom window treatments, outdoor patio shades and awnings, repairs and more," Keith said. "We bring the showroom to your living room! The blinds, shades, and shutters we offer are chosen because they are the best blend of quality and price. We are also proud to represent top industry brands."

"This exciting step marks the beginning of a trans-



formative new chapter for us professionally and personally as we pursue a business venture rooted in purpose, passion, and long-term legacy," Ashley said.

Ashley brings over 22 years of B2B and B2C marketing leadership, with experience scaling businesses across national restaurant chains, retail fintech, and EdTech SaaS platforms. Keith adds 23 years of sales expertise, including a decade in physician recruitment and seven years in the Behavioral Health SaaS space.

"What truly set Bloomin' Blinds apart from other opportunities we considered was its alignment with our values," Ashley said. "As a family-owned brand that emphasizes hands-on business building, long-term relationships, and practical, proven systems, it felt like a natural fit. The mobile, low-overhead model backed by AI-enabled tools gives us the confidence that we're stepping into something designed not just for success but also sustainability. And as a couple committed to family, security, and providing a strong foundation for our future

generations, that matters deeply."

Bloomin' Blinds of Cumming & Johns Creek was recently recognized and awarded the Best of Forsyth 2026 and the Best of Dawson 2026 in the Best Window Blinds or Window Treatments Category.

Outside of work and all the children's activities, the Sasher family loves to travel.

"Through all the hard work, travel is one of our greatest joys as a family," Ashley said. "You'll most often find us at the beach, soaking up sun-



shine, warm weather, and plenty of 'vitamin sea.' We're especially drawn to the clear, turquoise waters of Florida's Gulf Coast, with favorite destinations including Anna Maria Island, Marco Island, Captiva Island, Bonita Springs, Clearwater, and Gulf Shores/Orange Beach. We're also big fans of 30A, with WaterSound being a place we return to time and time again."

"While the beach will always have our hearts, we do enjoy an occasional ski trip to Beech Moun-

tain—though we'll happily admit we prefer sand between our toes over snow boots any day," Keith added. "Wherever we go, it's the time together and the memories we create that matter most."

Ashley and Keith are grateful to have found their community and the loving place they call home.

"We've loved watching our neighborhood evolve over the years and feel incredibly grateful for

the lifelong friendships we've built along the way," Keith said.

"So many of our neighbors have become like family—traveling together, raising our children side by side, and truly showing up for one another through both the joyful moments and the challenging ones. Polo has become the village we can always count on. It's a community rooted in connection, generosity, and genuine care—and we feel truly blessed to call it home," Ashley added.