



## Ashley Hamilton Schubert

June 4, 1946 - February 8, 2026

Ashley Hamilton Schubert passed away on February 8, 2026 in Newnan, Georgia. He was born in Nashville, Tennessee, on June 4, 1946, and then grew up in Atlanta, Georgia. He is preceded in death by his parents, Louis R. Schubert, Sr. and Virginia Hamilton Schubert, and one sibling, Louis R. Schubert, Jr.

During Ashley's teenage years, he worked part time at a gas station, answered phones at the Buckhead Cab Company, and enjoyed drag racing (even winning a few events!). He loved playing the guitar and was in several bands. Ashley met Katherine Baird on a blind date and it was love at first sight. They only dated six months before eloping at the young ages of 19 and 17. This year would have marked their 60th anniversary. The most important thing to Ashley was family and friends.

Ashley was a salesman at heart and had a long and successful career. He worked for Ford Motor Company and Yamaha Boat Motors, owned and operated a very successful retail store called Strings & Things Music Co., and finished out his career as a loan officer for a Mercedes-Benz dealer and Regions Bank. He always strived to be the best and was a National Leader in Sales for Ford Motor Company (1967-1982), Ford top sales producer (the Top

Hatter Award), and Ford Salesman of the Year for three years. He had his own chapter in the book, "Sales Tips from the Pros," a Ford book (1971). His sales success and techniques, all at the young age of 23, were highlighted in the book. He went from sales, to general sales manager, to ownership of a Ford dealership in Cartersville, Georgia, for seven years. During his time as owner, he tripled the volume of sales and was awarded the Ford Distinguished Award for three years in a row. While at Yamaha Motor Company (1983-1984), he earned the Yamaha Top Sales Producer, a national award. Turning his love of music into a career, he opened Strings & Things Music Co. (1985-1999). In 1998, he became the top Fender and Martin Guitar rep for the state of Georgia. He sold the business in 1999 to move to Florida to be close to grandchildren.

While Ashley was not working, he enjoyed boating (owning many boats over his lifetime), scuba diving, snow skiing, and spending time at the beach. He also continued to play the guitar. His bluegrass band, the Back Porch Revival, spanned over 20 years while living in Cartersville, Georgia.

Ashley was known to his grandchildren as "Big Daddy," later shortened to "Biggie." He was a story and joke teller and loved to make people smile and laugh. Ashley also had a special talent for writing original poems and toasts for birthdays, weddings, and engagements. He wrote so many clever poems and toasts that his family made a keepsake book of them.

Ashley was truly a one-of-a-kind husband, father, grandfather, and friend. He will be greatly missed.

Ashley is survived by his wife, Katherine Schubert; his son, Ashley (Clare) Schubert, Jr., and grandsons Elliott (Andrea Caceres) Schubert and Hamilton (Callie) Schubert; his daughter Cassandra (Mark) Engel, and granddaughters

Caroline Engel and Allison Engel.

Please do not send flowers. If inclined, please donate to one of the following: Cokes Chapel UMC [www.cokeschapel.com](http://www.cokeschapel.com), or the Charles A Henderson Memorial Cancer Fund. Cancer donations please make checks payable to Schwab Charitable with "Charles A. Henderson Fund" in memo line and mail to "Charles a. Henderson Fun, Piedmont Cancer Institute - Attn: John Goodman, 1800 Howell Mill Road Suite 800, Atlanta, GA 30318.

Condolences may be expressed online at [www.mckoon.com](http://www.mckoon.com)

A private burial at Gresham Cemetery and celebration of life will be held at a later date.

McKoon Funeral Home & Crematory (770) 253-4580

# Cemetery Details

## **McKoon Funeral Home & Crematory**

38 Jackson Street  
Newnan, GA 30263  
care@mckoon.com  
<http://www.mckoon.com>

# Tribute Wall

SR

“ *Sandy Reamsnyder lit a candle in memory of Ashley Hamilton Schubert*



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**Sandy Reamsnyder** - February 17 at 12:55 PM

SR

*Kathy, Ashley Jr., Cassandra and families, my thoughts and prayers are with you all. May God comfort you and give you strength and peace. Love, Sandy*

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**Sandy Reamsnyder** - February 17 at 12:56 PM

TT

“ *Kelly and I are saddened to hear the news of Ashley's passing. There were so many days that I remember passing the time with him just talking and joking while Hamilton, Elliott and Thomas played travel baseball. He always made passing the time on those long, hot days so much more enjoyable. Our condolences to all the Schubert family.*

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**Tom Touchstone** - February 11 at 08:08 AM

GW

“ *Remembering Mr. Schubert fondly as he and his wife volunteered in the Media Center at Northside Elementary School when the twins went there. They would shelve books and it was always a pleasure to talk to them. My sincere condolences on his passing.*



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**Geraldine Welch** - February 09 at 05:07 PM

PB

“ Ashley and I had many wonderful times together in Cartersville where I was his Banker and good buddy. We frequently dinned out together and had many memorable trips on the boat, or away.

*I will miss my good buddy and his wonderful family and all the good times we shared. My prayers for this dear family! God bless you all!*

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**Phil Baldwin** - February 09 at 03:58 PM

MD

*I am so very sorry to see this news. Ashley was certainly one of a kind and always the life of the party! I have to smile when I think of Spencer, Ashley and Butch back together again.*

*Kathy, Ashley and Cassandra - my prayers are with you all. 🙏❤️🙏*

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**Marcia Dillard** - February 09 at 07:52 PM

BW

*I don't know where to start. But i can honestly say that my "start" was with Ashley. I was a 16 year old rock n roll teenager in Cartersville, looking for a guitar teaching job. I was already a pretty skilled guitarist by my early teens and Ashley saw that in me, and let me teach lessons at his music store in our town. The amount of laughs, life lessons, help, good times, and trouble started by he and my Dad (Big Butch was real close with Ashley) will never be lost on me. We stayed in contact over the years and he was always proud of me on my musical journey through the years. I'll never forget him and will always be grateful for not judging a longhaired weird kid with earrings, and always treating me the same as any local preacher, lawyer, or anyone else. I love you Big Daddy. Rest easy. -Brad "Butch" Walker*

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**Butch Walker** - February 13 at 10:56 AM